

# 3-YEAR MARKETING PLAN

Rightside Design Group

PREPARED FOR:



**OSCODA AREA CONVENTION & VISITORS BUREAU  
3-YEAR MARKETING PLAN REVIEW  
& 2024-2027 MARKET GOALS**

PREPARED BY:

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## Executive Summary |

The Oscoda Area Convention & Visitors Bureau (OACVB) approached the Rightside Design Group (RSDG) to develop a targeted strategy for multi-year marketing for the greater Oscoda region of Michigan. After holding a series of planning sessions with the board and interested stakeholders, along with completing a stakeholder survey, that data and discussion was combined with various tourism resource data points, including but not limited to: MEDC (Michigan Economic Development Corporation – Travel Michigan) Tourism Economic Reports, ESRI, Google Trends, and more.

This plan is designed to communicate goals and initiatives of the organization which will help to create clarity, focus and direction within the OACVB stakeholder groups regarding the potential for the organization. This plan is meant to be a “living document” and roadmap for decisions made by OACVB staff and stakeholders. To maximize the effectiveness of this plan there should be an annual review of the priorities and project goals outlined.

## The Brand Position |

**Mission:** The Oscoda Area Convention & Visitor’s Bureau is a non-profit corporation dedicated to identifying and attracting tourists to the Greenbush-Oscoda-AuSable area through direct marketing efforts and to advocate pro-tourism legislation at the regional, state, and federal level.

**Brand Position:**

**Oscoda: 4 Seasons...Naturally**

The perfect time is any time to visit Oscoda. In every season, we welcome you to kick it in high gear for some outdoor adventure or simply sit back and relax. Whatever sort of escape you crave, look to the “*Sunrise Side*” of the mitten to experience Michigan the way nature intended.

When you are ready, just hop in the car and before for you know it, you’ll find yourself in **Oscoda**.

## 2022 Markets & Traveler Profile Information |

2022 MEDC Northeast Region Travel USA Visitor Profile (372 overnight travelers surveyed) & MEDC/Travel Michigan 2022 Tourism Economic Impact/Region & County

The primary market advertising segment for DMOs of your size and the Pure Michigan target market traveler has historically been females age 45+. The age and marital status demographics have remained largely the same over the past 3 years, however most notable would be your 35-44 segment went from 15% to 22%.

### General Traveler Profile:

Age 35-65  
Household income range below \$49.9K  
Traveling with their partner

### Relationship Status Profile:

Married with a Partner: 56%  
Single/ Never Married: 27%  
Divorced/Widowed/Separated: 17%

### General Household:

66% of your travelers originate from Michigan – where the average household income level is \$67,000/year (2022 data) , your household income averages for your traveler have been largely the stable over the past 3 years, with a slight decrease in those making over %100K.

84% of your prospective travelers are earning less than \$100,000/year. We saw a slight decrease in the number of people traveling without children under 18 and a fair increase in those traveling with children, particularly in the range of 6-12.

### Traveling with Children:

No Children under the age of 18: 53%  
Children 6 to 12: 30%  
Children 13 to 17: 20%  
Children under age 6: 15%

### Opportunity/Observations:

Over the past 3 years, we have targeted travelers match your demographic profile for building digital media audiences. Your marketing strategy will continue to target your defined traveler type, with particular attention to families with young children (age 12 and under 45% of traveler group), an ensuring content development highlights affordable activities and amenities that attract this audience type. We also learned that 80% of overnight travelers are repeat visitors and 60% of overnight travelers had visited before in the last 12 months, which supports continued efforts to grow our email data base and to continue our targeted remarketing efforts.

### Geographic Regions:

The majority of trips from 2019 to 2022 originated from in-state. The majority of your visitors are traveling under 2.5-3.0 hours to reach your destination, 83% of them are traveling by car.

#### Top Cities of Origin

- Detroit/Ann Arbor 25%
- Flint/Saginaw/Bay City 14%
- GR/Kzoo/Battle Creek 11%
- Lansing 10%
- Chicago 4%
- Traverse City 3%

Tracking the top cities of origin helps us to optimize your digital reach. Short road trip messaging indicating ease of access to Northern Michigan amenities helps to develop justification for more frequent travel.

### Travel Planning & Booking:

The 2022 MEDC report included data regarding trip planning and booking. This information is not only important for the CVB to understand, but is also pertinent to the marketing efforts of the lodging properties. With 33% of travelers using direct with hotel booking, it is imperative that lodging properties have up-to-date websites and direct booking features.

#### Top Planning Resources

Recommendation from family/friend 16%  
Hotel 15%  
OTA 10%  
Social Media 8%  
Destination Website (CVB) 7%

#### Method of Booking

Direct with Hotel 33%  
OTA 14%  
Travel Agent 11%  
Destination website CVB 11%  
STR 10%

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## Marketing Goal Review of the OACVB 2021-2024 & 2024-27 Goals

The following illustrates the high-level marketing goals of the OACVB for the 2021-2024 marketing plan duration, and a summary of the marketing efforts made over the past 3 years to support these goals.

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### 2021-24 GOAL #1: Grow Seasonal Market/Economy

**Position:** Although beaches and water activities clearly draw visitors to the region in the warmer months, significant challenges facing the tourism industry in the Greenbush-Oscoda-AuSable region were identified as:

- Low occupancy in shoulder seasons
- Competition with adjacent markets
- Low marketing exposure

#### 2021-24 Marketing Accomplishments Supporting this Goal:

- Improved website launched with content focused on user experience and asset awareness.
- Successful campaign to support increase in lodging assessment allowing growth in budget for marketing activities
- Comprehensive seasonal campaign proliferation on digital/social platforms.
- Blog stories developed in each season based on a content outline that coordinated with both digital campaigns and marketing newsletters.
- Accessibility map showing proximity to targeted DMA regions (3.0hr. drive distance) to quality assets (beach, attractions, etc.)
- Top 5 Finds in Each Season: Developed as seasonal landing pages on the website and supported content for seasonal story telling and targeted campaigns.
- Trail maps developed for top assets improving hiking, biking, paddling, fishing, and ORV user awareness and accessibility.
- Adventure guide designed and launched to create 4-season awareness of recreational amenities.
- Unique illustration library developed as visual brand of region
- First kiosk designed and executed for spring installation
- Outdoor advertising to increase awareness of destination

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#### 2024-27 Recommendation for Updating Goal #1:

### 2024-27 GOAL #1: Grow Seasonal Market/Economy through Targeted Content Development

**Position:** Focusing on activities that draw visitors to the region in each season, marketing efforts will highlight assets and opportunities in the Greenbush-Oscoda-AuSable region throughout the year.

#### 2024-27 Recommended Marketing Initiatives Supporting Goal #1:

- Distribution of Adventure Guide and mapped assets will improve on-site user experience and educate regarding seasonal opportunities for recreation.
- Continue building content through blog story development highlighting seasonal assets
- Robust seasonal digital campaigns designed to target new and engaged user groups
- Landing page creation/updates to support seasonal campaigns
- Edit Existing Inventory: Edit footage to correspond with the desired target market and medium will help to grow an engaged audience.
- Align on-page social efforts with marketing content calendar to improve social platform engagement and audience growth.
- Outdoor advertising to support seasonal message
- Kiosk location identification and content development for on-site awareness of recreational opportunities

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## 2021-24 GOAL #2: Leverage Technology

Position: Although the OACVB has a nice start to the website, additional opportunities exist to tell an expanded story about the authentic experience of visiting the region through digital and technological communication tools.

### 2012-24 Marketing Accomplishments Supporting this Goal:

- Improved website launched with content focused on user experience and asset awareness
- Comprehensive seasonal, data informed campaign proliferation on digital/social platforms
- Video and photo inventory growth to improve seasonal stories and campaigns
- UTR partnerships to further develop audience awareness
- Media Assistant hired to manage on-page content

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### 2024-27 Recommendation for Updating Goal #2:

## 2024-27 GOAL #2: Leverage Technology

Position: Leverage established website, social platforms, and digital advertising mediums to proliferate an expanded story about the authentic experience of visiting the region.

### 2024-27 Recommended Marketing Initiatives Supporting Goal #2:

- Allocated digital advertising budget will be spent on audience building (page followers/likes), as well as targeted seasonal promotions through Google and social advertising managed by RSDG
- Continue website content development to support marketing campaigns
- Adapt existing video library to enhance user experience of digital assets
- Calendar of on-page social promotion to be administered by Media Assistant
- Consistent outreach with engaged users through email marketing
- Report analytics for tracking growth of audience through website and social

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## 2021-24 GOAL #3: Build Member Relations & Local Collaborations

Position: In order to grow support and improve understanding of the efforts of the OACVB organization, an outreach strategy needs to be implemented.

### 2021-24 Marketing Accomplishments to Support this Goal:

- Page created on website to centralize all member information
- Member outreach materials created
- Event sponsorship criteria defined to qualify requests
- Chamber activity alignment and improved communication
- Outreach for kiosk initiative, resulting in location for first kiosk
- Successful event collaborations (ie: Rockfest and Sportfishing Tournament)

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### 2024-27 Recommendation for Updating Goal #3:

## 2024-27 GOAL #3: Build Member Relations & Local Collaborations

Position: Through outreach efforts, the OACVB will improve local understanding of the organization, its purpose, and opportunities for collaborations.

### 2024-27 Recommended Marketing Initiatives Supporting Goal #3:

- Refine "How the OACVB Works for You" materials - update landing page
- Member awareness of marketing strategy and achievements and development of shared opportunities (travel packages/special offers)
- Follow OACVB parameters for local event support and communicate with event promoters
- Identify distribution opportunities to get print materials out into the market
- Continue collaboration with Chamber to identify and facilitate local promotional opportunities
- Identify addition kiosk locations to grow destination development efforts

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## NEW GOAL: GOAL #4: Focus on Asset Development & User Experience Enhancements

Purpose: Ensure optimization of planning resources and on-site user experience through further development of digital, print, and on-site assets.

### 2024-27 Recommended Marketing Initiatives Supporting Goal #4:

- Align seasonal promotion with Adventure Guide and developed mapping assets
- Identify resource for video asset development of priority projects to make digital promotion of on-site experiences more effective
- Execution of Adventure Guide resource on website to ensure optimized use of asset
- Completion and installation of first kiosk and further development kiosk program through community agency collaborations
- Identify additional opportunities for destination development collaborations, such as: trail development, additional mapping opportunities, historic sites inventory, new recreational asset or business partnerships
- Seek public relations/earned media opportunities