

SALTWATER  SOFTWARE

How BIDs Will Get It Done In 2018: Start With A Killer Marketing Calendar

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Many of us have returned to 2018 with a mountain of paperwork and a frightening to-do list. **As a BID marketer**, if you must choose one task to master this month, make it your Marketing Calendar, here's a reminder why...



Now, more than ever, to be an effective BID marketer means that you must create engaging content to compete in the same space as other entertainment and retail destinations. The world of simply being 'clean & safe' in hopes that will attract visitors is unquestionably behind us. By creating a BID specific, clear & well-structured Marketing Calendar, you'll find yourself with a solid foundation for the year ahead:

A STRONG MARKETING CALENDAR WILL HELP TO:

- **CURB THE COMPLEXITY**
- **FIND CLARITY IN THE BIG PICTURE**
- **ALIGN YOUR TEAM**
- **MAXIMIZE YOUR BUDGET**

A Strong Marketing Calendar Will Help To:

1. Curb The Complexity

Planning a full year of marketing efforts can be a formidable goal. Add to that the rise and fall of various social channels, budget constraints, cancellations and an overworked staff, it can be downright overwhelming. Consider the following while building out the basics of your calendar:

PRO TIPS:

- Which efforts are ongoing, which are event specific.
- Which are unique to your district.
- Partner with influencers, businesses or districts to help share content, expenses or human resources.
- By breaking down your plans into clear, well-planned tasks, they will be more manageable.

2. Find Clarity in the Big Picture

Your organization may have a lot of goals, dreams and great ideas. But until they are organized and structured, it will be difficult to see whether or not your plans are actually attainable & well balanced. Did you have a fully packed Fall but have forgotten to create Spring momentum? Do you have the time and resources to pull them all off? By looking at your activities as a whole, you will be able to prioritize your workload and create the realistic deadlines necessary for successful execution.

PRO TIPS:

- Create targets for your social posts.
- Use your analytics & A/B testing to find which content performs and which to skip.
- Try to post to your Facebook Page at least 3x per week.
- Most BIDS do best to post on Instagram 1-2x daily.
- EBlasts: 1-2 per mo, assuming your content is strong.

A Strong Marketing Calendar Will Help To:

3. Align Your Team

Marketing may not be included in everyone's job description. But to get it done, and done well, the entire team will need to contribute. Whether it's budget approval, asset delivery or simply event attendance, a Marketing Calendar will allow all participants to see where their contribution lies & help promote cooperation.

PRO TIPS:

- Consider color coding tasks based on responsibility.
- Are there local colleges or universities with potential interns?
- Could you use workers on platforms such as Fiverr to help?
- Do you need a seasonal freelancer to help during the holidays?

4. Maximize Your Budget

By creating and maintaining a Marketing Calendar, you will gain insights of how to best allocate funds throughout the year.

Will your July Summer Festival eat away at your December Holiday Marketplace budget?

Or by sharing your plans for the year, can you negotiate lower rates with your event photographer?

Are there supplies you can buy in bulk and save?

By plugging in your events, you will see both your budgetary gaps and opportunities.

Teamwork Makes The Dream Work



As you build a great Marketing Calendar of your own, aim for one that is **Clear, Comprehensive, Detailed and Alive.**

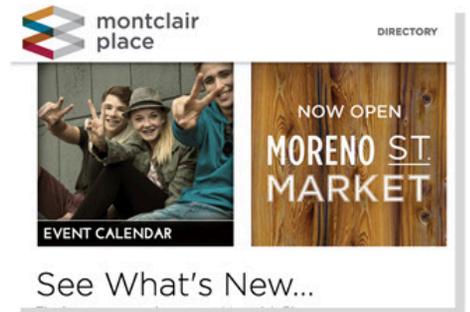
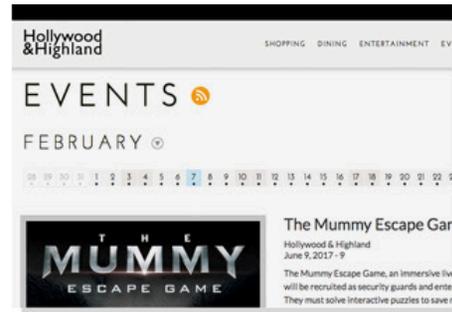
Incorporating tools like a color coding system for common threads or hyperlinks to other events will help to make your calendar as **Clear** as possible. Also, be sure to include what's happening globally, locally and in your space to ensure your calendar has context. This will ensure that all tasks are **Comprehensive** and not an afterthought.

By filling in as much **Detail** as possible, you'll cut down on prep work. Do you have pre-approved messaging? Are the contacts from last year's event the same this season? By popping them into your calendar, you'll save yourself the pain of searching at the last minute. Lastly, make sure that you treat your Marketing Calendar as a **Living Document** by sharing it with all stakeholders and reviewing/updating as your efforts progress.

Our platform, the Saltwater Software Suite helps to **leverage the power of technology** so that you can accomplish everything you've mapped out on your Marketing Calendar.

After years of working with BID marketers across the country, we at Saltwater Software have seen one common theme with all BIDs... **change**. Whether you are in a large city or a rural hub, a destination filled with history or one that has recently developed, each district is experiencing enormous amounts of change. We are all working harder, being more creative, and looking to tools to assist us in our growth.

By empowering your team with the right tools, templates and processes, we can help make the most of your hard work. Our suite also includes easy-to-understand analytics, which can help identify both your successes and opportunities. Regardless of the size or scale of your organization, working with both a strong Marketing Calendar and the Saltwater Suite will provide the necessary structure to ensure that you and your team will have a seamless and productive 2018.



20 Years of Tribal Knowledge...

Districts, Associations and Destinations that trust Saltwater Software to engage their audience:



CONTACT US:

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The Website and Marketing Platform for... Destinations, Districts, and Associations

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