

adworkshop.
AN EMPLOYEE-OWNED COMPANY



ROOST
REGIONAL OFFICE of SUSTAINABLE TOURISM
adirondacks, usa

TOURISM
CURRENTS

Adirondack
Destination
Marketing
SUMMIT

Longwoods
INTERNATIONAL



OLYMPIC REGIONAL
NEW YORK
DEVELOPMENT AUTHORITY

2016

Centerplate
Craveable Experiences. Raveable Results.™

CONFERENCE CENTER *at*
LAKE PLACID



THE CONSUMER BUYING PROCESS THEN . . . AND NOW . . .

Jasen Lawrence

Director of Marketing

Regional Office of Sustainable Tourism

THE WAY IT USED TO WORK.

Then...

...Now



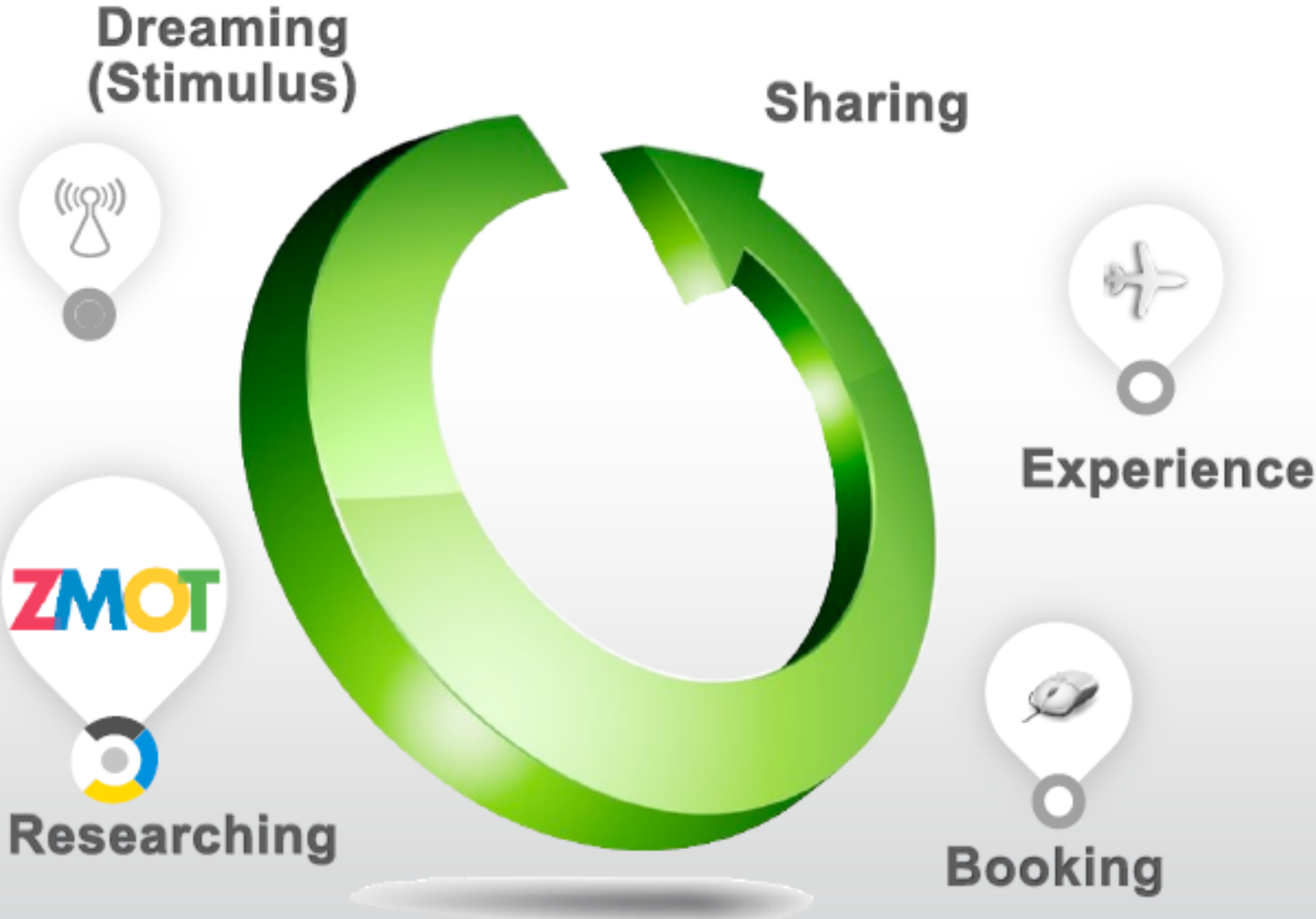
ZERO MOMENT OF TRUTH

The zero moment of truth (ZMOT) refers to the point in the buying cycle when the consumer researches a product, often before the seller even knows that they exist.

The logo for Zero Moment of Truth (ZMOT) features the letters Z, M, O, and T in a bold, sans-serif font. The 'Z' is red, the 'M' is blue, the 'O' is yellow with a white circle in the center, and the 'T' is green. The letters are slightly overlapping and have a slight shadow effect.

WINNING THE
ZERO MOMENT OF TRUTH

Zero Moment of Truth and the 5 Stages of Travel



DOES YOUR WEBSITE SUCK?

- Haven't evaluated or overhauled it in 3-5 years
- Don't know if your site should work on a mobile device.
- Don't know what the terms "adaptive" and "responsive" mean.

ADVANCED CONTENT MARKETING AND UNDERSTANDING ANALYTICS

- Currently creating content
- Know how to access analytics
- Have an updated website

LOCAL SEARCH

- Don't know what local search means
- Own a business that has a "brick and mortar" presence
- Think people should find you if they search for something like "fine dining near me"

WHO ARE THEY

- Adirondack visitors
- Demographics, interests, and travel patterns

SOCIAL MEDIA

- Can't recognize 50% or more of these icons:



PAYING TO BE SOCIAL

- Currently use social media regularly
- Always wondered what that "sponsored" button really does.
- Have no idea what a promoted "tweet" is.

MEDIA RELATIONS 101

- Have never submitted a press release
- Have submitted lots of press releases but they never get published
- Have no idea how to contact the press at all

REPUTATION MANAGEMENT

- Are concerned about trip advisor
- Don't know how to handle negative social media comments
- Aren't sure what to do about a positive review

Questions?