



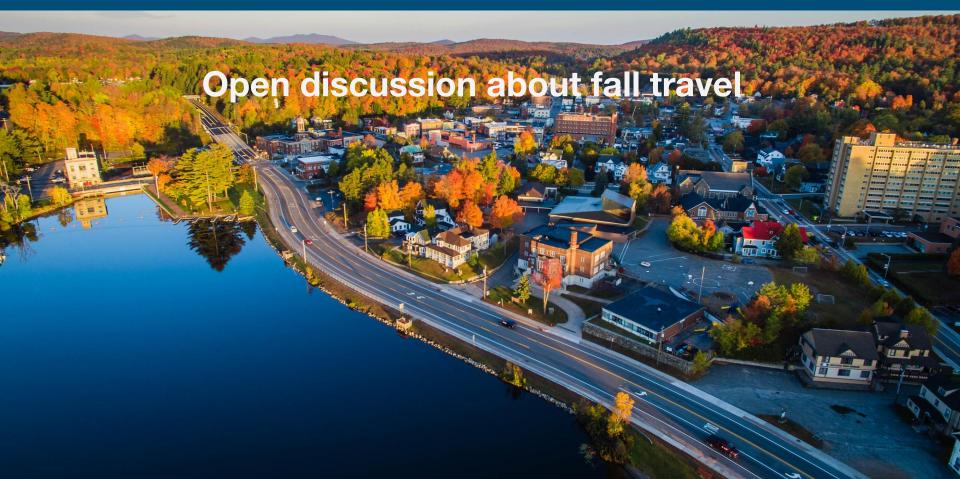
# 2020-21 WINTER MARKETING UPDATE

OCTOBER 15, 2020



## Summer/Fall Recap





### Regional Focused - Holiday Shopping



### Targeting:

Local/regional campaign (November 1)

### **Topics:**

- Support Local campaign
- Shop ADK / #ShopADK
- Importance of supporting local businesses this holiday season (fill void from events that traditionally drive local retail traffic during the holidays)
- Collaborating with the Saranac Lake Area Chamber of Commerce

### 2020-21 Winter Marketing Priorities



### Messaging:

It's a decidedly different winter.

#### **Primary Topics:**

- Lodging
- Downtown
  - Arts galleries, outdoor art, Winter Carnival
  - Food good food "10Best" USA Today, Brews, Winter Farmers' Market
- Outdoor Recreation cross-country skiing, snowshoeing, winter hiking, etc.
- Info for traveling during this time

Other notes of interest: History, Pisgah

### Winter PR Activity



#### **Trending topics of interest:**

- What's new new developments
- Creative alterations above and beyond to accommodate travelers during this time

#### Focus for writers/bloggers:

- Actively engaged in pitching/hosting FAM Tours
- Highlighting what you can experience this winter in Saranac Lake



### **Choose Your Route**

A different kind of path through the Adirondacks, Adirondack Wayfinder connects you with unique routes through the region. Choose whatever interests you — and let Adirondack Wayfinder map the route from one destination to the next. Along the way, you'll be introduced to Adirondack communities that are as diverse as the forests themselves and discover all the options available during a visit to the Adirondacks.

### Other Projects



#### **Email Marketing:**

- Contest & lead generation
- Weekly Adirondacks USA email
- Interest-based segmented emails different content based on preferences
- New welcome emails
- Behavior based "abandoned content" emails

#### **New Website...**

- Updating SaranacLake.com will be forming advisory committee soon
- Updated 6er database, user photos

