

## REGIONAL & RURAL COUNCILS DESTINATION MARKETING STARTER PACKAGE

There are so many options for destination marketing – TV, digital, radio, magazines, local papers, visitor guides – do you struggle to determine where you are best to spend your limited budget?

Do you find that you are reactive with your marketing spend due to lack of time to plan and non-stop requests from advertising agencies and sales reps?

Digital and social media is evolving every hour, how do you plan and schedule our activity so that it does not consume hours of resources each week?

What marketing activity will give you the best ROI is the golden question?

Let us help you plan your 12-month marketing activity and budget, so that you can get the results you are chasing!

### DESTINATION MARKETING STARTER KIT FOR REGIONAL & RURAL COUNCILS

FEE: \$4,950 +GST

#### INCLUSIONS:

- 3-hour phone/Skype marketing consultation
- Development of a 12-month marketing action plan, outlining target audiences, marketing goals/KPI's, key messages and the recommended actions.
- 12-month budget to support the marketing action plan.
- 12-month digital content plan and calendar for social media activity\*.
- 3-hour phone/Skype handover meeting.

\*A digital content plan is a practical tool to guide the creation and delivery of online content that meets the needs of your audience and aligns with your business goals. This plan involves a review of the current situation, setting objectives, and a basic analysis of your target markets. From this analysis will come the content pillars for the content marketing approach, as well as recommendations relating to publishing, promotion and measuring the results of your efforts. Accompanying the plan is an editorial content calendar; a spreadsheet which outlines proposed story ideas, their format, target markets, promotional channels and suggested timing over a 12-month period.

**BOOK NOW:** Contact Tilma Group Account Manager Claire Batchelor  
on [claire@tilmagroup.com.au](mailto:claire@tilmagroup.com.au) or call 0433 172 624