GET THE WORD OUT!
Marketing Tools and Resources
Learn about ways to market and promote your water trail

Presented to
Weekend for Rivers Conference
4/29/17
INTERNET
ADVERTISING
BRANDING
RESEARCH
PRODUCT
+ STRATEGY
MARKETING
Research / Strategy

Two Questions:

1. Who is already paddling the water trail?

2. Is your strategy to get more of the same, broaden the demographic, or change it altogether?
Research Tools

• Intercept Surveys – ask the customer directly
• SurveyMonkey.com

KISS Rule – be strategic about the questions you ask

BONUS:
Results may help you recruit funding and promotion partners
5 Sample Questions to Ask

1. **City and state of origin** *(in other words, how are did the person travel to launch on your river.)*
   
2. **Overnighting: yes or no, and where** *(hotel, camping, staying with friends/family)*
   
3. **Number in traveling party**
   
4. **Own their own boat, or using an outfitter**
   
5. **Age** *(best to ask for a range)*
Research – Online Stats

• Website – Google Analytics

• Social Media
  – Ex: Facebook Insights

• Internet – state, regional and national surveys
Branding and Logo

**Branding** is the sum total of a person’s experience, impression and knowledge of your water trail.

The **logo** is the trail’s identifier – only one element of the brand.
Find your happy place
Get your thrill on
Change your state of mind
Consistent Branding and Imaging
Website – Your online Business Card

Find Your Happy Place
Luxuriating in the Etowah's Shoals
Rack Card

Inexpensive way to drive people to your website where all the details are located.
Directional Signage

RIVER ACCESS
OCMULGEE RIVER
WATER TRAIL

KNOWLES LANDING
HOUSTON COUNTY

RW-020
RW-190

9" x 9"
Symbol

4" B
VERBIAGE

36"

VERBIAGE

OCMULGEE RIVER
WATER TRAIL
Knowles' Landing
Houston County
On-site Informational Kiosks
Host Events to bring attention to your river
River Guide / Map

(Did you know? You can also create a public map via Google Maps)
Dub Denman Canoe Trail
70 Murphy Campus Blvd.
Chamber of Commerce
Waco, GA 30182
770-630-8946 | 770-574-2345
+ My Trip
Social Media

FREE Social Media Best Practices

www.MarketGeorgia.org

Search for “Best Practices”

(Login required – use ExploreGeorgia password, otherwise click on Guest Access to acquire a password. Hint: log in first before search)
ETOWAH RIVER TRAIL LAUNCH SITES AND RENTALS

North Georgia's best family paddling takes place on the Etowah River. The river may be accessed at four launch sites established in and around Cartersville which are part of the 163-mile long Etowah River Water Trail. Along the way, paddlers can see more Native American fish weirs (some prehistoric) than are found on all other Georgia rivers combined. Historic sites include the prehistoric Etowah Indian Mounds and antebellum estates. The Etowah River is also one of the most biologically diverse rivers in the country with more than 76 native fish species. Hope you enjoy and value the Etowah River as much as we do! For more information see Etowah Water Trail.org.

Sports and Recreation

- Allatoona Lake
- Red Top Mountain State Park
- LakePoint
THANK YOU.