



BOOTHBAY
FESTIVAL OF LIGHTS
SHOP · DINE · SPARKLE

2017 Marketing Strategy - Green Tree

The following is an overview of the marketing strategy for 2017.

marketing strategy 2017

Primary Objectives

1. Champion Festival of Lights existing activities, participants and their offerings

Secondary Objectives

1. Highlight local businesses and key influencers while attracting and engaging an online community
2. Support a world class visitor experience to Gardens Aglow

Key Messages

1. The area is vibrant and open for the holiday season and is poised to be a holiday lighting destination for years to come.
2. The community has come together to create meaningful, magical and authentic holiday experiences for visitors.
3. There is compelling array of signature events and retail opportunities for visitors.

Positioning

1. Festival of Lights is the Boothbay region's resource hub for holiday info and activities



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What Worked.

An overview Green Tree's analysis of FOL strengths.

Strong Brand Development

There's a strong visual identity formed that is recognized and integrated in the community from signage to social media.

Brand Awareness

There is a growing state-wide awareness of the event as the Festival of Lights, led by the strength of Gardens Aglow.

Gardens Aglow

The Gardens Aglow experience continues to impress with the addition of more lights and features.

Community Events

The development of new community focal points—railway to firework additions.

Signature Events

Signature events are of high interest for those looking to add on to their Gardens experience. The continued development of these events is a key to continued success.

Community Participation

The community decorated lights, unique events, natural beauty and 'the Hallmark story' strike a meaningful chord for visitors looking for shared holiday experiences.

Merchant Support

A steady email reminder to merchants on best practices and practical preparation steps provided the framework to effectively direct community participation.

Digital Marketing

The FOL website paired with a strong social media campaign drew more attention and engagement with a wide audience.

Non-Profit/Community Groups

The volunteer aspect of the Shuttle Station, led by the Chamber, allowed non-merchant groups to be involved and benefit from visitors to Gardens Aglow.



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What Needs Strengthening.

An overview Green Tree's analysis of FOL areas of development.

Visuals

Still challenging for visitors to 'find the town'

Year Round Awareness

FOL integration into the regular year round communication to potential visitors and seasonal residents

Focal Events

Additional events and activities are needed to encourage visitors to plan weekend visits and earlier day trips

Itinerary Ideas

Planned itineraries for different demographics, '48 hours in BBR,' 'what to do with kids,' 'family weekend plans,' 'what not to miss in BBR,' etc.

Gateway

Better welcoming gateway for visitors and clearer messaging on local available parking

Mobile Focus

Community resources and features communicated expressly with mobile users in mind

Expanded Timeline

Planning and community involvement to begin shortly after new year with blackout season considered, marketing to begin early so that those planning holiday have needed information by early spring

Merchant Readiness

Retailers are the lagging group to benefit from FOL, needed adjustment in inventory (with holiday shopping inventory, not leftovers) and social media/promotional skills

Core Community Teams

Internal/community champions of event to bring together different industries (lodging, merchants, dining) to develop best practices and collaborate for the sustained success of the event



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