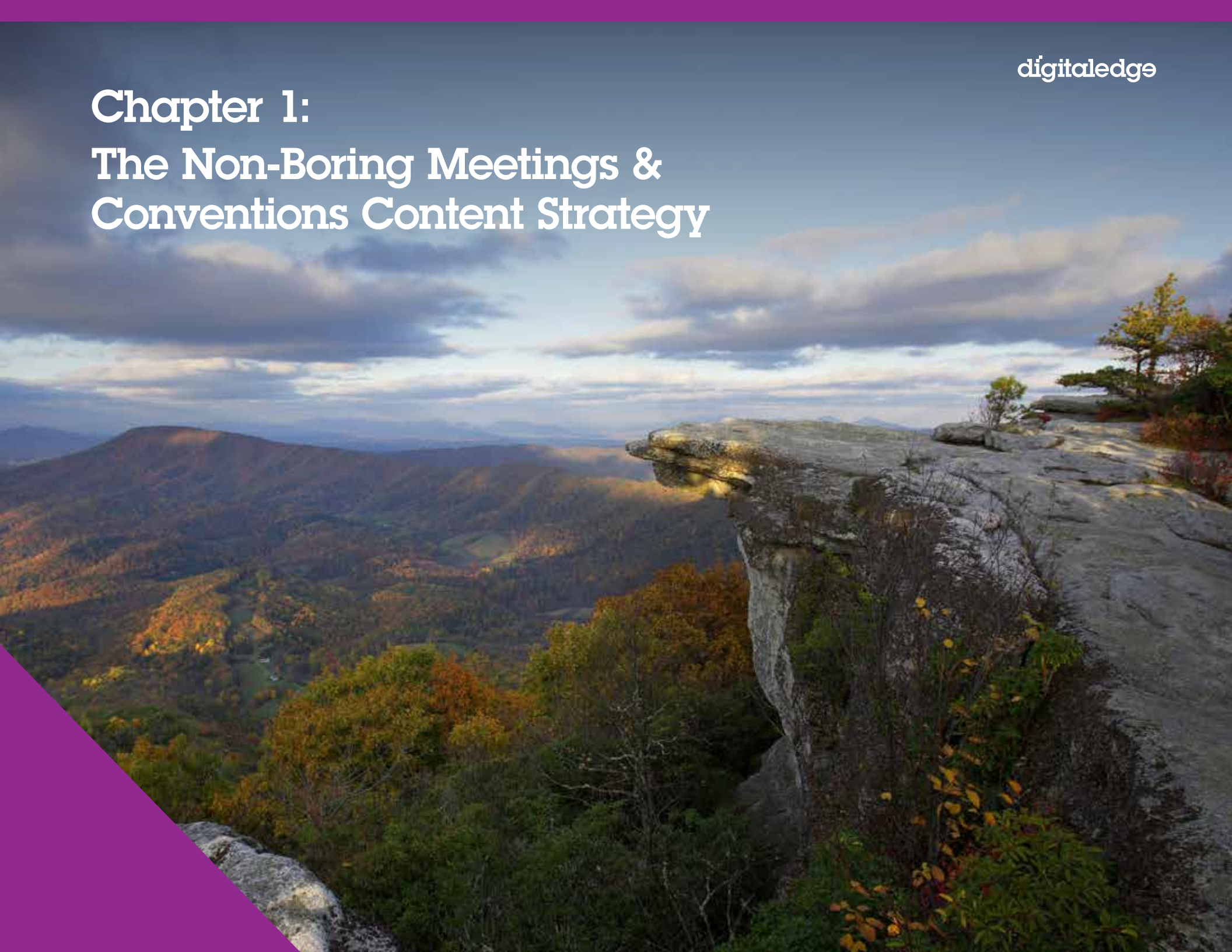


Digital Marketing for Meetings & Conventions eBook for DMOs



Chapter 1: The Non-Boring Meetings & Conventions Content Strategy



The Non-Boring Meetings & Conventions Content Strategy

Marketing for your meetings and conventions offerings is completely different from marketing your leisure offerings (and yet, it's sort of the same). The similarity largely applies to marketing in the digital space. Just as leisure marketing needs a broad and diverse content strategy to compete, meetings and conventions marketing does as well.

A Successful Content Strategy for Targeting Meeting Planners Needs to Include at Least These Five Components:

- 1) A compelling call-to-action
- 2) Relevant information & updates on your destination's developments
- 3) Knowledge of key industry clusters that relate to your area
- 4) Great reviews and testimonials from meeting planners
- 5) Beautiful images of your destination specifically for meeting planners

For the most part, meeting planners know where the meeting can take place (*a big room, duh!*), but they want more insight into the grander offerings from the destination and they are craving quick access to business intelligence surrounding your location.

Why should medical professionals, for instance, look closer at your destination? Is your destination a hub for medical research or pharmaceuticals?



Once you have established a base of knowledge that is not only useful, but interesting for meeting planners about your destination, you will have provided a key that will unlock a world of new content.

Meeting Planners are People too.

Meetings and Conventions spaces produce the same amount of content as leisure offerings, but the perception is that the content is so boring no one wants to take the time to create it or market it. When developing a new website or content marketing plan, the M&C section tends to remain mostly untouched (It's typically sort of a 'set it and forget it' approach).

However, this is a huge missed opportunity. Meeting planners don't need just another separate list of hotels in your area that offer group rates and another generic list of "suggested group activities."

Most of the time, this part of your site is talking to professional meeting planners. They know how to create a group activity! Meeting Planners however, are people too! They crave dynamic content that will help them inspire new and innovative meetings.

Meeting planners are also very sophisticated and independent. Many are heavily regulated on what they can and can't accept today. So, meetings campaigns need to appeal to what planners are most interested in and what will help them become more successful in their job.

"Campaigns that focus on giving away prizes are not going to be as appealing to meeting planners in today's environment," says Mya Surrency, Chief Marketing Officer and Co-Founder at Digital Edge explains, "Destinations and hotels should focus on what they can do to give the planner a better planning experience, make their jobs easier, and educate them on what they have to offer."



As a destination marketing expert and popular speaker at industry-specific conferences, Surrency's strategy is to provide more progressive alternatives for meetings and conventions marketing strategies to her DMO audiences:

"If you are truly seeking to make an impact on the meeting planners that read your content, there are so many different kinds of content you could include on your website:

- 1) Articles written by the destination about subjects in targeted meeting planner industries, including observed regulations for meetings
- 2) More information about the background of the DMOs sales team in meetings and conventions
- 3) Opportunities available for fun and innovation at the destination for meeting planners to incorporate into the planning process
- 4) Content meant to accomplish micro-goals, like FAM tour sign-ups, social sharing, and engagement (rather than RFPs alone)
- 5) Specific content that evokes social actions and user-generated content from meeting planners

Take the Fun from Leisure Content and Combine it with Concrete Goals

Surrency's partner and co-founder at Digital Edge, Shirley Smith is the Chief Creative Officer. Her team's responsibility is to conceptualize and design creative campaign ideas for meetings and conventions marketing strategies to DMO audiences. She is always challenging the team at Digital Edge and DMOs we work with to: "Think outside the banquet walls."



Prior to founding Digital Edge, Smith served as Director of Sales & Marketing with Marriott Hotels and Resorts, then as Vice President of Sales at Visit Jacksonville and lead sales at One Ocean Resort and Spa in Atlantic Beach, FL. Her career focused heavily on meetings marketing:

“Nothing changes in this sector of the industry,” says Smith. “Everything’s the same as it was thirty years ago, so with a little effort you can do a lot to bring attention to your meetings space; but think of what you could do with a lot of effort! Destinations should focus on creative ways to get the planners to experience their destination online.”

A prime example was a campaign Digital Edge created for Rapid City, South Dakota called “The Amazing Rush.” This campaign involved inviting Meeting Planners to tour Rapid City while also competing in a fun and explorative competition with other meeting planners. Smith explains:

“‘The Amazing Rush’ was such a success because planners don’t want to be ushered along on a traditional FAM trip today.

The meeting planners were instead actively engaged in seeing the best the destination had to offer; but did so in a fun and engaging way.

It did not include boring site tours of properties scheduled one after the other. Instead, the planners saw everything they needed to determine if the destination was the best fit for their meetings; and in a way that produced viral user-generated content, shared with others in the industry.”



Chapter 2: Serving Amazing Content to Meeting Planners



Serving Amazing Content to Meeting Planners

The only major difference between the content you serve your leisure audience and the content you serve your meeting planners is how you serve it.

For meeting planners, the team at Digital Edge typically begins serving content using programmatic and Facebook or LinkedIn, and “targets the group based on key phrases meeting planners search for within the platform,” says Mae Demdam, Interactive Media Manager at Digital Edge.

“Based on their search activity, interests, and sites they visit, CVB’s have the opportunity to reach meeting planners at a far less expensive cost than trade sites.”

It’s far more difficult to target a leisure travel audience, because at some point, everyone travels and most everyone expresses a like for travel on social media platforms, but that doesn’t necessarily mean they are traveling in the moment. Even if they are searching for vacations, they may not necessarily be committed to taking one. Does that sound familiar to you?

This forces you to optimize for impressions and hope that you’re serving an impression to the right person at the right time. If you optimize for clicks and serve a leisure audience a beautiful photo of your destination, and they click on it, you can never be 100% certain of the intent. Was it because they are truly planning to travel or simply because they enjoyed the *imagery*?



Most of the time, you have to rely on the landing page conversion to tell you if you are actually reaching the audience you want to reach. Thus, you have no choice but to cast a wider net!

However, if you build a list of targeted meeting planners, you know that planning meetings is their job. They are doing this daily and they are likely doing it at the exact moment you serve your content to them. So, you have more incentive to optimize for clicks!

The BIG Disconnect

Online media platforms provide a much higher measurable return for the meetings and conventions audience than trade sites. When CVB's rely on the trade sites for serving content (*and this is the most popular method traditionally*), the campaigns are optimized for impressions not results. They are treating their meeting planner audience like a leisure audience. This is the BIG disconnect!

This is why it is so important to understand that while this audience may have similar tastes in content needs, they differ greatly in how the content should be served to them.

In Other Words...

Focus on audiences that provide measurable direct response actions, like meeting planners. It will help your responses produce higher quality goal completions; rather than larger volume.

Your results will be more measurable and your content will become more targeted.



So...

- Keep your content creative and fun like your leisure content
- Also, make sure the content is actually helpful for meeting planners
- Plan your content editorial calendar with events in mind that meeting planners would want to know more about
- Serve the content to the exact audience you are trying to reach when the content is most relevant and likely to be searched

If you are looking for help creating a winning meetings & conventions content strategy, *that's ok!* We can help!
Check out Digital Edge's Content Marketing Program [here!](#)



Chapter 3: Microsites and Landing Pages



Microsites and Landing Pages

An important component for organizing your microsites and landing pages, and optimizing them for attracting meeting planners to engage or submit a lead is to define your goals for each piece of content on each page. Ask yourself questions like:

Why are you choosing that imagery?

Why did you place that form there?

What information do you really need?

What information can you live without, so your form isn't too long?

You have to start with questions like these because even the best content can fail when it's not optimized for the goal you are trying to achieve.

With this in mind, let's learn a little more about microsites and landing pages...

What is a Microsite?

Digital Edge highly recommends a microsite for the meetings and conventions section of a destination's website. This is a separate section on your website with it's own domain, it's own URLs, and it's own navigation bar.



By creating a microsite you are allowing your targeted audience to find content specifically focused on their industry through search engines and other referrals, without competing with your primary websites traffic. You are able to attract two different visitor segments while your microsite and main site are working together to attract visitors to the destination as a whole.

Perhaps one of the more prominent benefits of using a microsite is the ability to keep your visitor focused on the goals you have defined, rather than becoming easily distracted by the robust amount of content on the leisure side of the main website.

Microsites do not demand the same amount of content as an entirely different website, because it is part of the larger digital ecosystem that stems from the main site.

On a microsite, you can drive traffic from your landing pages and offer more information that pertains specifically to the meeting planner and the content surrounding the landing page campaign.

What's Wrong With my Landing Pages?

Landing pages are a core content anchor for a strong goal-oriented meetings marketing strategy. These pages can focus on a single goal or a primary goal with one or, at the very most, two micro goals. Landing pages can live on your main website, but when they stand alone or live on a meetings-focused microsite, they offer less distraction to the visitor.

The focus of a landing page is for the visitor to complete one measurable conversion goal. For meeting planners, this goal might be an RFP submission or a FAM tour inquiry; or it may have a more indirect purpose, like a >2 min long site visit to indicate that the planner has read important information being conveyed on the page.



A landing page is unlike any other type of web page and an entire media campaign's budget and strategy can be built with this one goal in mind. So, landing page optimization is very important.

Landing page optimization is an art form. It takes a lot of split-testing to fully understand what your specific audience will respond to and what will most likely complete the conversion you are seeking.

The creative team at Digital Edge offered up advice based on their experience designing landing pages optimized for meeting planners:

"I believe one of the most important parts to an M&C landing page is the visual layout and imagery along with placement of the conversion goal action (form). A busy or congested page will confuse and overwhelm a viewer, but an easy to read layout with highly appealing imagery will engage the viewer to read further."

Matt Leamon | Interactive Media Designer

"From a creative perspective, I think the most important components for an effective M&C landing page is rich and useful page content married to an intriguing and eye-catching design."

You want to make sure you are following the destination's brand guidelines and photography, selecting colors that pop off the page and photos that really sell the destination."

Keeping content short followed by a strong CTA button or form helps the user know what action you want them to take. Too many content buckets can confuse the user and turn them off the page."

Rob Kemp | Creative Director



Optimizing your landing pages to match your audience's preferences, attention span, and content needs takes time and patience. It is worth split testing ideas if your team does not agree on a direction, because you can let the results from the data decide for you. This testing process is crucial to optimizing for the maximum goal completions, which is why landing pages are best built for longer term campaigns.

The rule of the thumb is: If the campaign is less than 90 days long, it isn't worth building out a landing page. There simply isn't enough time to test and evolve the design with data-backed results. Campaigns need time to marinate and teams need time to adjust. Landing pages are an excellent tool for this sort of advanced campaign management.

If you need help optimizing your landing pages for your meetings campaigns, the Digital Edge team can provide everything from brainstorming ideas, strategy insights, design, and testing for optimization. Get started [here!](#)



Chapter 4: Email Marketing Plan



Email Marketing Plan

Email marketing to meeting planners is a whole different ball game. It's not the same as the leisure market and should be treated differently. Using email to attract direct response actions from meeting planners is by far, one of the most effective forms of advertising to this audience.

What Does an M&C Email Campaign Look Like?

First, you need to start with the basics of any solid email marketing campaign: test your audience. You need to figure what tone works best for the meeting planners you are trying to reach.

Is your destination a mid-western town looking to reach regional planners?

This audience may be more interested in location-based content or perhaps, how your destination is easier to access than it is interested in how different your destination is from other possibilities.

Is your destination trying to attract corporate or incentive groups?

You may need to amp up your content to include creative and colorful visuals; or even embed videos!

Begin by setting up goals and conversions you want to achieve, then test content buckets and subject lines.



Digital Edge's Email Marketing Manager, Courtney Godwin explains, "For the emails we send for our clients, I've noticed the content that receives the most engagement is new updates from the destination, especially concerning hotel properties undergoing renovations or that are opening soon."

"Placement also matters," Godwin explains, "Meeting planners enjoy learning about any incentives that the DMO offers, like room credits or airfare reimbursement; but the success of those offers converting can often greatly depend on where those offers are located within the email and how simple they are to understand."

Email Marketing For Specific Events & Promotions

Organizing your emails and publishing them on time before, during, and after your team attends a sales event for meeting planners will have a major impact on the success of your DMOs sales team at the event.

Perhaps, the most critical type of email DMOs should be sending meeting planners is a follow-up email from an event. Deployed after trade shows and client events, follow-up emails are a great way to keep the planner engaged and to make sure the destination stays top of mind.

Promotional emails are also the perfect opportunity for DMOs to update meeting planners on the new happenings in their destinations & build a deeper awareness for what your destination offers.



Chapter 5: Social Media, Search, & Beyond



Social Media, Search, & Beyond

Facebook & LinkedIn's value for marketing M&C spaces is often undermined by the general perception that social media marketing is more for the B2C market. However, DMAI reports that sales efforts that encompass social media marketing have a 75% higher close rate!

A survey by Meetings Net revealed that more than 80 percent of meeting planners use LinkedIn to build and maintain contacts, 52 percent use Facebook to post information or photos after an event; Instagram wasn't even included in this study, but from Digital Edge's perspective, this newer platform is the one to watch!

The Social Media Basics

Digital Edge believes most, if not all social media platforms, have potential to benefit the DMO market. Facebook, LinkedIn, and Google+ should be utilized for DMOs to market their Meetings & Conventions because each of them allow for the opportunity to reach a niche audience (i.e. meeting planners) directly and to only allot budget toward highly targeted interests.

On these platforms, one can integrate and automate user-generated content. These platforms give us the opportunity to measure performance, KPIs and consumer interaction, and to translate the engagement into a reliable compass for developing display campaigns and even traditional print campaigns.

Facebook

Facebook has become the king of generating engagement. This platform holds all the targeting data you need and even allows you to market your DMO directly to its own email subscriber list. Also, Facebook allows you to generate other lookalike audiences that emulate the audience most likely to be interested in your content.

A lookalike audience is a list of people that closely resemble the list you have already developed through email subscriptions or even retargeted visitors to the meetings section of your site. If you generate a user lookalike audience, and define the audience interests as “meetings & conventions”, “meeting planning”, or “corporate meetings”, chances are, you are going to hit a new list of quality people within your target that you can serve ads to on Facebook and Instagram.

LinkedIn

LinkedIn does not have as many options for targeting audiences, but the amazing alternative LinkedIn does offer is that it’s a platform that people turn to for business specifically. When you do reach the right audience, you are likely catching them in a time when they are most likely to convert.

LinkedIn’s platform has found a way to tear down the networking walls many have built against blatant sales, by creating a safe place where advertising and sharing your brand is not only acceptable, it’s expected. And, it’s appreciated.

When you find the right audience for your DMO on LinkedIn, you will find that your CTR is reliably above average for social media; and if you correctly monitor that CTR, you will find that LinkedIn plays a valuable role in the later stages of your conversion attribution models.



This means that if a meeting planner is currently considering your DMO for their next meeting and you happen to connect with them through a paid ad on LinkedIn, they are likely to engage with your ad; and that ad will likely play a major role in their final decision.

Another tool LinkedIn has recently added is the ability to geo-target your audience. Remember: not everyone shares their professional career on Facebook, but everyone does so on LinkedIn. So, imagine the possibilities when you serve ads to meeting planners in the exact locations you hope to target!

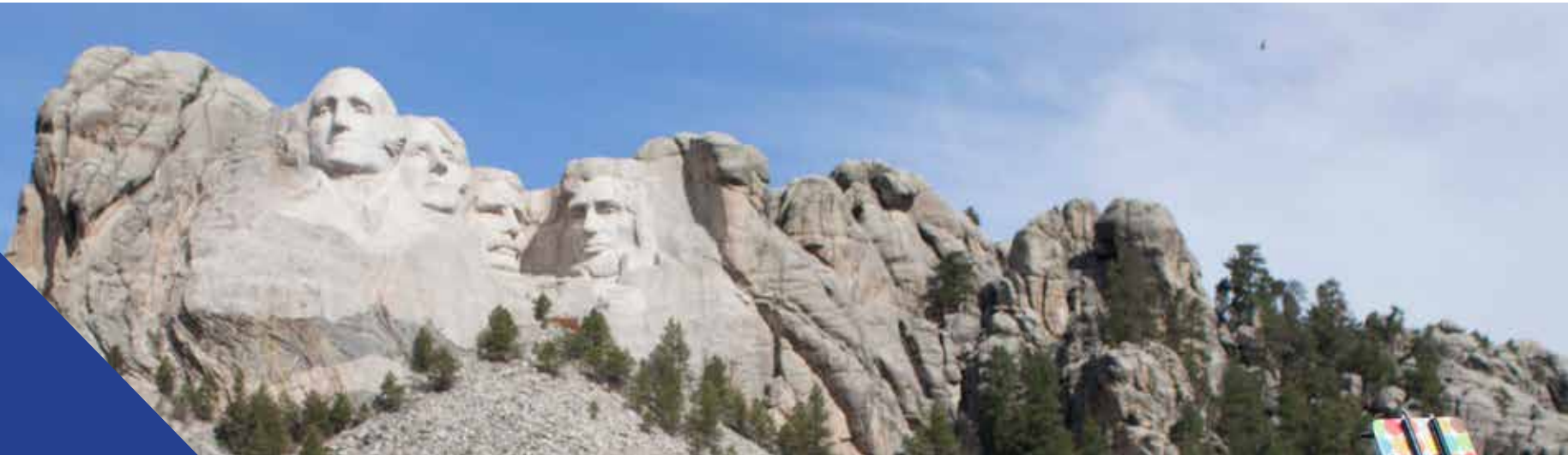
Content for Facebook and LinkedIn

Content can get tricky on social media, because the users are fickle and it's easy to look like an annoying advertiser if you don't do it right. Social Media has a pretty strong aversion to traditional advertising techniques and instead, opts for a more personal and organic feeling.

The content needs to feel either helpful or informative, relatable or extremely visually appealing for the users to engage.

"Use Infographics are a useful tool that can appeal to many different learning styles," explains Leamon, whom manages the design for a golf-oriented DMO client at Digital Edge.

Leamon is often working with content that requires advertising for golf courses while also offering a learning element to its audience. He explains, "Some people learn through graphics and others from numbers. Infographics will serve both.



Large imagery of the destinations helps with the DMO brand and engage the viewer into what the Destination has to offer, but it's important to appeal to the viewer's ability to relate directly to the destination. By developing imagery that displays people enjoying the destination in an organic, non-styled or modeled photoshoot, you are more likely to get buy-in from your users.

This style of imagery is particularly important to meeting planners. If you can develop content that displays small groups having fun together or larger groups filling up a room or space in your destination in a unique way, your image is going to speak volumes louder than displaying a photo of an empty conference room (no matter how beautiful the conference room is!).

"To increase click-through rates," Creative Director, Rob Kemp explains "You want to make sure you keep your online look clean and colorful, utilizing great photography, vector graphics, and content that is short but effective for user engagement."

The Future of Social Media Advertising

Perhaps, the reason Digital Edge prioritizes visual content that relates or informs Meeting Planners, is that we have seen a major uptick in DMOs beginning to use social platforms that are extremely image-heavy.

As Snapchat's user-base continues to grow and businesses realize the reach and engagement it can generate with over 100 million users and 7 billion daily video views, it's a great opportunity to reach a socially engaged audience.

But can I reach meeting planners with Snapchat and Instagram?



Yes! But not necessarily for the first impression. These visual platforms are a place to keep your meeting planners engaged and sharing. It's important to load your (insta-worthy) targeted meeting planner visual assets on your main Instagram, so when you do engage a meeting planner on Instagram, there is some organic content available just for them.

Similarly, Snapchat is going to require you to attract the user to opt-in on an alternative platform in order to get them engaged, but once they are engaged with your brand on Snapchat, there are many ways to keep your audience happy and your brand effective.

Content for Facebook and LinkedIn

Content can get tricky on social media, because the users are fickle and it's easy to look like an annoying advertiser if you don't do it right. Social Media has a pretty strong aversion to traditional advertising techniques and visual aesthetic; and instead, opts for a more personal and organic feeling.

The content needs to feel either helpful or informative, relatable or extremely visually appealing for the users to engage.

Here Are a Few:

- Provide a real-time hotel tour on Snapchat
- Develop an Instagram hashtag for events where your team is attending and offer an incentive for using it
- Use Geo-filters on Snapchat at an event in your destination so, Snapchatters will share their activities with friends
- Allow your Instagram profile to display group oriented activities and then use non-branded hashtags, like “#groupoutings” or “team building”
- Use Snapchat to introduce your DMO to a younger audience of meeting planners (most users are between 18 and 24 years old).

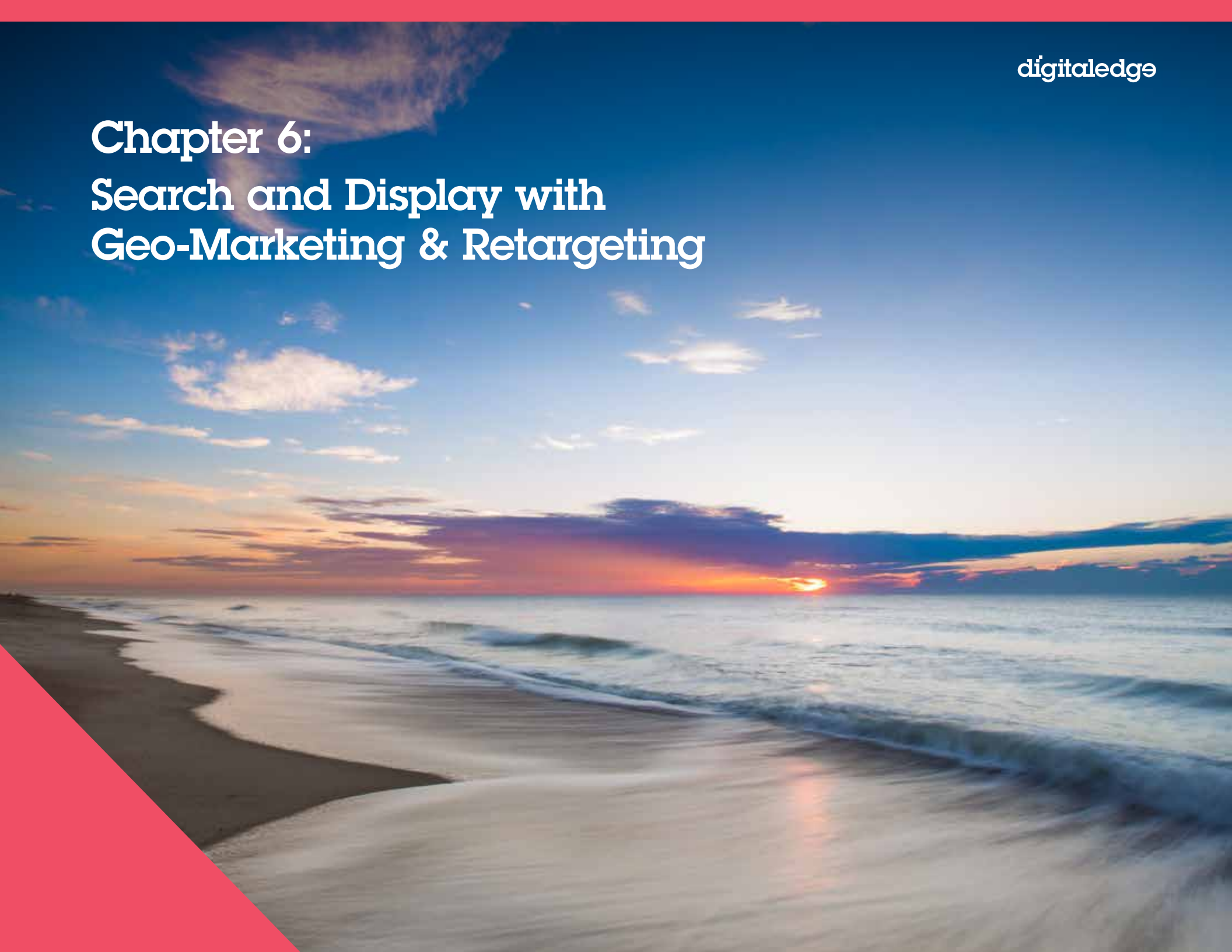


Today, planners in the tech industry, education industry, or Film and music industry are the most likely reachable groups through Snapchat. However, it's a general rule of thumb for social media that: "everyone eventually follows the kids."

Approach your investment in the time it takes to learn and understand Snapchat, and then to begin attracting followers as an investment for the long game. At this point, you are laying a foundational territory in an up and coming opportunity that destinations will most definitely be taking more advantage of in the future. Set up for success on Snapchat in the future, instead of scrambling to understand the platform and build a following once it does become a more relevant element of your overall marketing strategy.



Chapter 6: Search and Display with Geo-Marketing & Retargeting



Search and Display with Geo-Marketing & Retargeting

Understanding how data can drive your online meetings marketing campaigns and guide your content is paramount in today's digital advertising landscape. Data analysis is important for every digital advertising platform from email, to social, to search, or display; but if you really want the smartest insights into the success of your campaigns so you know where to put more or less budget, Digital Edge suggests beginning with creating smart attribution models using your chosen analytics platforms.

Attribution Modeling

Search is important for building awareness, but it can often garner more credit than due; since most clicks-throughs from search can attribute credibility to more than just the last click.

Search ads will likely generate the highest CTR because the searchers already have the intention of finding information related to your site (especially if they are searching for branded search terms, like your exact DMO title). However, smart attribution modeling will help you decide what marketing assets you employed that ultimately lead the user to search for that specific term from the very the beginning.

Display take heavy hits from improper attribution modeling and this ad platform often misses the credibility it deserves. While most display ads won't produce the last click, they generate the awareness needed in the beginning of the digital sales funnel.



It's important to build an attribution model that encompasses the credit of all the platforms you plan to advertise on, especially when you are targeting such a small niche market, like meeting planners.

Geomarketing and Retargeting

Mae Demdam, Director of Interactive Media at Digital Edge, uses attribution modeling and data to add another layer of opportunity for visitors to convert by retargeting the visitors that land on the microsite or landing page and don't complete the goal on the first visit.

Her attribution model tells her where the traffic is moving so the retargeting list can be pulled by placing a cookie on that specific page, then serving display, pre-roll videos, search, and social media ads to an audience that has already been to the site and expressed interest at least once.

Then, she can further analyze which display ads or other visual creatives originally attracted that audience. This helps define the type of creative she will serve again to that audience to maximize the optimization for those final conversions.

"Keep content relevant to Meeting Planners and focus on driving traffic to a clear conversion such as an online RFP form." Demdam explains:

"Take advantage of retargeting for meeting campaigns. By retargeting a defined meeting-based audience at Digital Edge, we are able to increase conversions. It also allows you the opportunity to keep your message in front of planners as they continue their search across the web."



Location-based platforms also create media opportunities in the future for geomarketing. For example, Google Maps is implementing the use of 'Promoted Pins' for advertisers to take advantage of location searches.

Just imagine the possibilities when a meeting planner can search for destinations with excellent group benefits, and the best destinations (or otherwise, the ones who are on top of their paid search strategy) will appear for them on the map!

Geomarketing is an excellent tool for DMOs to take advantage of for their online meetings marketing strategy. Using location extensions to advertise to targeted foot traffic or those users within their locale or other target audience areas is becoming one of the most effective real-time conversion strategies in digital marketing.

Digital Edge has found it to be extremely effective to target events that are likely to have our clients targeted audience of meeting planners attending by using rich content banner ads to promote an offer, such as a nearby FAM tour of the destination.



Chapter 7: Pulling It All Together



Pulling It All Together

In 2015, Visit Rapid City was facing a major challenge reaching meeting planners online within the specific targeted niche they knew their unique destination had to offer meetings. They didn't just want any meeting planners to see their brand. They had a destination that was perfect for more unique and specific planners in their region.

Through site visits and research, Digital Edge assessed the market base and identified key geographies and industries that lended to the majority of Visit Rapid City's M&C business: regional businesses and associations, educational or university groups, Native American-focused groups, and government groups.

"It was a small audience, but rather than casting a wide net, we decided to fish where the fish were, if you will," says Surrency. Together, the team designed a fully integrated online campaign and content strategy.

We recognized that the primary goal for meeting planners to decide to plan a meeting in Rapid City was simple: They just needed to visit. Then, they would see all the BIG THINGS they were missing!

Based on the destination's brand message: "Do BIG THINGS", Digital Edge developed the concept of a competition, based on the popular TV reality game show, The Amazing Race. This was created to offer something new and fun to planners, rather than just another traditional FAM trip. We discussed the content strategy for this campaign in chapter 1, *remember?*



With the content strategy in place, it was time to focus on how we would reach this niche audience.

“The landing page was chock-full of information, without being heavy in copy” explains Taylor Hazlehurst, Digital Edge’s Content and Social Media Strategist, “We focused on beautiful imagery and kept brand consistency throughout each element of the digital campaign.”

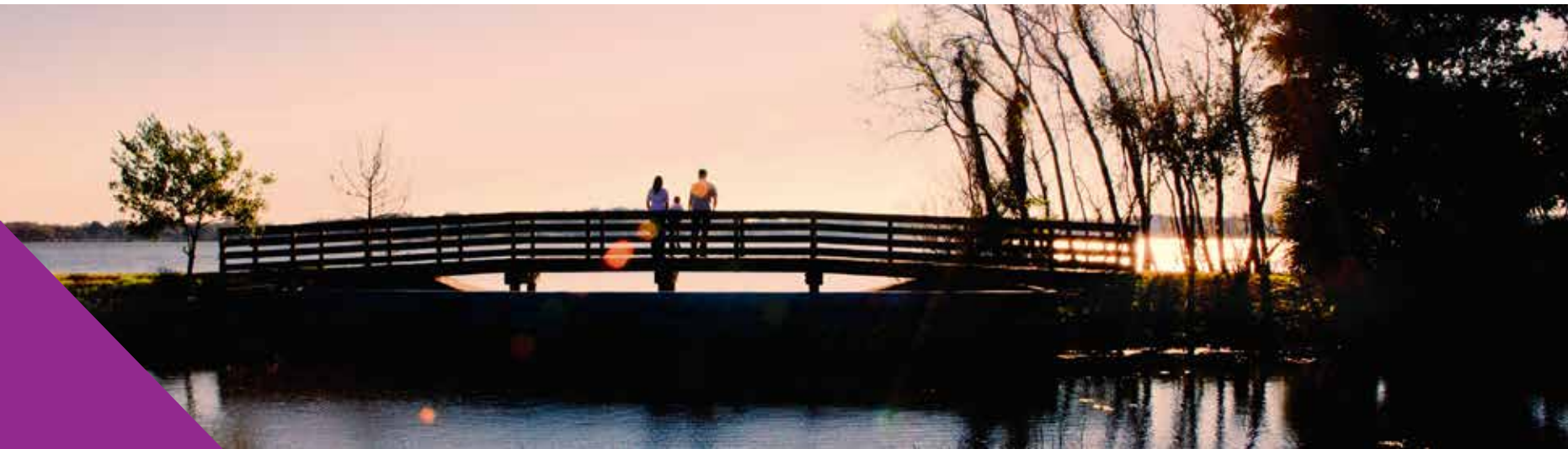
Results

The strongest conversions came from the email campaign, which we pulled from Visit Rapid City’s current CRM lists, meetings lists, and a purchased meeting planner list.

For the search and display campaign, the team chose to avoid pricey meetings trade sites and instead, we focused on programmatic display campaigns using targeted keywords and ad groups, as well as placing ads on meetings-focused websites.

This might be surprising for some, but half of our conversions came from our Facebook and Instagram campaign! The Facebook campaign was highly targeted, using keywords we identified from the onset for reaching meeting planners specifically within a geo-targeted region and building a retargeting list from the landing page, and the meetings section of the main website.

Read more about The Amazing Rush campaign in full detail [here!](#)



Success Happens When You Pull It All Together!

As we discussed in the beginning, marketing to meeting planners is completely different from marketing your leisure travel offerings (and yet, it's sort of the same). With the right well-researched knowledge of your target meeting planner audience, you can make a huge impact on even the smallest of markets.

"Remember, when the economy is good, the budget for marketing leisure opportunities is higher because people are more likely to travel on a whim; but, building a solid foundation for marketing meetings and conventions will ultimately carry you through tough economic dips. Contracts are signed and meetings or conventions are planned much further in advance. They are set in place regardless of the economic climate. They are not whimsical economy-driven purchases. In fact, the success of these industries is typically heavily dependent upon meetings. But most often, they are crucial for economic growth."

- Shirley Smith, Co-Founder, Digital Edge

Don't get bored and give up! Keep your online presence for meeting planners alive with well-thought out content strategies, and an aggressive plan for how you are going to get that content in front of the right planners at the right time! This is a very important audience and ultimately, your dedicated meeting planner clients could be your fall-back during difficult times in leisure.



Take a look at the meetings section of your site and ask yourself the following questions:

Is this really all meeting planners want to know about my destination?

Do I have more to tell them about what groups can do in the area?

Can a meeting planner have as much fun on my site and through my social presence as they would if they met me here?

If not, how can I change that? And if I can't, how can I create an online strategy for getting meeting planners to my destination?

What types of meeting planners do I really want to reach? And, am I doing everything I can do to reach them online?

If you are in need of some assistance for designing your digital strategy for reaching meeting planners and marketing your Meetings and Conventions Destinations, Digital Edge is here to help. We hope this eBook placed you on the right path to success. If you have any questions or would like to know more about what Digital Edge can do for your DMO, please contact us.

Contact Us Here



We are a team of professional digital marketers with over 40 combined years of DMO & travel sales and marketing experience. We are travel junkies, vacation vagabonds, and event experts. We combine our passion for travel and our extensive knowledge in destination sales and marketing with a progressive data-driven approach to fully-integrative online marketing.

We only work with DMOs, and we specialize in the Meetings and Conventions space, developing programs that will grab the attention your destination needs from the Meeting Planners you want to reach! We have built campaigns that engage planners online in creative ways and programs that deliver results!

We are Digital Edge.

digitaledge

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