

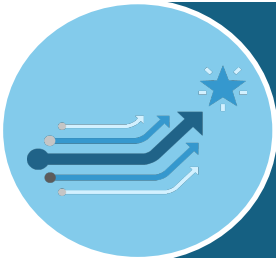


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# Creating Your Marketing Plan

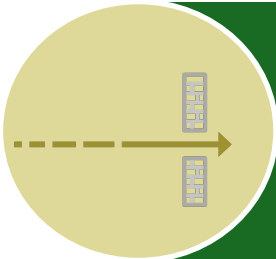
Louisiana Office of Tourism Marketing Summit  
January 15<sup>th</sup>, 2025

## Who Is Coraggio Group



### Strategy

We help our clients make their most important strategic decisions and then turn those decisions into action.



### Change Management

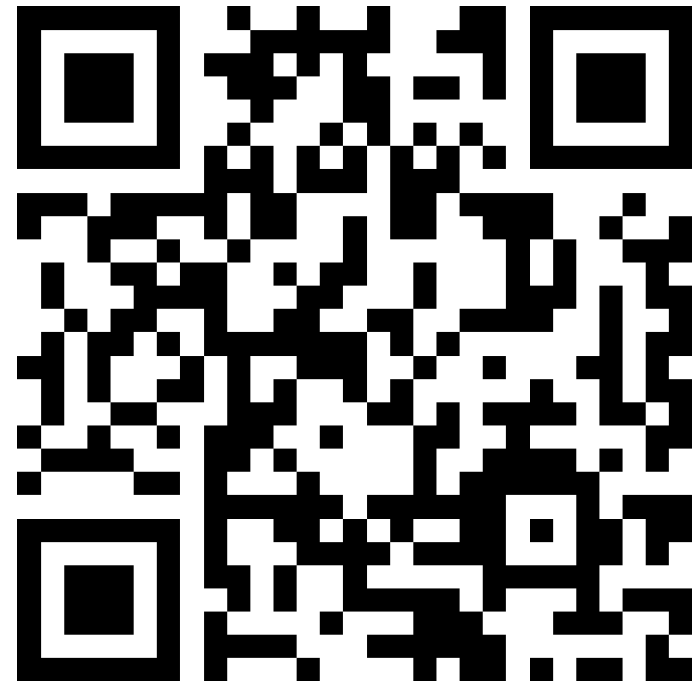
We help leaders, and their organizations break through the complexities of organizational change.



### Leadership & Culture

We help develop stronger leaders and healthier organizational cultures.

**What does a  
marketing plan  
do for your  
organization /  
destination?**



**slido**

Please download and install the  
Slido app on all computers you use

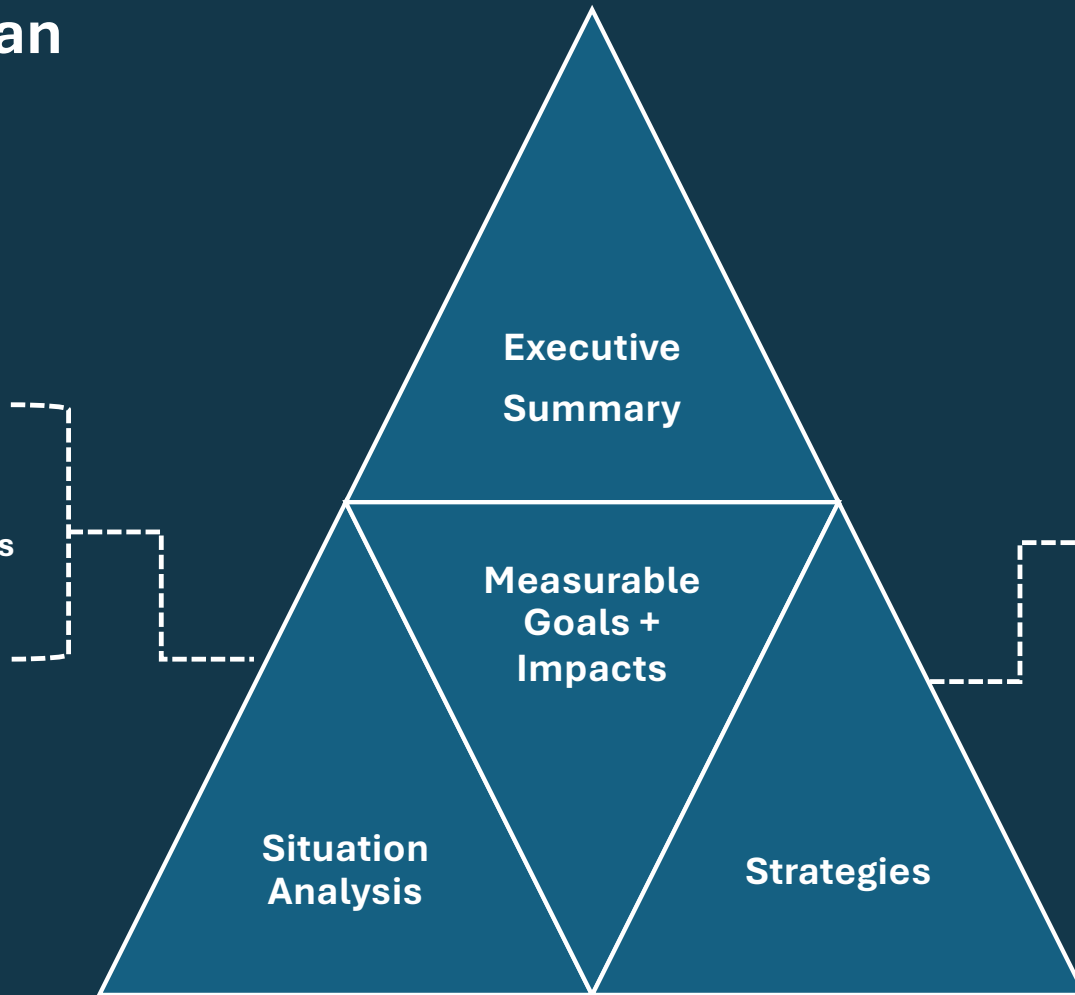


**What does a marketing plan do for  
your organization / destination?**

① Start presenting to display the poll results on this slide.

# Marketing Plan Structure

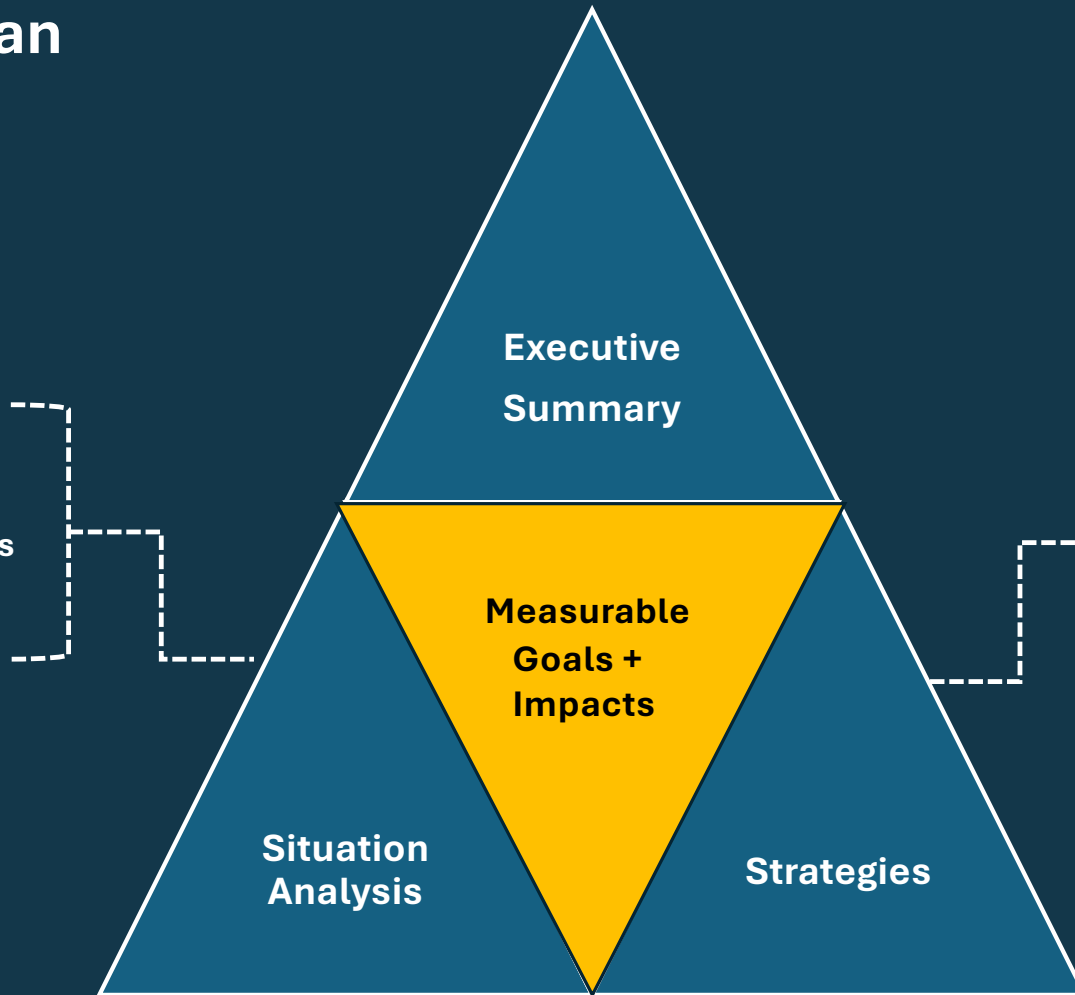
- SWOT, SOAR
- Marketing Research
- Competitive Analysis
- Target Audience



- Strategies and Tactical Plans
- Campaigns and Content
- Budget and Timeline
- Metrics and KPIs
- Evaluation Control

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# Anatomy of a Measurable Goal

**Drive more leads  
to local tourism  
partners.**

# Anatomy of a Measurable Goal

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*This is a TACTIC.*



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within the next six months,**

# Anatomy of a Measurable Goal

Drive more leads  
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*This is a TACTIC.*

Deliver 1,000 qualified leads  
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within the next six months,  
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*Desired impact from  
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# Anatomy of a Measurable Goal

*Measurable  
impacts and  
outputs.*

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## Creating Your Marketing Plan

**Brainstorm  
three draft  
marketing goals  
for your  
organization /  
destination.**

		
<b>Draft Goal 1</b>	<b>Draft Goal 2</b>	<b>Draft Goal 3</b>
<b>Revised Goal Statement</b>		<b>Measuring Our Efforts</b> <i>Outputs</i> <i>Impacts</i>
<b>What data insights are most relevant? (Sports, outdoors, international tourism)</b>	<b>How does this fit our brand?</b>	<b>Which partnerships should you explore to enhance your efforts?</b>
<b>Immediate Next Steps</b> — What can you do this week to get started? Do you need additional information? Who else needs to be brought into this strategy sketch? <ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol> 		

**Please share one  
of your draft  
goals.**






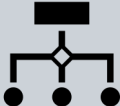

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Please download and install the  
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**What goals do you want to achieve  
through your marketing plan?**


① Start presenting to display the poll results on this slide.


S	M	A	R	T
Specific	Measurable	Attainable	Relevant	Time-Based
				
Make goals that are clear and specific to your priorities	Define measurable objectives	Create goals that you can achieve in the proposed timeline	Ensure that your goals are relevant to your mission	Set up a time-based plan



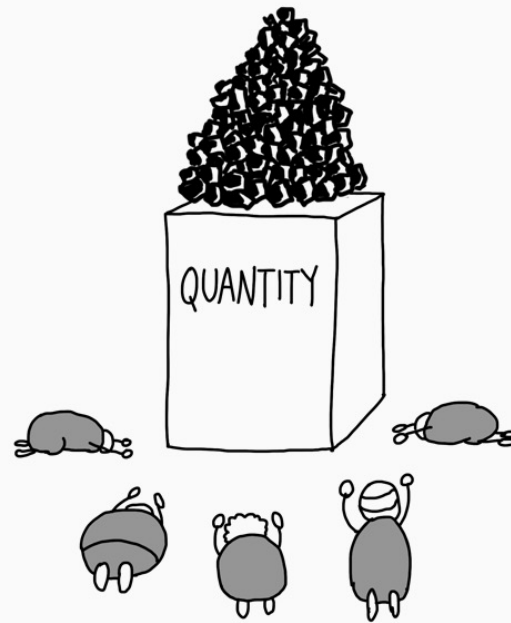
## Creating Your Marketing Plan

Choose one of  
your draft goals  
and revise it on  
your worksheet.

		
<b>Draft Goal 1</b>	<b>Draft Goal 2</b>	<b>Draft Goal 3</b>
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**Our focus is  
sometimes  
misguided  
around  
measurement.**





## Output

- The things we do



## Impact

- The results we hope to achieve



## Output

- The things we do
- Deliverables, projects, etc. that helps us work toward our goals



## Impact

- The results we hope to achieve
- Defines the success of the goal



## Output

- The things we do
- Deliverables, projects, etc. that helps us work toward our goals
- Evolves to achieve our goals



## Impact

- The results we hope to achieve
- Defines the success of the goal
- A meaningful measure of success to the people we serve

Deliver 1,000 qualified leads ← *Output*  
to local tourism partners  
within the next six months,  
resulting in increased ← *Impact*  
bookings.

# Consider Our Resources



**Time**



**Staff**





**Budget**



**Collaborations**

## Creating Your Marketing Plan

Think about  
these lenses on  
your sheet and  
then share one  
insight with your  
table.

		
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- 1.
- 2.
- 3.



# **Tourism Sales & Marketing Education Seminar**

**Presented by: Louisiana Office of Tourism**



**Evaluation Survey Code**  
**Thank you!**