

# Marketing Plan for Sunnyside, Washington

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# Agenda

- Executive Summary
- Tourism Events Overview
- Marketing Strategies
- Marketing Timeline
- Monitoring and Metrics
- Partnerships and Community Collaboration
- Conclusion



## Executive Summary

- Rich Agricultural Heritage
  - Combines cultural diversity and agricultural roots
- Growing Tourism Appeal
  - Focus on signature events to attract visitors
- Engaging New Website
  - Develop a user-friendly and informative website
- Unified PR and Media Management
  - Establish a cohesive strategy for public relations and media
- Modern Marketing Channels
  - Utilize social media and other digital platforms
- Support Local Economic Growth
  - Enhance tourism to boost local economy



## Overview of Sunnyside

- Rich Agricultural Heritage
  - Combines cultural diversity and tourism appeal
- Signature Events
  - Leverage events to attract visitors
- Engaging New Website
  - Develop a user-friendly and informative site
- Unified PR and Media Management
  - Establish a cohesive strategy for media relations
- Modern Marketing Channels
  - Utilize digital platforms to enhance tourism
- Support Local Economic Growth
  - Attract visitors to boost the local economy

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# Tourism Events Overview

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- Sunnyside's Annual Events
  - Central to tourism appeal
  - Showcase community spirit
  - Highlight city's heritage





## Key Events and Attractions

- Sunnyside Summer Ale Fest (June)
  - Regional breweries
  - Live music
  - Food vendors
- Sunshine Days Festival (September)
  - Family-friendly
  - Parades
  - Live entertainment
  - Local vendors
- Agri-Tourism Opportunities
- Lighted Farm Implement Parade (December)
- Cinco de Mayo Festival (May)



# Marketing Strategies

## 2. Marketing Strategies



# New Website Development

- Objective
  - Build a user-friendly, modern website for Sunnyside tourism, events, and community resources
- Features
  - Event Calendar
    - Interactive and detailed with links for tickets, schedules, and maps
  - Integrated Blog
    - Highlight local stories, event updates, and travel tips
  - Multimedia Showcase
  - Business Directory
  - Booking and Travel Tools
  - Mobile Optimization
  - Maintenance





## Centralized PR and Media Management

- Single Point of Contact
  - Unified Public Relations and Media Manager
  - Handles all communications, media inquiries, and press outreach
- Responsibilities
  - Draft and distribute press releases
  - Coordinate media interviews and appearances
  - Build and maintain relationships with local and regional media outlets
  - Oversee social media strategy and engagement
- Benefit
  - Ensures consistent messaging
  - Efficient handling of promotional activities

# Video Marketing



- Event Highlights Videos
  - Professionally produced videos showcasing the best moments of each event
  - Publish across the website, social media, and YouTube
- Behind-the-Scenes Features
  - Capture the preparations and local involvement in major events
- Testimonials and Stories
  - Use personal stories from visitors and residents to highlight the impact of Sunnyside's events

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# Social Media Campaigns



- Content Strategy
  - Regular posts on Instagram, Facebook, TikTok, and Twitter (X)
  - Engaging visuals and updates
- Interactive Features
  - Polls and live streams
  - Contests and user-generated content campaigns
- Hashtag Promotion
  - Branded hashtags like #ExploreSunnyside and #SunnysideEvents
  - Amplify reach through hashtag promotion

# Digital Advertising

- Targeted Campaigns
  - Use demographic and geotargeted ads on Google, Facebook, and Instagram
  - Attract visitors from urban hubs like Seattle, Portland, and Spokane
- Collaborative Marketing
  - Partner with Yakima Valley tourism boards
  - Collaborate with nearby cities to co-market events
- Event-Specific Landing Pages
  - Build optimized landing pages for each event
  - Integrate landing pages into the new website

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# Traditional Media Outreach



- Press Kits
  - Create event-specific press kits
  - Include visuals, schedules, and story ideas for journalists
- Media Partnerships
  - Collaborate with local newspapers
  - Work with TV stations and radio to promote events
  - Share community stories
- Editorial Features
  - Pitch feature stories to regional publications
  - Highlight Sunnyside's culture and attractions



# Print and Outdoor Advertising

- Event Posters and Flyers
  - Distribute visually appealing materials across the Yakima Valley and beyond
- Billboards
  - Place strategic billboards along major highways advertising upcoming events
- Visitor Brochures
  - Create comprehensive brochures distributed at regional visitor centers, hotels, and airports



# Marketing Timeline

## 3. Marketing Timeline

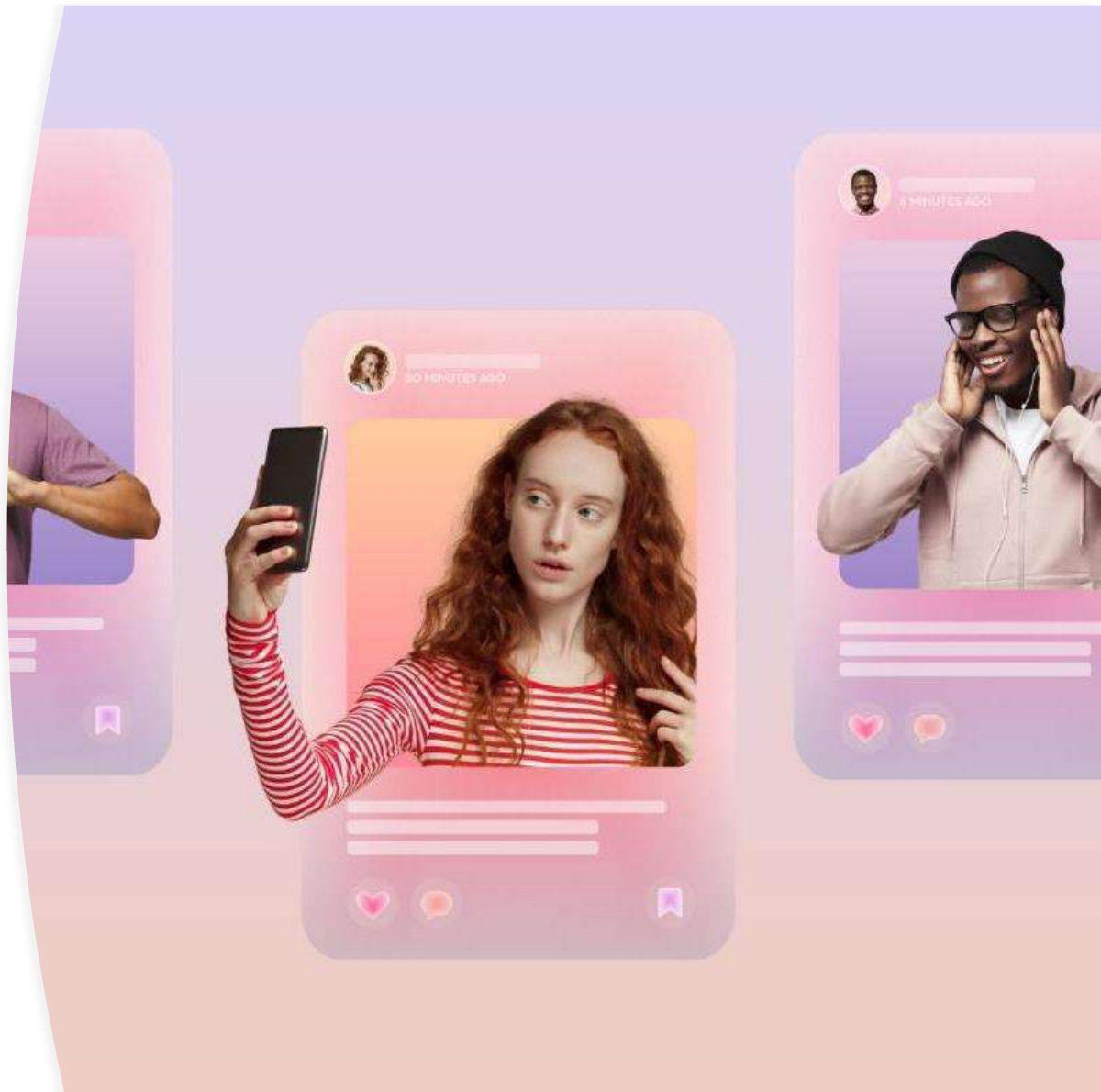
## Phase 1: Pre-Event (6-12 Months Before)

- Launch New Website and Social Media Campaigns
  - Develop and launch a new event website
  - Initiate social media campaigns to build awareness
- Begin PR Outreach
  - Distribute press releases to media outlets
  - Pitch event stories to journalists and bloggers
- Announce Event Dates and Themes
  - Share event details online
  - Utilize traditional media for broader reach



## Phase 2: Countdown (3-6 Months Before)

- Intensify Ad Campaigns
  - Boost digital ad efforts
  - Enhance traditional advertising
- Increase Social Media Activity
  - Share event teasers
  - Post behind-the-scenes content
- Finalize Partnerships
  - Collaborate with local businesses
  - Engage tourism boards



## Phase 3: During the Event

- Live Updates and Real-Time Engagement
  - Utilize social media for live updates
  - Engage audience in real-time
- Interactive Engagement with Attendees
  - Set up interactive booths
  - Use event-specific hashtags
  - Run UGC (User-Generated Content) campaigns
- Content Capture for Post-Event Promotion
  - Record and capture event highlights
  - Use content for future promotions



## Phase 4: Post-Event




- Publish Event Highlights
  - Highlight videos on the website
  - Recap blogs on the website
- Collect Feedback
  - From visitors
  - From businesses
  - From residents
- Share Positive Results
  - Through PR channels
  - Include testimonials



## Monitoring and Metrics

- Website Analytics
  - Track visitor traffic
  - Monitor engagement rates
  - Measure time spent on event pages
- Social Media Metrics
  - Monitor reach
  - Track impressions
  - Measure engagement on social platforms
- Event Attendance
  - Use ticket sales data
  - Count foot traffic
- Economic Impact



# Partnerships and Community Collaboration

- Local Businesses
  - Encourage sponsorships
  - Joint marketing efforts with wineries, breweries, and restaurants
- Regional Tourism Boards
  - Partner to promote Sunnyside events
  - Promote alongside Yakima Valley attractions
- Schools and Nonprofits
  - Engage local organizations
  - Focus on cultural inclusivity and volunteer opportunities



# Conclusion

- Unique Blend of Culture, Agriculture, and Community
  - Sunnyside offers a distinctive mix that attracts visitors
- Revamped Website
  - Improved online presence to attract more tourists
- Centralized PR and Media Management
  - Streamlined communication to enhance public relations
- Multifaceted Marketing Approach
  - Diverse strategies to promote Sunnyside effectively
- Highlighting Events
  - Showcasing local events to engage visitors and residents
- Long-term Success
  - Positioning Sunnyside as the vibrant heart of the Yakima Valley



## Summary and Future Outlook

- Unique Blend of Culture, Agriculture, and Community
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  - Streamlined communication to enhance public relations
- Multifaceted Marketing Approach
  - Diverse strategies to promote Sunnyside effectively
- Highlighting Events
  - Showcasing local events to engage visitors and residents
- Long-term Success
  - Strategies aimed at sustainable tourism growth