GMCVB Partner Planning Workshop 10
Leveraging the Power of Social Media and Content Creation

Content & Creative Services Division
Special thanks to our sponsor:
A BRAND AND CUSTOMER EXPERIENCE AGENCY

Across six continents with many languages and diverse cultures, VMLY&R is united by the power of human connection.

WE CREATE CONNECTED BRANDS THAT LIVE IN PEOPLE’S LIVES

CREATING CULTURE-SHIFTING WORK THAT DRIVES BUSINESS RESULTS AND IMPACTS THE WORLD

THE FUTURE OF CUSTOMER EXPERIENCE AND TECH

INDUSTRY RECOGNITION

Gartner

2 GRAND PRIX, 1 TITANIUM, AGENCY OF THE YEAR, AND 28 ADDITIONAL CANNES LIONS IN 2019

MAGIC QUADRANT FOR GLOBAL MARKETING AGENCIES VMLY&R IN THE LEADERS’ QUADRANT

AdAge

2019 A-LIST AGENCY TO WATCH

FORRESTER

THE FORRESTER WAVE GLOBAL DIGITAL EXPERIENCE AGENCIES, 2019 VMLY&R WAS NAMED A STRONG PERFORMER

CX COUNCIL

FOUNDING MEMBERS OF THE 4A’S CX COUNCIL
Content & Creative Services Division

The driving force behind all GMCVB’s content, which includes its consumer-facing social media accounts, website/digital editorial articles, print editorial materials developed for GMCVB’s publications, and the seven Miami Temptations programs.

Miami Temptations
Targeted monthly money-saving programs developed for visitors and locals alike

Website Articles
Update, rewrite and fact-check more than 600 existing articles and create new, engaging content on a continuous basis

Social Media
More than 1 million followers on consumer-facing social media accounts.

Print Publications
Develop print editorial materials for GMCVB’s publications such as the Visitors Guide

Creative Services
In-house marketing & creative agency of the GMCVB
# Miami Temptations Programs

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The **Miami Temptations Programs**, organized by the Greater Miami Convention & Visitors Bureau, take a thematic focus on the best the destination has to offer with monthly deals and special events appealing to locals and visitors alike.
Due to the Coronavirus pandemic and its impact on the hospitality industry, the Greater Miami Convention & Visitors Bureau (GMCVB) launched MIAMI EATS – an award-winning program to help your local restaurants and their employees during this crisis.
Miami Shines: June - September 2020

Explore getaway offers on everything from resort and boutique hotels to Miami Spice fine dining, Miami Spa Months offers, attractions, museums and more.
Website Editorial Content

- Team of local freelance writers
- Continuously updating existing & creating new content
- Content adaptation for the current situation
- Experiential editorial voice
- Sources of content ideas/topics
  - weekly SEO calls with DAOR - keywords & search terms
  - calendar of events
  - monthly meetings w/GMCVB departments
  - external meetings
  - general destination knowledge
- Comprehensive editorial process
Social Media

- Social media engages with consumers throughout consumer cycle
- Current stats:
  - Over 1M followers across social channels
  - 1,016,746 engagements; +42.2% YOY
  - 339,872 post link clicks; +23.8% YOY
  - 148,221,224 impressions; +118% YOY
- Social listening
- Posts Include: User-Generated Content, Partner Highlights, etc.
Print Editorial Content

- Produce visitor guides:
  - Vacation Planner
  - Visitors Guide (in-room edition)
  - Travel Planner
  - Meeting Planner
  - Pocket Guide (for meeting delegates)
  - Family Fun Guide
  - Multicultural Guide
  - City Sites & Map (in 9 languages)
  - Sports & Entertainment Venue Guide

- Editorial process includes:
  - Ensuring that partner listings are up to date
  - Selecting photos that represent Greater Miami’s diverse group of neighborhoods and attractions

- Looking ahead:
  - Streamlining and reimagining publications
  - Integrating digital and video content
Creative Services

- Develop targeted collateral [digital] material for consumers, media, travel-trade professionals and meeting planners via Print, Digital, Photography, Video (now for virtual FAMs and virtual meetings our teams are conducting)
- Ensure consistent standards for all Miami Temptations Programs (Pivoting to our temporary line up for this year)
- Manage the Digital Assets Library: GMCVBDigitalLibrary.com
- Promote the GMCVB Brand at visitor centers (as they are reopening), Miami International Airport & PortMiami.
- Design promotional materials for a diverse array of Community Relations projects
Creative Services

Video Production Highlighting Partners:

- Miami Eats Restaurants
- Miami Hotels Welcome You Back
- Greater Miami and the Beaches Hotel

Guest Testimonials
Questions/Discussion
Thank you for joining our session