



ANNUAL PLANNING WORKSHOP

JULY 2, 2025

POWERED BY:



WITH YOU TODAY:



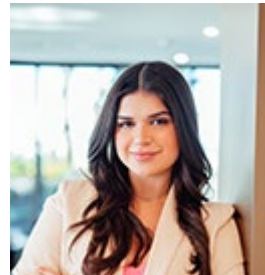
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Entry Specialist

MAXIMIZING WEBSITE TOOLS & PARTNER EXPOSURE

FRAMING THE OPPORTUNITY

BREAKOUT DISCUSSIONS

SHARING OUR FINDINGS

WRAP-UP & NEXT STEPS



FRAMING THE OPPORTUNITY

12+ MILLION

annual website visitors

7+ MILLION

annual partner pageviews

150,456 HOURS

spent on our website each year

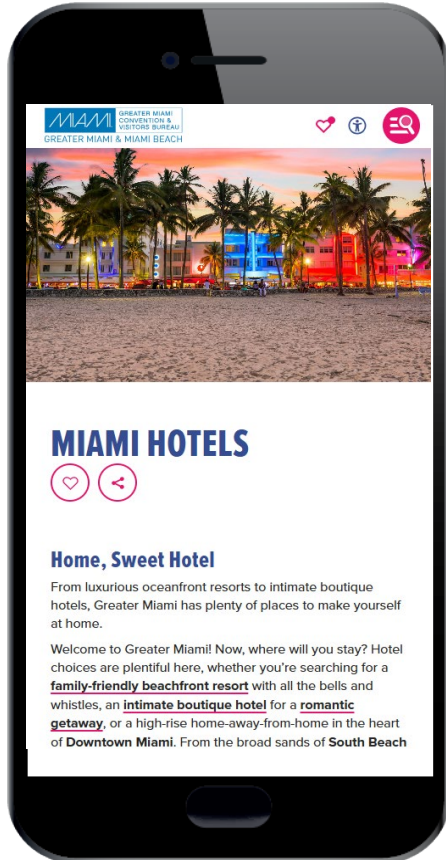


FRAMING THE OPPORTUNITY

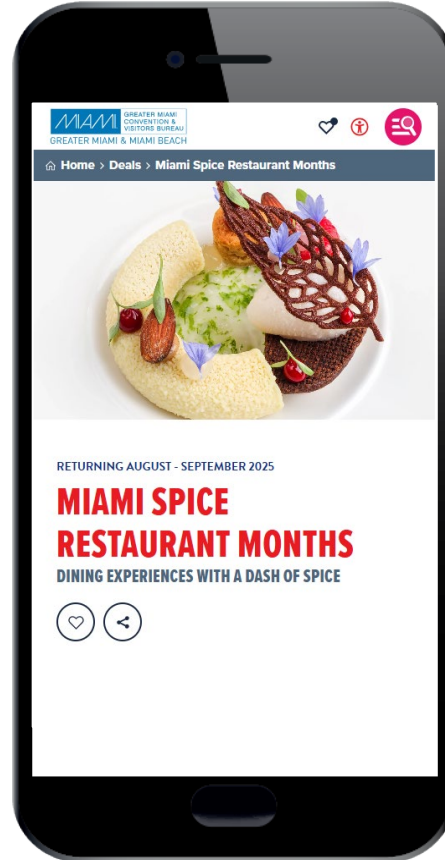
GMCVB's website is loaded with rich content that outperforms engagement across Florida and four major competing destinations that were sampled in our study.



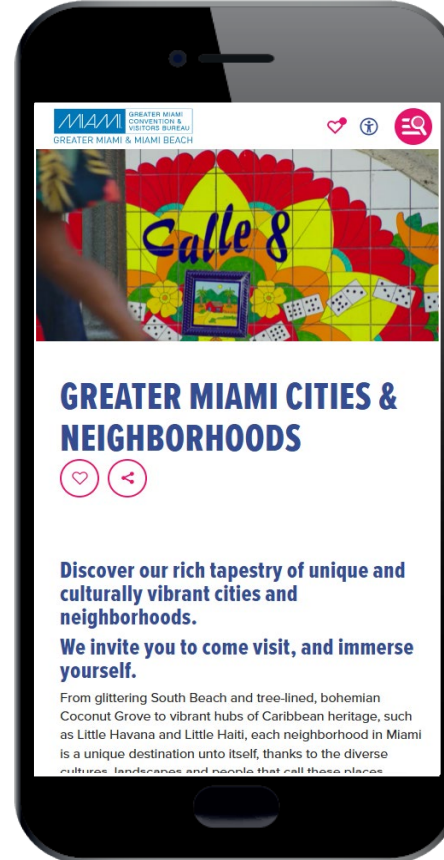
LISTINGS



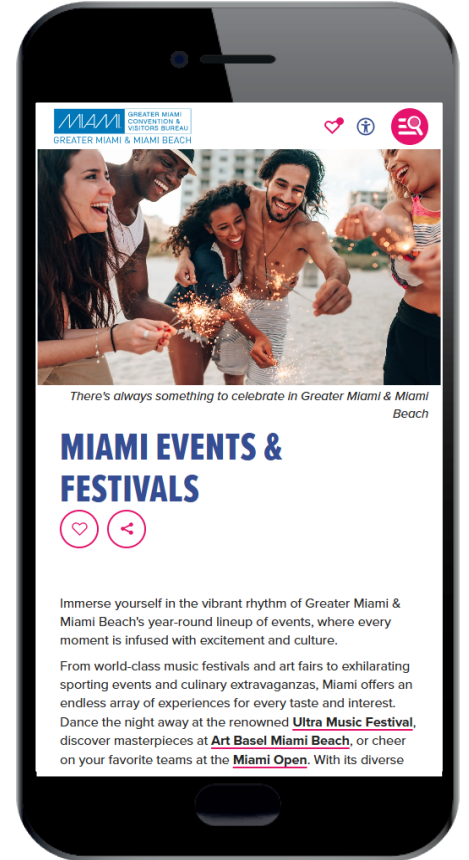
ARTICLES



DEALS



LANDING PAGES



EVENTS

FRAMING THE OPPORTUNITY

Website Authority is another metric that matters – it measures a site's visibility and credibility – both critical in driving Organic traffic. With a score of 60, we outperform Ft. Lauderdale (54), the Keys (53), Tampa (54), and most of Florida – even Las Vegas (59), and are neck-and-neck with biggies like Orlando (61), Chicago (62) and New York City (63)

There are a lot of tools, and above all, the Partner Extranet that is the “content management system” for your Listing on our website. Common challenges for content (and a big part of our workshops) will be to speak to:

- **Visibility**
- **Categorization**
- **Images and Video**
- **Additional GMCVB marketing/communications channels**
- **Other ways we can partner for success**



Partner Extranet Login

A screenshot of the Greater Miami Convention & Visitors Bureau Partner Extranet Login page. The page has a dark background with a city skyline. It features a login form with fields for Email and Password, both with red eye icons for toggling visibility. There is a "Forgot Password?" link to the right of the password field. At the bottom, there is a logo for "MIAMI GREATER MIAMI & MIAMI BEACH" and "GREATER MIAMI CONVENTION & VISITORS BUREAU", along with a blue "LOGIN" button.

BREAKOUT DISCUSSIONS

-BRAINSTORMING STRATEGIES & TACTICS



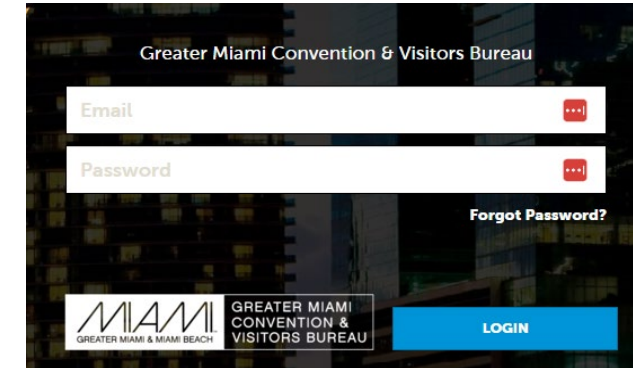
OUR DISCUSSION TOPICS

We'll be breaking into discussion groups, with facilitators for each group. Here are the topics we'd like each group to discuss / brainstorm:

- **Group One: Listings and Calendar Posts** - how can we improve them, make them more engaging, and make the content better?
- **Group Two: Website Search and Filters** - is your business easy to find, are the filters intuitive, do they capture all the different kinds of partners?
- **Group Three: Cross-Promotional Opportunities** - how could your listings be served up with more frequency, in more places, or be contextually aligned better?
- **Group Four: Tools & Support Needs** - what kind of guidance, training, tools would be helpful to you to better manage your listing and maximize impressions?



Partner Extranet Login



GROUP SHARING

-QUICK RECAPS AND POLLS



WRAP-UP & NEXT STEPS

-UPCOMING EVENTS, TOOLS & ENHANCEMENTS

