

DIGITAL MARKETING

Delivering a new website experience

Planning Workshop 7.30.2021

AGENDA

DIGITAL MARKETING UPDATES /
ENHANCEMENTS

NEW WEBSITE DISCUSSION:
BREAKOUT GROUPS

SITE ENHANCEMENT: MIAMILAND



SITE ENHANCEMENTS: PARTNER

Larger Photo Gallery

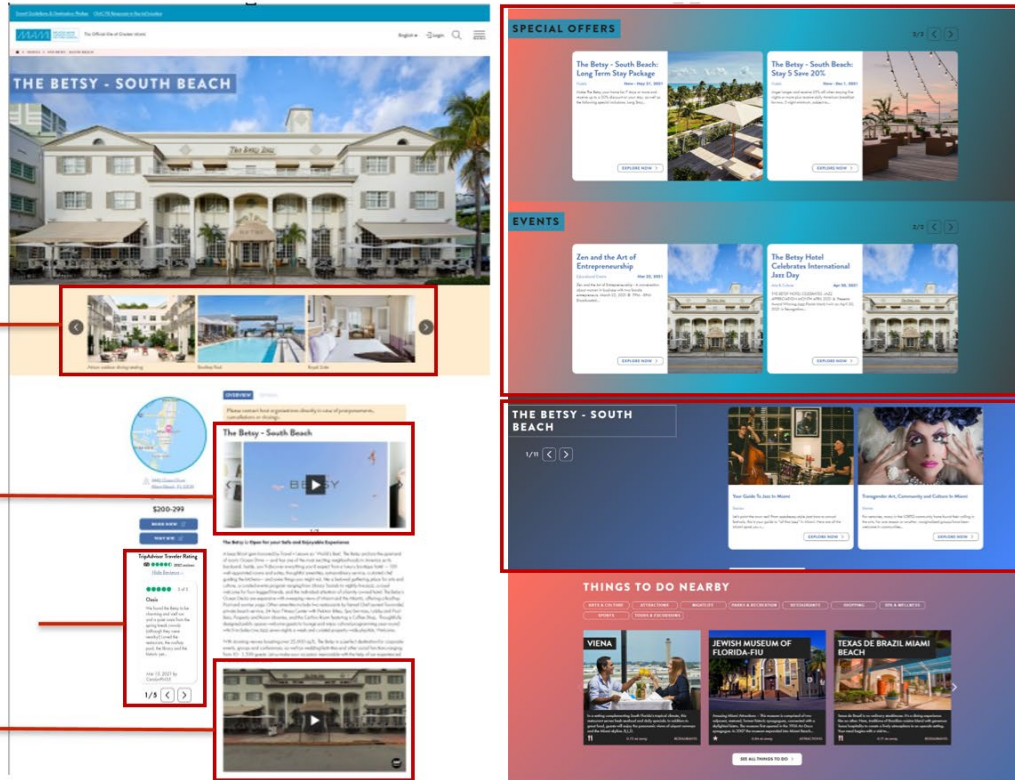
Video Carousel

Trip Advisor reviews
more accessible

360 Tour

Partner special
offers and
events more
prominent

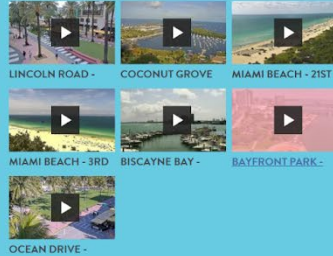
Partner featured
in website stories



NEW WEBCAMS

Top-performing
web page, with
380,000 page
views from Oct 1
YTD

GREATER MIAMI & MIAMI BEACH WEBCAMS



BAYFRONT PARK - DOWNTOWN MIAMI

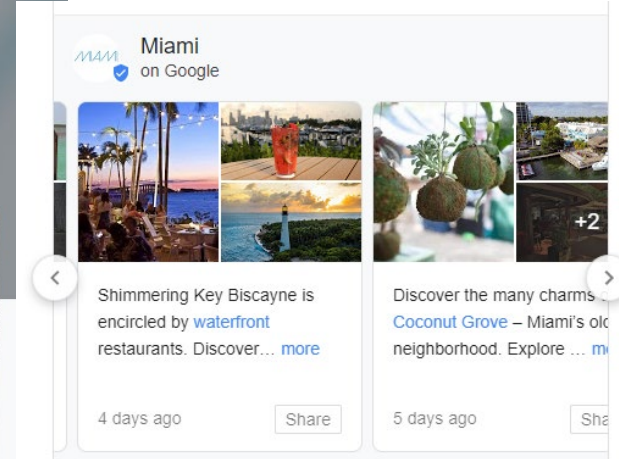
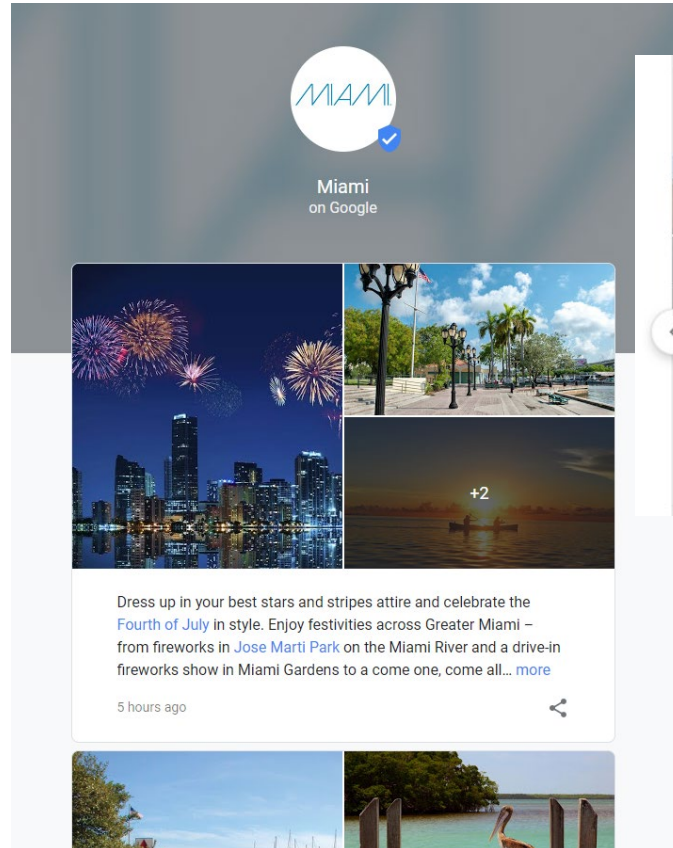
Panoramic views of Bayfront Park, the Skyviews Miami Observation Wheel at Bayfront Park, the American Airlines Arena, the Frost Museum of Science and Perez Art Museum.

INTERCONTINENTAL HOTEL

GOOGLE POSTS

April 2019 – June 2021

- 3-5 posts weekly
- Delivered over 100 million views of Miami and Miami Beach content to those searching for Miami on Google



NEW WEBSITE TIMELINE



WEBSITE PLANNING

July – October '21

DESIGN & DEVELOPMENT

November '21 – June '22

QUALITY ASSURANCE

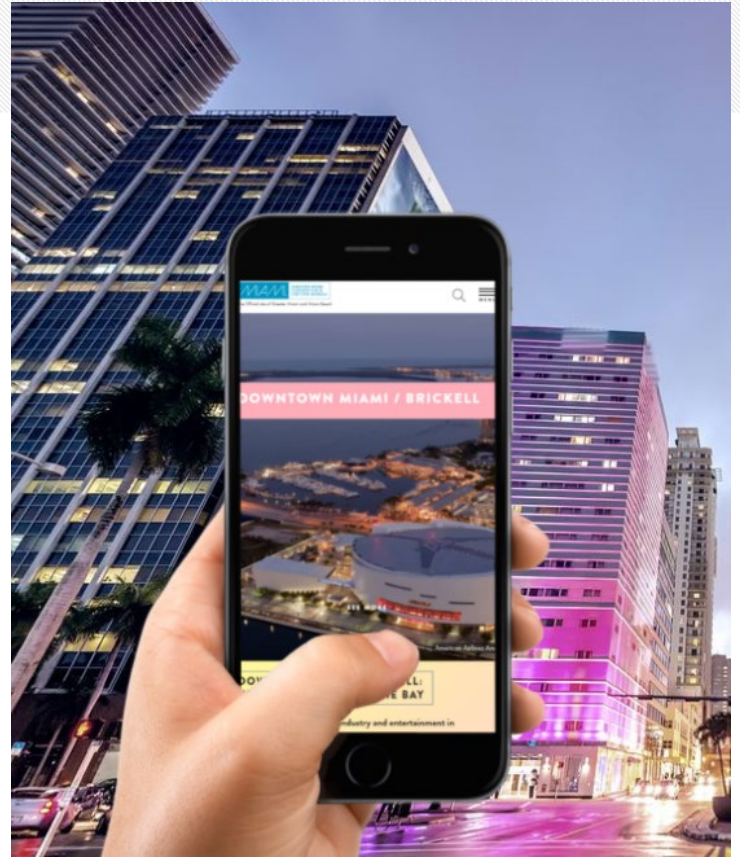
June – July '22

SITE LAUNCH

Fall '22

BEST-IN-CLASS VISITOR EXPERIENCE

- Continue to tell our stories with richer, in-depth articles, features, video & stunning visuals
- Showcase diversity throughout our neighborhoods & experiences
- Create new ways to help visitors plan their trip
- Ensure lightning-fast page load to keep visitors engaged
- Capture visitor contact information & track behavior to deliver personalized experiences
- Share offers that are timely and relevant



MEETINGS & CONVENTIONS

- Showcase the MBCC District and the future Headquarter Hotel to attract citywide meetings
- Increase lead generation by showcasing deeper meetings venue information in exchange for contact details
- Bring meeting facilities to life with fun, interactive features
- Curate Miami's range of offerings (neighborhoods, offsite venues, culinary experiences, & more) that make Greater Miami unique
- Give meeting planners tools choose our destination & drive attendance



WEBSITE DISCUSSION

BREAKOUT GROUPS



BREAKOUT GROUPS

How can we create better experiences for important website users?

GROUP 1

Leisure visitors planning a trip



GROUP 2

Visitors experiencing Miami for the first time

GROUP 3

Meeting planner considering booking a meeting in Miami



Thank you

