

# Harbor Marketing

## Communication Strategy

03/23/2012

### Goals:

- Increase harbor reservations by 5%
- Increase gas sales by 5%
- Create one new event or reason to visit each harbor
  - Rendezvous, poker run, tournament, etc.
- Facilitate a survey to better understand current visitors and their needs, both met and unmet

### Primary Audiences

- Boaters (power and sail)
- Anglers
- Individual watercraft (jet skis, paddlers)
- Land-lubbers (Chambers, event promoters, CVBs)
- Divers
- DNR Staff (PRD and Fisheries)
- WWC

### Print

- Harbor site cards
- Waterway Guide ad for Sterling and Milliken
- Signage at each harbor and BAS to promote Recreation Passport
- “slip and site” discount coupon & ad in 2012 Fishing Guide
- Flyers with all harbor events and discounts

### Programming

- Blue Bikes program – test market in 2011 and expand in 2012
- Test marketing Harbor Host program at Milliken State Harbor
- Establish reservation deals if possible for shoulder seasons.
- ValveTect at all gas pumps
- Host events, or begin planning for 2012 season
- Seek intern to organize marketing efforts
- Sell Mackinaw Island tix, day trips (to casinos, etc.)

### Electronic Media

- Weekly eNewsletter to CRS harbor reservations in last two years.
- Get unique URLs for each harbor (like the parks)
- Add all harbor events to online calendar of events.
- Add links to make sites more useful (amenities, local attractions, diving spots, etc)
- Develop a State Harbor facebook page
- Update all Active Captain listings, and review other sites for accuracy

### PR

- Work w/ Pure Michigan to promote boating tours
- Showcasing article
- Press releases for every event
- Seek partnerships with Boat US, West Marine, local businesses
- Meetings with Chambers, CVBs and event promoters
- Develop partnerships with casinos and other venues for day-trips, etc.
- Join harbor marketing group headed by South Haven CVB

### Employee Communication

- Share site cards with nearby parks
- Inform park staff on site & slip discount (where applicable)
- Ask Ozzie to contact marine gas suppliers to insure all gas has Valve-Tect.
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