AFFINITY MARKETING & CULTURAL TOURISM
affinity target marketing

Anchored in the Southeastern US, in Asheville, NC, The Goss Agency is a full-service advertising, marketing and branding firm, applying over 30 years’ experience across an array of products and industries, including 20 years in Travel & Tourism, serving national and international destinations.

The Goss Agency stands out in the cluster of the traditional Travel and Tourism marketing firms and silo digital marketing solutions. While many speak of Cultural/Heritage and Affinity Targeting, and often conduct some research on the subject, ending up in a nice binder on the shelf, The Goss Agency leads the nation and the Travel and Tourism industry with over 20 years of communicating destination’s distinctive cultural/natural features and experiences in a manner that identifies with the Affinity Target emotionally.

Indeed, DCR (Digital Channel Reach) has become the “new” medium, and all destinations and “Travel & Tourism” firms have equal access. However, even with such high potential, these new media channels are only as good as the messages placed within them. Intercept a message, digital or otherwise, today, and it is generally designed to appeal to broad demographic audiences. As a result, the communications are focused on more common experiences “scenic beauty,” “beaches,” “family fun,” “outdoor adventure” etc. vs. drilling down on a specific outdoor experience and communicating it in a manner that taps the emotion of the individual to which it appeals. We believe you can’t be all things to all people and be effective. We believe... We believe you must identify your destination’s distinctive experiences, and communicate them in a manner that taps the emotions, the hearts, and minds of the specific psychographic profiles to which they appeal. Communicating the experience as if you are one of them. This, “have a conversation” approach is above-average successful for our clients. Increasing qualified traffic (reducing bounce rate to 39%, increased time on, and page views up 233%) visits to the website an average of 150%, and room nights, attraction/restaurant sales and average of 20%.

How? The Goss Agency applies a communications strategy to Travel and Tourism that is rooted in the philosophy that makes all advertising successful across all media, regardless of the product or industry, or medium. We treat the prospect as human and form an emotional connection. A connection that makes the prospect laugh, smile, think and feel. The prospect says, “Hey they get me.” With the collision of a wide range of social media combined with the Affinity Target’s interests in learning and sharing their fervent activities, this is where; we go into an even higher gear: the 7 speed Mercedes.

If there is one thing we know after 30 years of branding and marketing in an array of categories, it is that most people have an affinity for 1 to 3 activities. And they like to obtain information on the subjects and share information on the subjects.

So our process is simple, but not simple to execute: You need us. We first identify the assets on the ground of the destination with the most visitors potential. We then identify the Affinity Groups to which they appeal, and rank them based on number of prospects within the geographic reach and average overnight stay potential. Next, we communicate the features and experiences in a manner the prospect identifies with personally through image, copy, and motion, designed to transcend all media, traditional and digital.

While the prospects may be aware of the many other features and experiences of the destination, the result is they feel special. They feel we are really mostly about them! Don’t worry, we won’t leave anybody out. We will still reach the big demographic targets, just in individual groups based on their psychographic profile and what interests them personally.
**affinity target marketing**

<table>
<thead>
<tr>
<th>Identify ground features/experiences</th>
<th>Identify Affinity Targets/psychographic profiles</th>
<th>Create emotionally-connecting message</th>
<th>Deploy the message in all channels linking to corresponding Landing Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="icons" /></td>
<td><img src="image2.png" alt="icons" /></td>
<td><img src="image3.png" alt="message" /></td>
<td><img src="image4.png" alt="channels" /></td>
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</tbody>
</table>

- **Digital Direct**: Email Marketing and Remarketing
- **Social Media**: Reach fan base & grow engagement
- **PPC/Remarketing**: Utilize Display Ad networks
- **Groups, Clubs, & Organizations**: Identify opportunities for affinity outreach
- **Traditional Media**: Print, Television, Radio, & Outdoor
- **Public Relations**: Content/Influencer outreach and tracking
Down hea’ in Haywood County, we frequently stop to smell the flowers, the hops, the wheat, and the barley.
AFFINITY TARGET CAMPAIGN EXAMPLES

AFFINITY TARGET CULTURAL TRAVELERS

WE’RE LOOKING FOR YOU

Print/Display

Social

Landing Page
AFFINITY TARGET
CAMPAIGN EXAMPLES

PADDLERS

Some people drink pure mountain water from a bottle. Others kayak in it.

Print/Display

Social

Landing Page
AFFINITY TARGET
CAMPAIGN EXAMPLES

Wintergreen Resort

AFFINITY TARGET CYCLISTS

Sure the air is thinner at 3,800 feet, but there are fewer people to share it with.

Print/Display

Social

Landing Page

Si militer dixis, et inas, poenata robuit, sceire ulio, charis pretium quas arroget annus, secipio abhinc annos contum

WINTERVILLE, VIRGINIA • CALL 601-315-2100 FOR INFORMATION • WWW.WINTERGREENRESORT.COM
Some parents are content with giving their children chocolate milk, others have to show them a cocoa plantation.

St. Lucia
The Island That Stands Out
1-800-456-3984
Historic Biltmore Village was originally created by George Vanderbilt as a place for estate workers to live with a church, school and shops for sustaining everyday life. Today its 80 independent and nationally-renowned retailers are believed to sustain the lives of Asheville’s visitors.
Mayans believed it necessary,
at least once a year,
to journey across the sea
to the ancient city of San Gervasio
on the island of Cozumel,
home of ‘Ixchel,’
the Mayan goddess
of childbirth,
fertility and medicine.
Our guests get it...

Paradise Beach
completely.

Print/Display
Social
Landing Page
### DIGITAL DIRECT / PPC CAMPAIGNS R.O.I.

#### DIGITAL DIRECT RETURN ON INVESTMENT

<table>
<thead>
<tr>
<th></th>
<th>Budget: $87,000</th>
<th>3,582,225 reached</th>
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<tbody>
<tr>
<td>Digital Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opens</td>
<td>605,754</td>
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<tr>
<td>Click thru/website visits</td>
<td>47,915</td>
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<tr>
<td>Visitors</td>
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<tr>
<td>Economic Impact</td>
<td>$977,691</td>
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#### PPC/REMARKETING RETURN ON INVESTMENT

<table>
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<tr>
<th></th>
<th>Budget: $135,000</th>
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<tbody>
<tr>
<td>Google Ads – Pay per click</td>
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</tr>
<tr>
<td>Cost-per-click</td>
<td>$0.28</td>
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<tr>
<td>Click thru</td>
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<tr>
<td>Visitors</td>
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<tr>
<td>Economic Impact</td>
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