

# Building Brand Enthusiasts and Brand Loyalists



Since the Internet is the first choice for consumers' travel research, planning and booking, many travel companies and organizations take their brand online in an attempt to gain competitive ground. In actuality, it is more important to build brand enthusiasts with local partners and strategic alliances before taking the brand online. This process is a complex one, involving a strategy that assures a win-win outcome for all. Building consensus for the brand, and then involving local and regional partners in the brand building online, takes the program to a whole new level.

## **Overview:**

**Goals and Objectives:** develop a program to further elevate and grow a brand in partnership with destination stakeholders and partners with a focus on all targeted travel audiences.

Managing a destination brand presents many challenges. This project focuses particularly on:

- the political processes involved in building brand alliances,
- the integration of the brand into all stakeholder marketing and communications,
- the vital role of the public and private sector stakeholders
- empowerment of end users through solution design
- and successful Interactive destination brand management and growth

Critical to this project and the brand growth is the confirmation of the destination brand values, the translation of those into an emotionally appealing personality and the targeted and efficient delivery of that message interactively and offline. This is most effectively achieved when developed and implemented in an Interactive strategy.

The process involves identifying the stakeholders (brand alliances) crucial to the delivery of the destination brand, developing the tactics and action plan for implementation and the creation of a largely web-driven strategy. Through stakeholder partnerships and the harnessing of Interactive, non-traditional media, the destination, as a total destination, will be able to grow a powerful travel destination brand, positioned as an appealing niche player in the global tourism market.

## **Phase I      Discovery and Strategy**

1. Define the Vision
2. Develop Actionable Strategies
3. Gain Consensus
4. Establish Measurable Goals

## **Phase II      Program Development and Implementation**

1. Actively Involve End Users in the Solution Design
2. Develop Communication Plans to Empower Users
3. Continuously Measure and Track Results

**For more information** on developing Brand Enthusiasts with Stakeholders contact:  
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