

Strategic Marketing Plan



Proudly Managed By





Spectra's Commitment

Innovation

- An entrepreneurial approach to venue management, tailoring solutions to unique challenges. Committed to new technologies and heightened efficiencies

Collaboration

- Partnership is our passion. Seamless guest experiences in support of ownership for each unique destination

Engagement

- Intimate connections with the surrounding community. Unforgettable experiences for residents, ownership, customers and clients, building affinity with the asset

Impact

- Attention to every event's unique needs, driving revenue and growth for clients, customers and ownership



Spectra's Commitment at MBCC

Innovation

- Elevate the MBCC brand, evolve from traditional convention center models and establish a reputation that highlights the venue's modern assets

Collaboration

- Meticulous project management to coordinate marketing, PR, communications and e-commerce across stakeholders: GMCVB, City of Miami Beach, Centerplate, Smart City and Spectra. Partnerships with customers, clients, industry influencers, service providers, associations and more

Engagement

- Build community advocacy amongst residents, positioning the MBCC as a high-value community asset. Highlight the resident and user experiences to develop a positive reputation amongst stakeholders. Engage prospects to maintain the MBCC top of mind

Impact

- Remain in-line with City of Miami Beach objectives while driving revenue growth for customers, clients and ownership

Marketing Strategy

Guiding Principles

The MBCC is beautiful, dynamic, functional, high-tech and environmentally-resilient: the perfect venue for special events, meetings and receptions, as well as conferences and trade shows.

The MBCC is a high-value community asset, an economic driver for Miami Beach's City Center district, generating revenue that supports city services that enrich quality of life for residents and visitors alike.

Position the MBCC as a business, art and technology hub providing superior business services and authentic, inspiring experiences to prospective planners, residents, clients, attendees and stakeholders.



Marketing Strategy Stages

Enrich

- Generate awareness, promoting values to target audiences

Engage

- Build a sense of pride and personal investment, while sparking booking interest

Activate

- Generate leads for short-term bookings and increase local advocacy through activations

Amplify

- Achieve national and local recognition as a market leader within the industry, highlight the Center as an economic driver, diversify venue programming with revenue generating events

Customer Journey

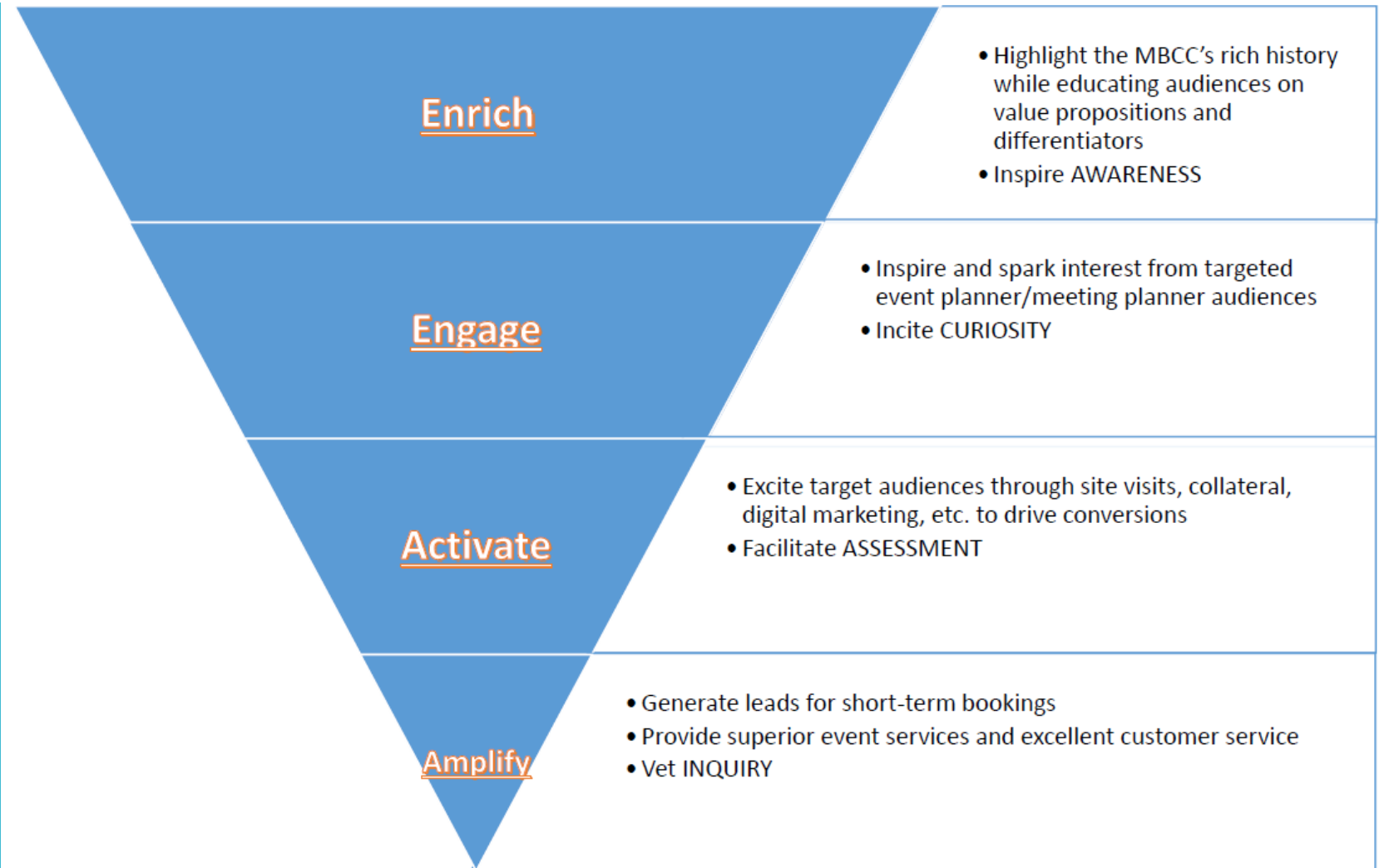


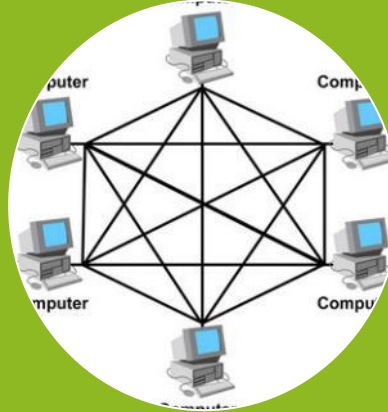
Figure 1: The Spectra P3 Customer Journey

Value Propositions & Differentiation



Venue Service Enhancements

- “The Center’s superior business environment is a catalyst for creativity. Top-notch customer service to show management, vendors and attendees elevates the event experience.”



Technology

- “The Center employs the latest event technologies to support efficient and consistent user experiences, providing a competitive industry edge.”



City Cultural Amenities

- “The Center is an integral part of Miami Beach’s diverse cultural community, contributing to the City’s reputation as an international arts and entertainment destination.”



Enrichment

- “The Center is a key economic driver providing positive impact on local businesses and residents. The Center contributes to tourism and generates tax-benefits, supporting the City of Miami Beach through revenue generation while maintaining secure and efficient operations.”

Target Audiences

Meeting Planners, Short Term Sales (P3)

- Local/Regional Event & Meeting Planners
 - Corporate (medical, technology, financial)
 - B2B (tradeshows, conventions, meetings)
 - Social Military Educational Religious Fraternal
 - (SMERF)
- Destination Management Companies
- Special event producers (film, TV, award shows, etc.)

Social Bookings

- Spectra & Centerplate collaborate to target
- Social Event Planners
- Gala chairs and gala planners

Spring 2019 Incentive Campaign: Verticals



Event Planners

Social Events



Hotel Referrals





Message Mediums

Social Media

- Leverage multi-channel attribute tracking to identify advocates & target prospects. Develop compelling, authentic creative content that is unique to platforms

Digital Advertising

- Leverage and develop compelling, targeted digital advertising opportunities, leverage partnerships to negotiate best pricing and maximize resources

Collateral

- Develop and distribute sales kits and venue brochures to support efforts of the sales team during on-site and off-site engagements
- Support FAM experiences with useful and beautiful branded gift items

Public Relations

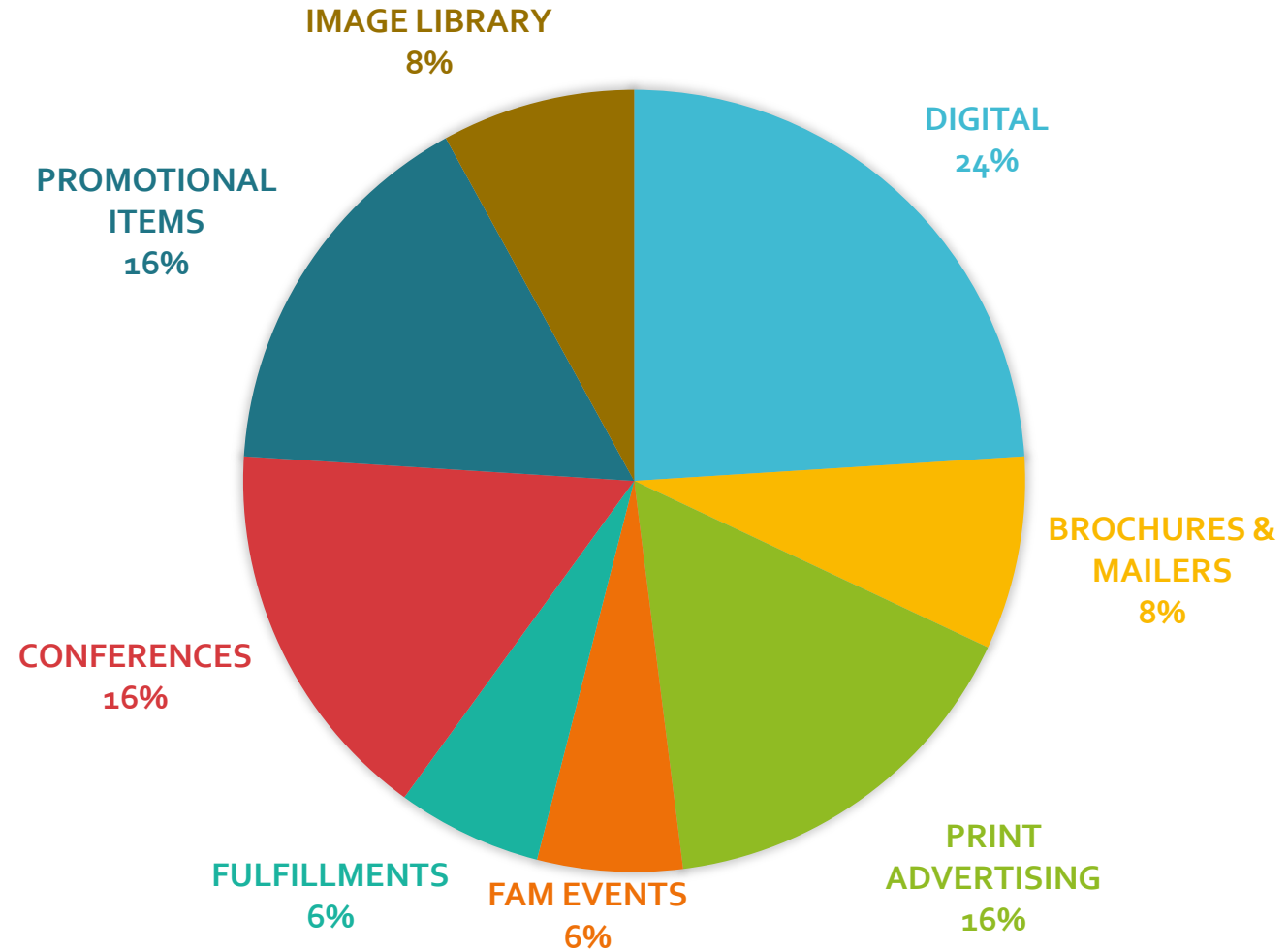
- Tailor communications to refer to value propositions while leveraging guiding principles to maximize resources, positioning as a market leader

Media Relations

- Manage and refer press inquiries from local, national and international sources, while developing story ideas and potential distribution outlets that promote the MBCC

Marketing Mix: Spectra Advertising Investments

SPECTRA MARKETING INVESTMENTS





Key Performance Indicators

Website Optimization

- Evaluate site traffic and keywords

Search Engine Optimization

- Evaluate search visits (paid/unpaid), site bounce rate, new visits, bounce rates, average page visits, visit duration, conversions and unique search engine yields

Social Media Channels

- Evaluate and grow followers, likes, engagements, impressions, performance and conversions on Facebook, Instagram, Linked In, Twitter and YouTube

Paid Media Metrics

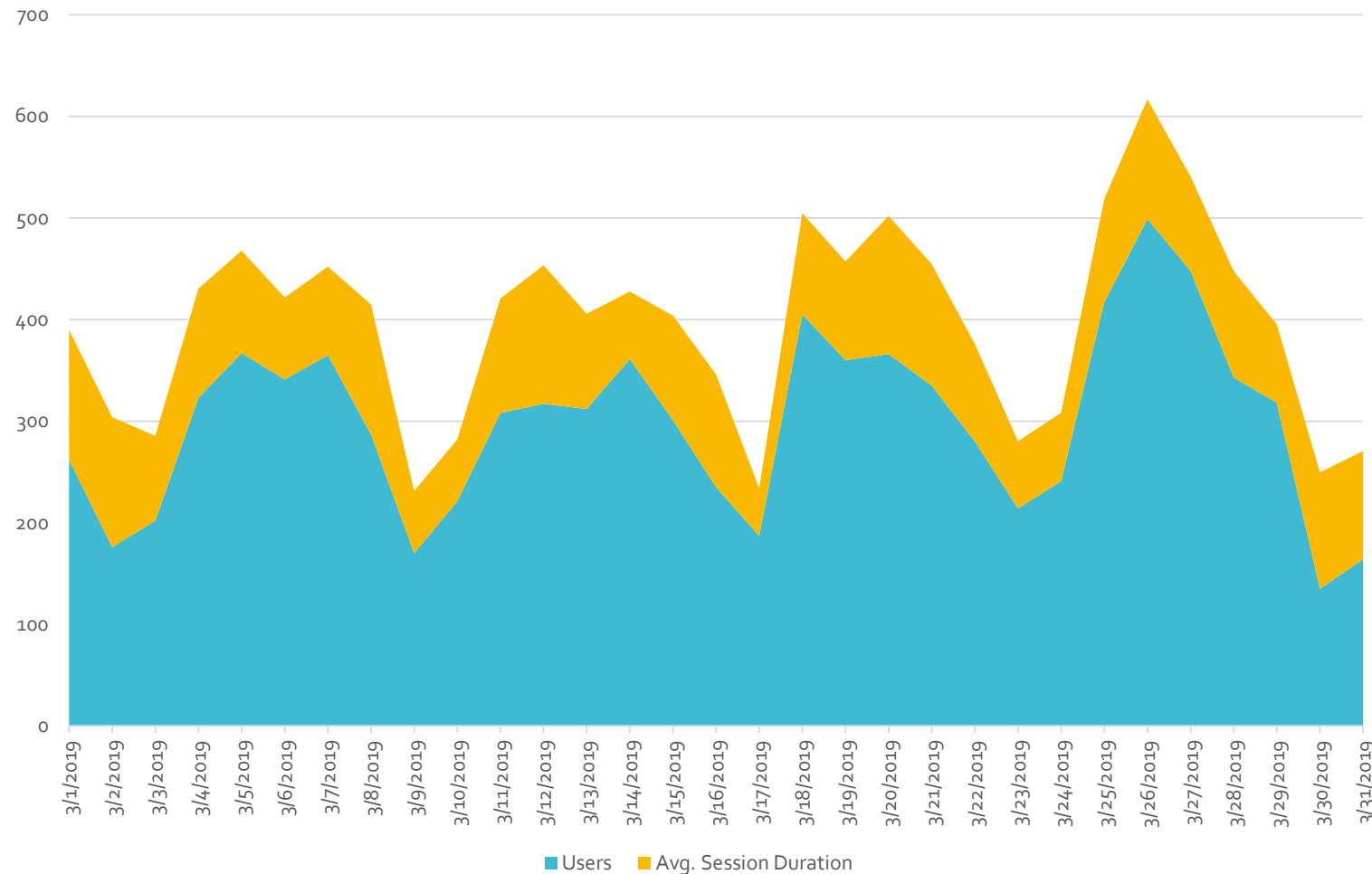
- Google Ads (impressions, clicks), Facebook/Instagram Ads (engagements, impressions, clicks), Twitter ads (engagements, impressions) and Linked In (engagements, impressions, clicks)

Earned Media Metrics

- Search values, new users, pages per visit, visit duration, bounce, leads, conversions, video views, followers, likes and shares

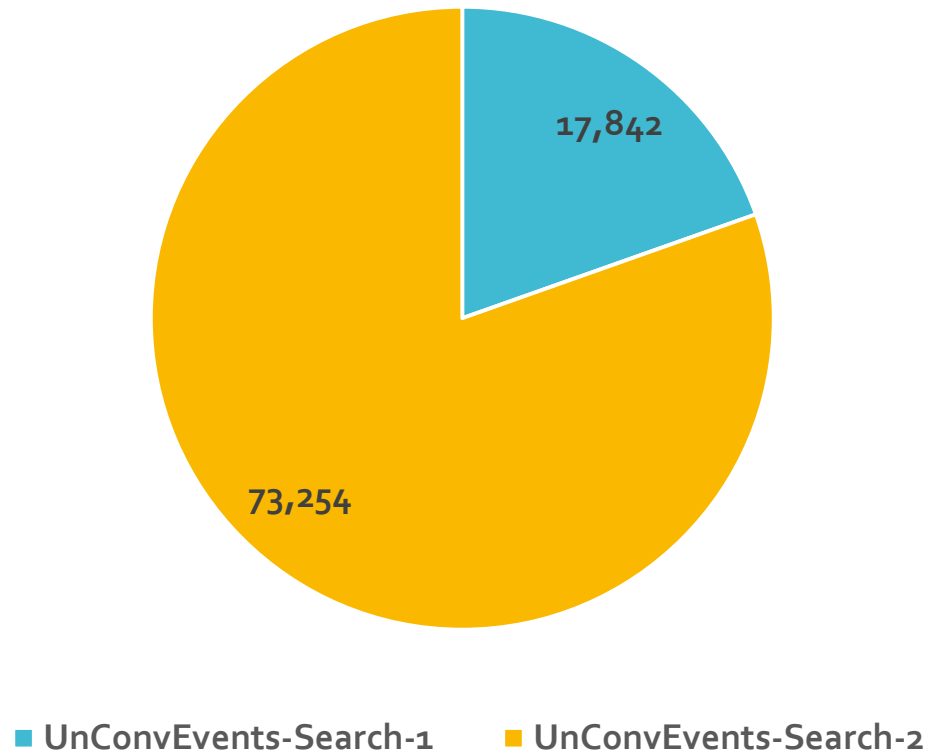
Metrics Example: Website Traffic

Daily User Traffic MBCC Website - March 2019



Metrics Example: Google Ads Keyword Search

Google Ads Impressions
(Unconventional Events Campaign, Keyword Search
March 1 - 19, 2019)

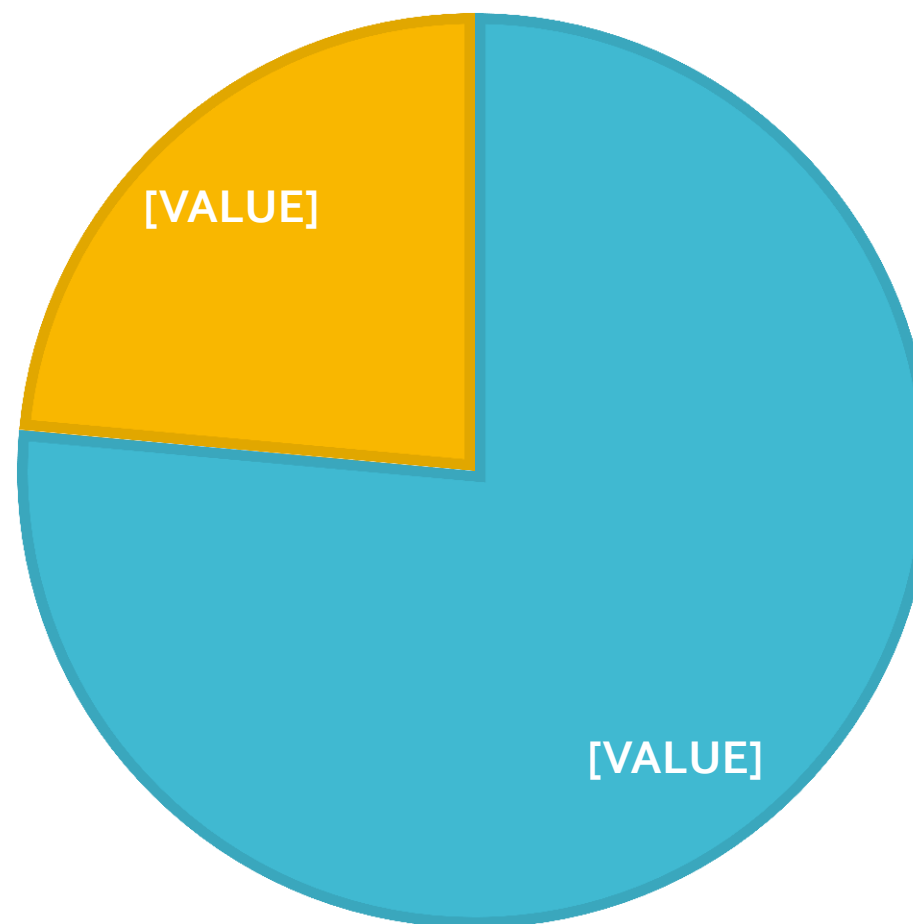




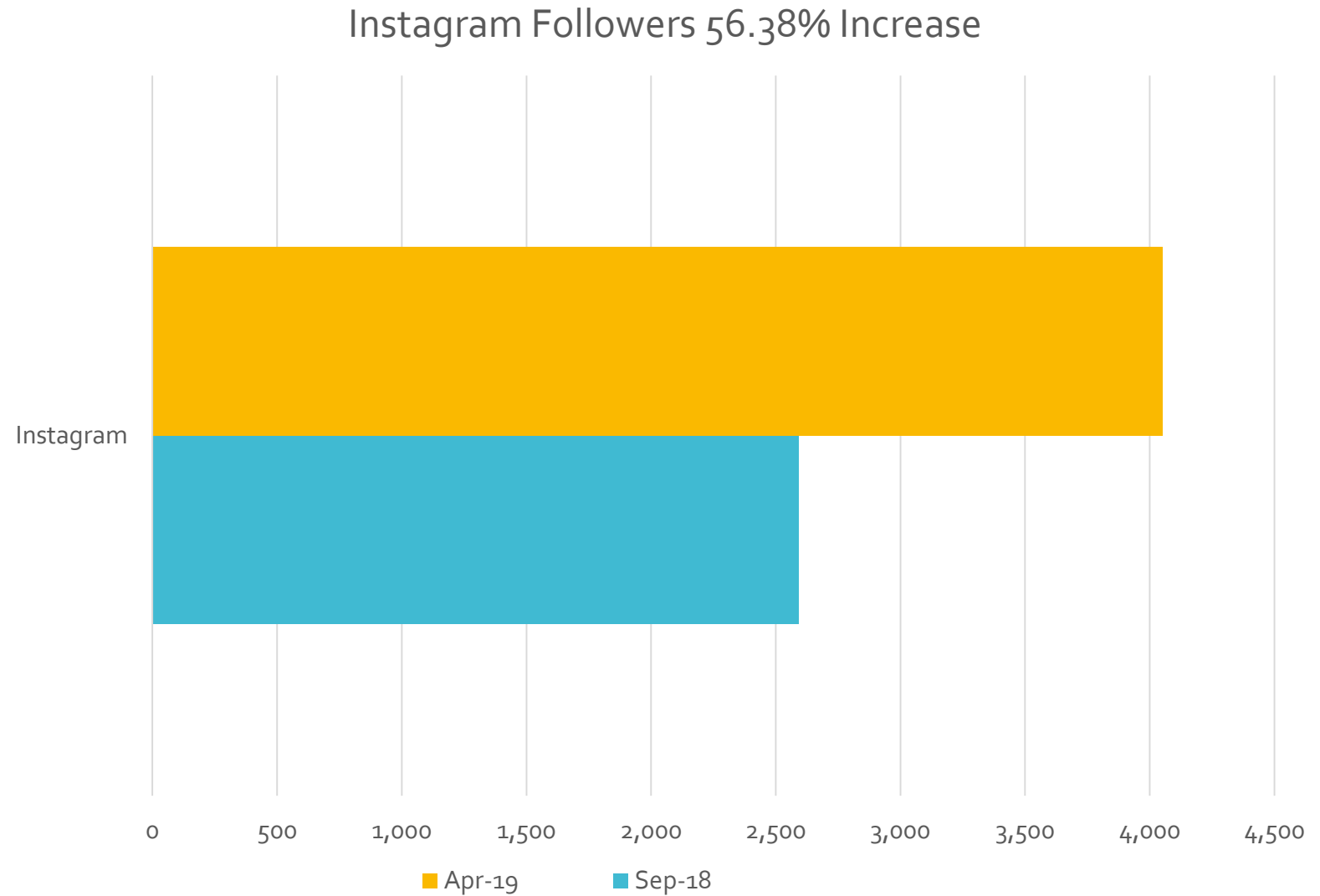
Metrics Example: Google Ads Unconventional Spaces

GOOGLE ADS: UNCONVENTIONAL SPACES (IMPRESSIONS)

■ NYC ■ MIA

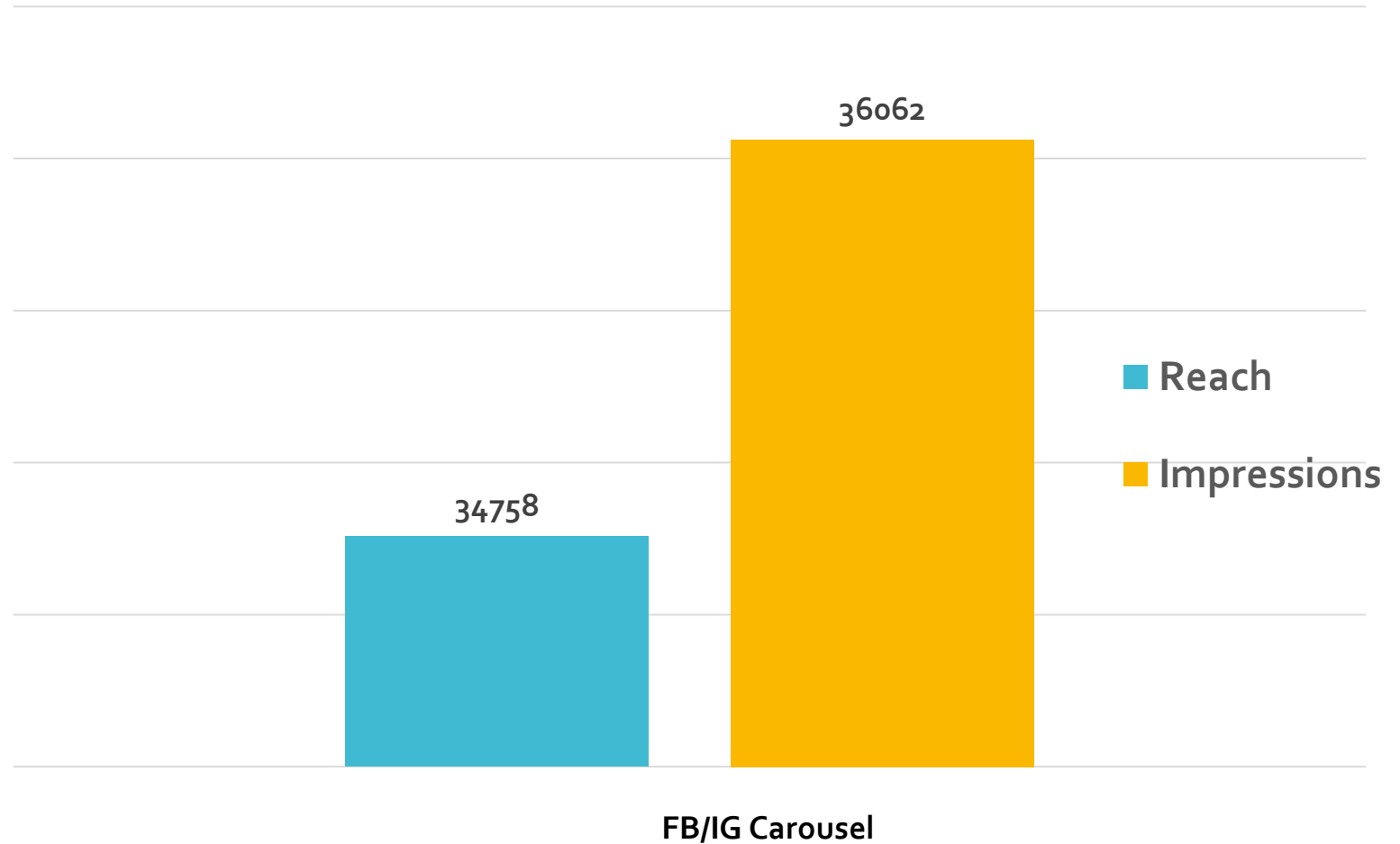


Metrics Example: Instagram Followers



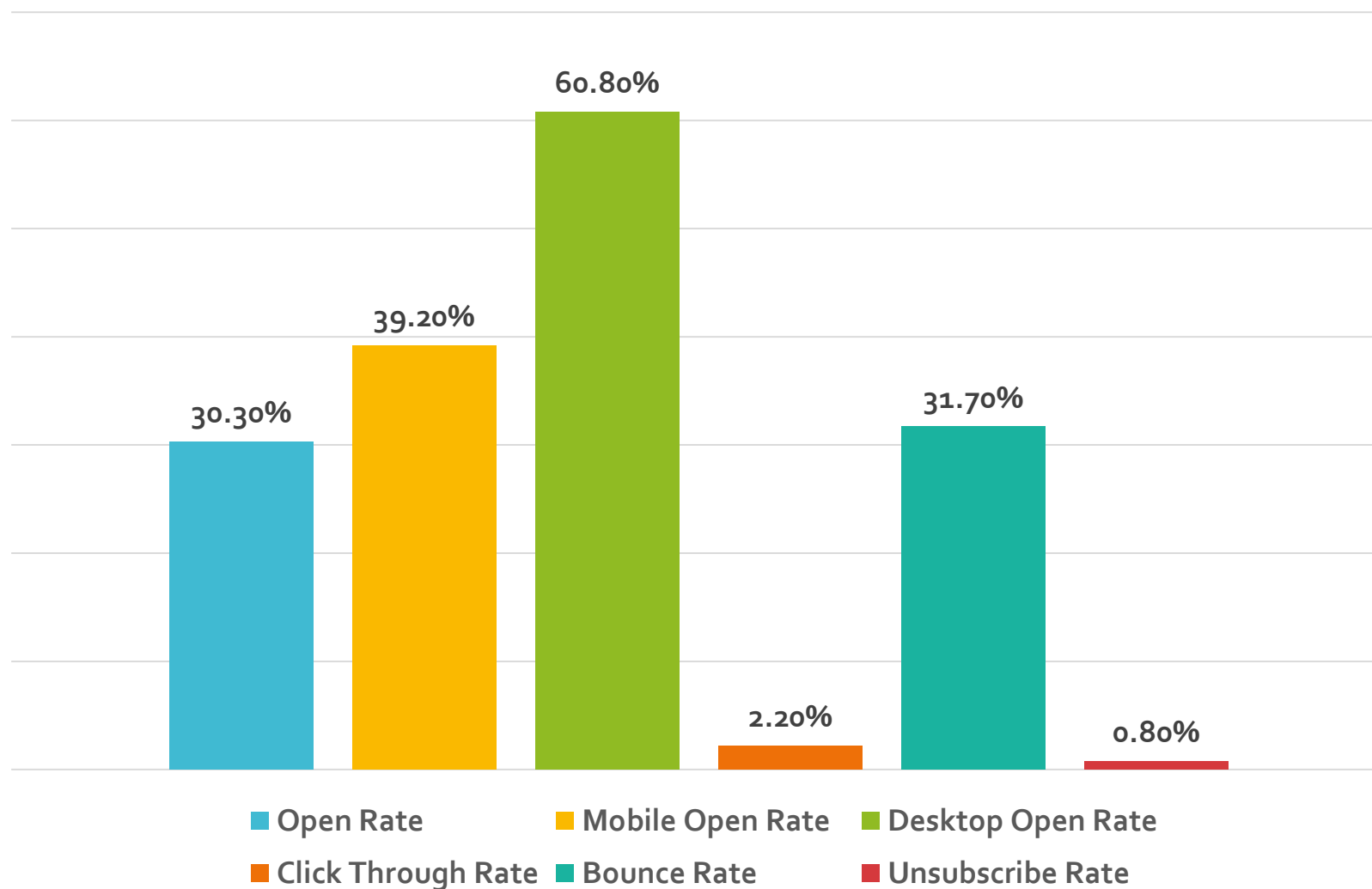
Metrics Example: Facebook & Instagram Ads

Unconventional Spaces Campaign (FB/IG, March 1 – 19, 2019)



Metrics Example: Email Campaigns

MBCC Re-Imagined Email Campaign (January)



Example Content Creation



Next Steps



- Regular communication with partners: GMCVB & CoMB (ONGOING)



- Regular communication with contractors: Centerplate, Smart City, etc. (ONGOING)



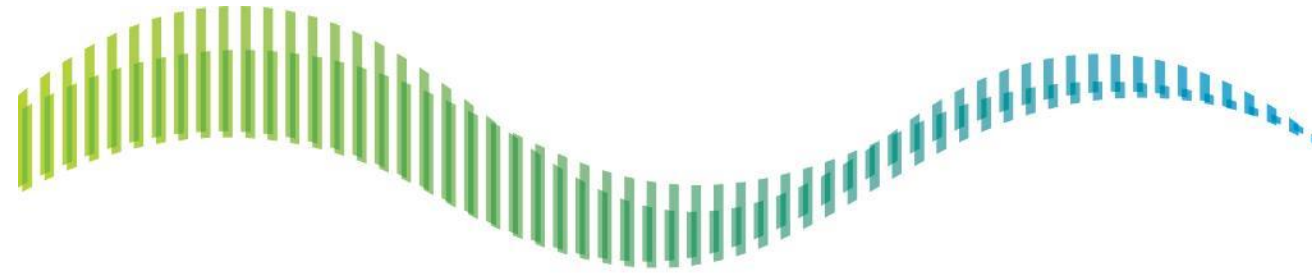
- Audience segmentation (P3 & Social) (MAY/JUNE)



- Media Plan (APRIL)



- Content creation highlighting values and unconventional event spaces (ONGOING)



MIAMI BEACH
CONVENTION CENTER

Follow all the excitement happening at MBCC!



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Miami Beach Convention Center

