



## SABINE COUNTY TOURISM CAMPAIGN

The following proposal contains marketing strategies to be deployed for Sabine County. It is our recommendation to look at this overhaul in phases. On Page 5, you will see a proposed timeline. Before the campaign options are detailed, a current social media audit on the current performance of the account follows:

### AUDIT:

The current state of marketing for Sabine County:

- Multiple website domains
  - Visit Sabine County (social links are inoperable)
- Current social media accounts associated with Sabine County:
  - FB: Visit Sabine County:
    - 1,100 followers
    - Total Video Views in one year: 6,675 video views
      - Average total video views per month: 556 video views
    - Total Engagement:
      - Average Number of Comments per month: 2.91 comments a month
      - Average Number of Shares per month: approx 16 shares per month
  - IG: No account for Visit Sabine County
  - TT: No account for Visit Sabine County
- Hashtag strategy: Doesn't appear there is one presently being utilized

### PHASE 1:

#### Objective:

The goal is to increase tourism and visibility for Sabine County, TX, by rebranding its digital presence and creating a targeted, engaging social media marketing strategy.

This proposal outlines a comprehensive plan that includes the rebranding of the Facebook account and creation of Instagram and TikTok accounts, and an overall alignment of all existing platforms for a unified, elevated aesthetic for the county.

The Social Media Marketing Campaign will also include the discovery of key content pillars unique to the area. The ultimate aim is to showcase Sabine County as a premier destination for both recreational tourists and outdoor enthusiasts. The marketing strategy is heavy on video performance.

#### Why do we focus and track video performance?

Video reels are currently the most effective tool in social media marketing because they have become the top-performing content for driving exposure and growth. With algorithms prioritizing short-form video content, reels have the highest potential to reach new viewers beyond a brand's existing audience. Reels are easily shareable, highly engaging, and often go viral, making them a proven strategy to boost visibility, attract new followers, and increase engagement. Utilizing video reels in your social media strategy ensures you're capitalizing on the number one method for rapid growth and reaching untapped audiences.

## Scope of Work:

### A. SOCIAL MEDIA MARKETING

#### 1. Creation and Management of Social Media Accounts

- Agency to create/rebrand official tourism accounts on Facebook, Instagram and TikTok, designed to engage a broad audience of travelers, fishing enthusiasts, and nature lovers of different ages and demographics. These platforms will serve as key channels to showcase the beauty, culture, and recreational opportunities in Sabine County.
- Agency to create LinkedIn account for business to business networking.
- Account Cleanup & Alignment: Existing social media accounts across all platforms will be cleaned up to align branding, messaging, and aesthetic. This includes updating bios, profile images, and ensuring consistency in visuals, tone, and language.

#### 2. Rebranding & Aesthetic Elevation

- Visual Identity: A cohesive rebrand will be developed to elevate the overall aesthetic of Sabine County's digital presence. This will include custom-designed templates for posts, headers, and graphics to establish a professional and appealing look across all social channels.
- Content Pillar Discovery: We will discover and define the unique content pillars that resonate with Sabine County's community and tourism offerings. These pillars may include:
  - Bass Fishing: Highlighting the lake as a premier destination for recreation and tournaments.
  - Outdoor Adventures: Featuring activities like hiking, camping, other fishing, and water sports.
  - Local Culture & Events: Showcasing community events, festivals, local dining, shopping, and historical landmarks.
  - Family-Friendly Activities: Promoting the region as an ideal destination for family vacations.

### Social Media Content Strategy

#### 1. Posting Schedule

- A minimum of 4 Posts Per Week: We will strategically plan and post 4 engaging pieces of content per week. This will include:
  - High-Quality Photos: Beautiful, professionally shot images of Sabine County's natural landscapes, fishing activities, and local landmarks.
  - Video Reels: Short, dynamic video reels showcasing key attractions like the championship bass fishing lake, nature trails, and local offerings and events. Reels will be optimized for all social media platforms

#### 2. Photography & Videography

- Onsite Photography/Videography: All photography and videography will be professionally produced, with an emphasis on capturing the essence of Sabine County's outdoor beauty, recreational opportunities, and unique local culture.
- Editing & Production: All content will be edited to meet the visual standards of modern social platforms, including color grading, transitions, and sound design for videos.

# PERFORMANCE OBJECTIVES DURING PHASE 1:

## A. SOCIAL MEDIA MARKETING - The Driver of New Tourism

- Increase impressions, viewership, and engagement of Sabine County on social media:
  - a. Increase video views by 500% within 6 months
  - b. Increase engagement by 400% within 6 months
- Procure database of photography/videography for strategic content pillars for social media, future press and magazine articles, and website.
- Total posts across all platforms (40+ monthly/500+ annually)

## B. LOGO

- Lead logo redesign consideration with key stakeholders and graphic design. Goal would be to finalize and implement logo redesign within Phase 1. This can be a longer process than it should and will work to navigate an expeditious process if all possible.

## C. WEBSITE:

- Phase 1 to include the alignment of website aesthetic to mirror social media marketing.
- Phase 1 to include the introduction of curated travel guides for various high-target tourists

## D. TOURNAMENTS

- In Phase 1: Strategically focus content on the development of the new venue to attract tournament organizations. In addition, network and hold meetings with key decision makers for events for 2025 and beyond. Work to overcome their objections and work to problem solve any hesitations to hosting their event in Sabine County.
- Increase the number of small to medium-sized tournament organizations to use other facilities.
- Work with SRA to secure the dates preferred by tournament organizations.
- Create strategic marketing strategies to showcase Sabine County Businesses and Accommodations to attendees.

## COST:

Phase 1 of this marketing plan offers a robust strategy designed to completely overhaul Sabine County's digital presence and set the foundation for long-term tourism growth. This phase includes the total management and rebranding of the social media accounts, rebranding to elevate the county's aesthetic online, developing content pillars unique to the area, and executing a comprehensive posting schedule with high-quality photos and video reels. It also includes updates with new, fresh content on the website. The final component for Phase 1 includes the networking with key decision-makers to garner the hosting of tournaments in Sabine County.

For this level of execution and to achieve these performance objectives, it would typically require a skilled team of at least three marketing professionals, including a social media strategist, content creator, and a digital marketer/web designer on the county's payroll. Our agency provides all of these services and expertise in a streamlined package for \$60,000 for year one, delivering significant cost savings and expert execution compared to an in-house team that would cost the county over \$150,000 for payroll and expenses.

There are no other additional costs in Year 1/Phase 1 - this includes all deliverables and contract labor the agency will employ to execute the marketing plan. It also includes the cost of any travel associated with the plan. If the agency head is asked to attend any industry events such as I-cast or tourism events, that consideration will be assessed by the agency and if agency head attends, the costs would be covered by the County.

### 3. Online Strategy Development

- **Hashtag Development:** A set of unique and trending hashtags will be developed for Sabine County, enabling better discoverability and engagement. These will focus on travel, bass fishing, and nature tourism.
- **Community Engagement:** In addition to posting, we will actively engage with followers, respond to comments, and encourage user-generated content (e.g., using branded hashtags or photo contests) to increase interaction.

### 4. Strategic Promotion

- **Targeted Advertising:** To maximize the reach of the posts, we will implement a targeted ad strategy ensuring that content reaches tourists and fishing enthusiasts in key markets.
- **Cross-Platform Integration:** Posts and content will be cross-promoted on all platforms (Facebook, Instagram, TikTok), ensuring consistent messaging and maximum exposure.

### **B. LOGO/BRANDING RE-DESIGN:**

In addition to a robust social media rebranding and content creation component, PHASE 1 also includes a consideration of logo/brand redesign to update to 2024. Agency to work with branding consultant to capture the culture and spirit of Sabine County and meet with key stakeholders within the community.

### **C. WEBSITE REVISIONS:**

Phase 1 also includes the updating of Visit Sabine County website. Website revisions for the tourism site should focus on enhancing user experience and optimizing for visitor engagement. Key updates include simplifying navigation to make it easy for users to find information, improving mobile responsiveness, and including comprehensive travel guides showcasing local attractions, accommodations, and itineraries, with downloadable options for easy access. Travel blog posts will keep the content fresh and engaging. High-quality images and video content should be prominently featured to visually promote Sabine County's unique tourism offerings

### **D. TOURNAMENT STRATEGY:**

Our agency will lay the groundwork for developing the platforms needed to garner the 2026 opening of the new venue by strategically building relationships and networking with key decision-makers in the fishing tournament industry. Our 2025 strategy will be in positioning Sabine County as a premier destination for tournaments. During Phase 1, we will engage with small to medium-sized tournaments, encouraging their use of Pendleton Bridge Park & Launch, showcasing the venue's amenities and convenience to build momentum. This approach will establish Sabine County as a go-to location for tournaments of all sizes, driving continuous growth leading up to the new venue's debut.

## **OUTLINE OF INITIAL PHASES:**

### **PHASE 1: Year 1 -**

Phase 1 of the marketing strategy includes creating and managing social media accounts across all three platforms, creation of LinkedIn account for b2b networking, developing engaging content through high-quality photos and video reels, and updating the website to include travel guides tailored to different demographics. We will also redesign the logo to enhance brand identity and begin the strategic networking with tournament decision-makers to attract future events. This comprehensive approach ensures Sabine County's tourism marketing is positioned for growth across all digital platforms.

### **PHASE 2: Year 2 -**

Phase 2 of the marketing strategy focuses on continuing a robust social media marketing and content creation strategy. In addition, Phase 2 will include the addition of planning and the execution of tournaments, including large-scale event planning and activation. This phase also involves collaborating with key stakeholders to organize large-scale events. In addition, our brand aesthetic has been established at this point and we will develop strategic partnerships to host outdoor press and media writers, helping to further promote Sabine County as a top destination in outdoor publications. These initiatives will enhance visibility and drive greater tourism through both digital channels and event-based experiences. Expected cost (not including the hosting fee of tournaments) is an additional \$20k for the execution of these additional marketing strategies.