



# EXPLORE KIRKLAND

Marketing and Public Relations  
Opportunities

12/6/21





**How do we gauge success of PR placements?**

# 2021 Press Results – and notable business impact

Throughout 2021, GreenRubino has placed Explore Kirkland editorial stories in top-tier broadcast, digital and print outlets exceeding **76 million media impressions**:

- KING 5's Evening
- Local Lens Seattle
- 425 Magazine
- Seattle Met
- Seattle Refined
- Seattle Magazine
- Seattle Times
- Seattle PI
- Northwest Travel & Life Magazine
- Travel Awaits
- Red Tricycle/Tiny Beans
- Bellingham Alive
- Bellevue Lifestyle/Kirkland Lifestyle
- Kirkland Reporter
- Washington Beer Blog

## Examples of Business Impact

The Heathman Hotel generated **36 room nights** following the KING TV/Local Lens placement that they can directly tie to the press placement.

The Heathman Hotel generated **8 room nights** following Oktoberfest media outreach efforts in The Seattle Times and Seattle Met.

# Press Wins in 2021

**Seattle Met**

**Washingon's Best Beaches in Winter**

Our shoreline shines in the off-season.  
By Allison Williams • Updated November 30, 2021

**2. Juanita Beach**

Though it boasts only one thousand feet of Lake Washington shoreline, Kirkland's **compact beach park** debuts a host of new structures this spring: a new bathhouse, a new playground complex, and, eventually, boat rentals. This stretch of sand was created when the Ship Canal lowered Lake Washington a hundred years ago, and it pairs nicely with the walkable wetlands path at **Juanita Bay Park** next door. Tennis and sandy volleyball courts keep things active. *Lila Washington*



**the INSIDER**

**A Digital Main Street**

Kirkland effort to help small businesses continues to grow

**Andy Peterson**  
Kirkland City Council member

The article detailed that a group of local business owners in Kirkland has taken steps to help small businesses continue to grow. The group has organized a digital main street program, which includes providing small businesses with digital marketing support, such as social media training and website development. The group also offers in-person support, such as business plan reviews and financial counseling. The program is a partnership between the City of Kirkland and local business owners.

**17 Places Parents Should Plan a Date in Seattle**

seattle refined

EAT & DRINK LIFESTYLE THE HOME FASHION & BEAUTY TRAVEL SHOW ABOUT

**ROAD TRIP! 4 easy destinations for when you just want to get away**

Get away to Kirkland, Washington (Image: Jason Fisher, All Rights Reserved)

**The Seattle Times**

**Kirkland Summerfest 2021 — July 30-Aug. 1**

The ninth annual Kirkland Summerfest welcomes more than 35,000 guests to celebrate a festival on the Kirkland waterfront July 30 (4-11 p.m.), July 31 (noon-11 p.m.) and Aug. 1 (noon-6 p.m.). This three-day event features a kid zone, night market, musical performances, outdoor entertainment, local foods, local beers and wines, and interactive activities for all ages. Purchase tickets [online](#); beer and wine tasting and beer and wine festival tickets separately. **25 Lake Shore Plaza Drive, Kirkland; 425-456-1111; [kirklandsummerfest.com](http://kirklandsummerfest.com)**



**Fall Harvest Festival**

Kirkland

Enjoy a day of family fun on Oct. 30 with two events in one: Pumpkins in the Park and Downtown Trick or Treating. Specially designed for children in costume, Marina Park is filled with food booths, giveaways, games, treats, a children's costume contest and trick-or-treating in Downtown Kirkland. To learn more, visit [kirklanddowntown.org](http://kirklanddowntown.org).

**5 Adorable Small Towns To Visit Near Seattle**



**Kirkland**

Love Kirkland, a lovely lakefront town with my favorite walkable downtown. It is so "local" with a vibrant downtown filled with galleries, restaurants, and wine tasting rooms. Adjacent is Marina Park, which has a nice grassy area as well as a sandy beach with magnificent views of Lake Washington and Seattle. You can access boat tours of the lake or take a dinner cruise in season from the marina.

It's time to check out the [dining scene](#). It is truly a foodie heaven. From Turkish kebabs and baklava to fine dining, there is something for everyone. When the weather is nice, brunch is immensely popular on outdoor patios and lakeside dining. There are numerous opportunities to try some great Washington wines. For one of the best craft cocktails you'll ever have, stop in at the Hearst. A llama rink made with Kahlua, amaretto, brandy, and coffee hits the spot.



Exploring Kirkland like a local – the **ULTIMATE** staycation! (+ HOTEL GIVEAWAY 🎉) | Local Lens Seattle





# Paid Marketing Opportunities

# Travel Purchase Journey



## Media Objectives:

- Consider Kirkland
- Visit [explorekirkland.com](http://explorekirkland.com)
- Follow links to hotel websites

# Travel Purchase Journey



## Paid Media Options:

- Video
  - Audio
  - Social
  - Digital Display
- Search
  - Social
  - Digital Display



# Travel Purchase Journey



## Budget Options:

Budgets are determined by objectives and the desired volume of results.

## Example Monthly Media Budgets:

### Monthly Budget

\$5,000

\$50,000

\$100,000

### Media Channels

Search

Search, Social, Display, and/or Streaming Audio

Search, Social, Display, Streaming Audio, and/or Digital Video



# Example: Seattle Southside



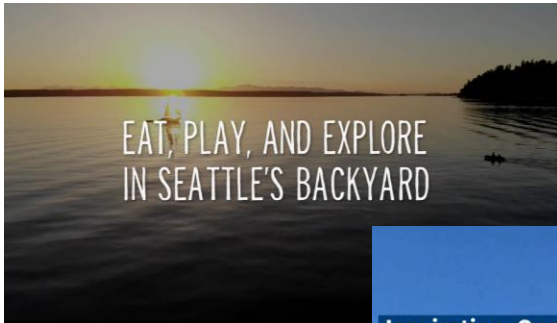
## Objectives:

- Consider Seattle Southside
- Visit [seattlesouthside.com](https://seattlesouthside.com)
- Visitor intent metrics:
  - Time on site
  - Number of pages visited
  - Content consumed (weighted)

# Seattle Southside Example



## Messaging:



YOUR VACATION  
GOES FURTHER IN  
SEATTLE'S BACKYARD



DO MORE  
FOR LESS >

SEATTLE  
SOUTHSIDE  
SeaTac | Tukwila | Des Moines

# Results



- Marketing ROI increased 20% since our relationship began.
- Visitor Spending increased YoY since 2016, with 2019 being the highest on record.
- Overnight Visitor Volume increased YoY since 2016, with 2019 being the highest on record.
- Mobile site visits increased by 458%.
- Homepage visits grew by 190%.
- Web sessions from display ad traffic surged 125% and downloads of sales materials increased 300%.
- 52.7% increase in the click-through rate for shoulder-season microsites, resulting from the new website we designed, developed and maintain.
- 4.8% increase in tax receipts.

# Getting Started

## Planning Priorities:

- Objectives
- Key Performance Indicators (KPIs)
- Target audience
- Messaging strategy and message plan
- Media budget

## Budget Considerations:

- Budgets are determined by objectives and the desired volume of results.
- As budgets increase more media and messaging is directed to Dreaming stage.