

Marketing Budget: Large Community marketing budget (over \$100,000)

Submission Category: Community Awareness

Organization: Visit Kansas City, KS

Who worked on this Project (internal/external): CVB Staff Internal

Integrated Components or Type:

Project Description: This campaign launched mid-April 2020 through the end of June 2020. With most attractions closed and restaurants only able to offer carryout services, the #SupportLocalKCK campaign was specifically designed targeting residents and supporting small, local businesses. We created a landing page that promoted how to support local businesses during COVID, safety tips, Good News on things happening and a photo gallery of aggregated social media images using the hash tag #SupportLocalKCK.

Summary: We worked with our local chamber, city and partners to promote the hashtag #SupportLocalKCK and its initiative. We also collaborated with local social influencers to promote the hashtag, develop content for our campaign, and to show residents how you can safely support local businesses during COVID.

Results from Launch date of April 15 2020 through June 2020: Social media posts: 47,897 reach and 3,677 engagement, 3,180 campaign landing page views, 2,370 blog views

Web Link: <https://www.visitkansascityks.com/support-local-kck/>

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2020/08/Support-Local.pdf

Comments: