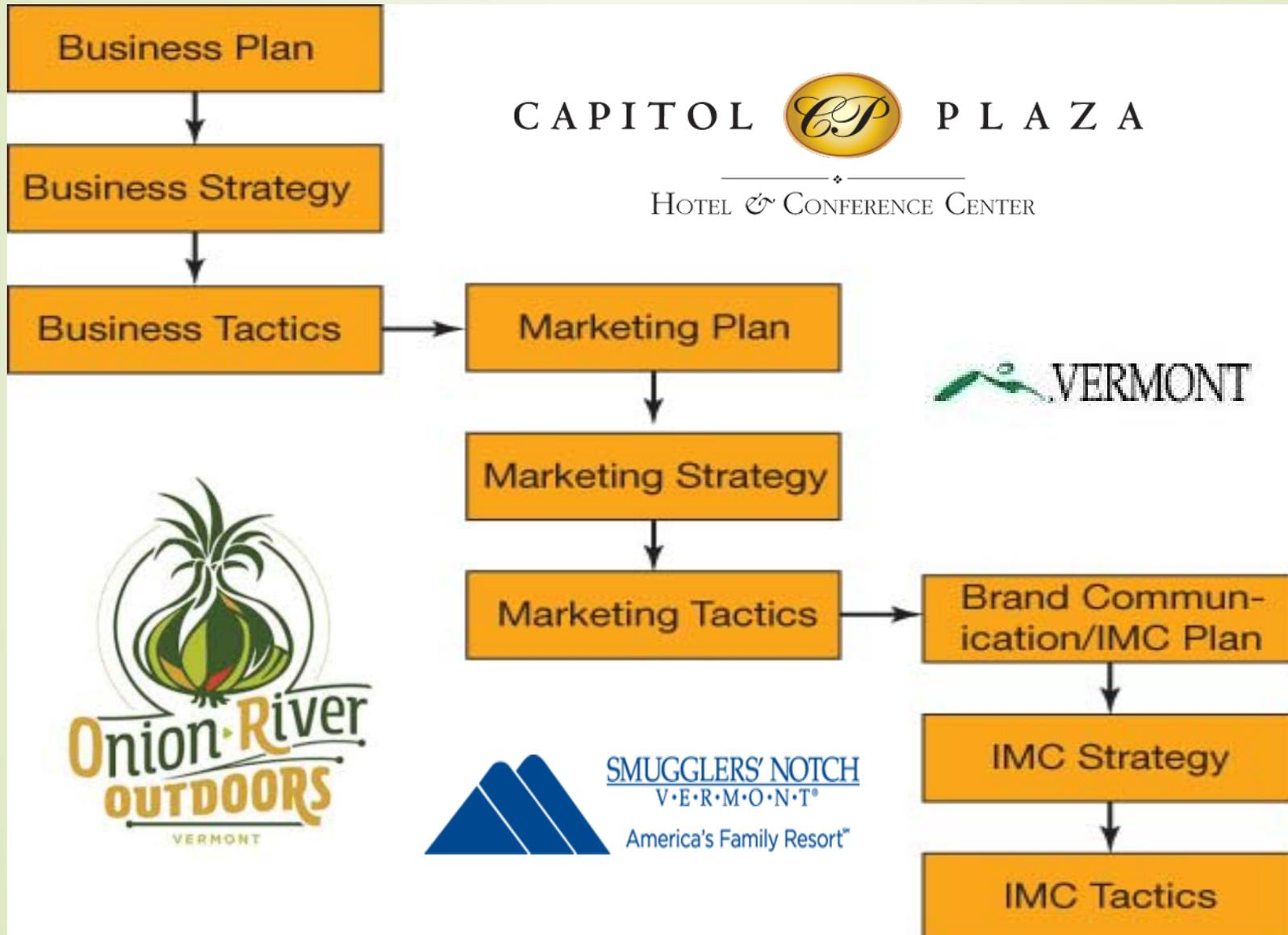# Strategic Planning Top to Bottom
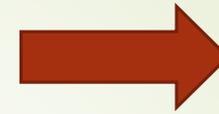
Conceptual Approach for Addressing State Visitor Revenue Attribution Question

Foundations & Insights

→

How it all works

→

Putting it all together

DT&M Business Plan
- Vision/Mission/Goals
- Strategic Scenarios

DT&M Marketing Plan
- Objectives
- Strategies
- Tactics

Vermont Branding Studies & Visitor Surveys

DT&M IMC Creative & Media Effectiveness by:
- State Agencies
- Branded Campaigns
- Communication Tools

Causal Analytic Model
- Visitor revenue (Pvt* & Pub)
- Media spending (Pvt* & Pub)
- VT branding elements
- DT&M IMC effectiveness
- Visitor experience
- Visitor motivations
- VT co-branding associations
- Brand's determinant assets
- Exogenous variables – macro-environment, weather, online/SM impact, global factors.

2016-2018 training data
2019 test data (1 YR Lag)

Visitor revenue (Pvt* vs. Pub) attributed to media spend

Marketing ROI

Main and Interaction effects

Message Effectiveness

Media Efficiency

Visitor Segment Lifetime Value