



2018  
Promotional plan of  
Strandja Fest network



# MEMORANDUM



The foundation of the Strandzha Fest network is initiated by Community center "Prosveta 1914" - Malko Tarnovo and Directorate of Culture and Tourism in Kirklareli, Kirklareli province, Turkey as part of the project "Strandzha - the mountain of festivals" CB005.1.22.056, funded by INTERREG IPA CBC-Bulgaria Turkey Program 2014-2020

The purpose of this Memorandum is to establish a long-term cooperation in the field of culture and organization of events between Community center "Prosveta 1914" in Malko Tarnovo and Directorate for Culture and Tourism - Kirklareli and local stakeholders, representatives of state, local and regional authorities, cultural and educational organizations, non-governmental organizations, tourism businesses and event managers.

## Contact us!

**STRANDJA FEST NETWORK's promotional plan is an open document that includes our annual goals and strategy for promoting the STRANDJA FEST region.**

**Check out this plan to see how you can join to present your event.**

**Join the STRANDJA FEST network by contacting us  
[strandja.fest@gmail.com](mailto:strandja.fest@gmail.com)**

•Go to <http://strandja-fest.info>, [Calendar](#) and upload your event It will also be published via social networks as well as included in our newsletters.

**Join in our social media.**



# WHO ARE WE?



## COORDINATION COMMITTEE OF STRANDJA FEST NETWORK

**CHAIR-** Darin Georgiev- FUTURE FOR STRANDJA NGO

**VICE-CHAIRS :** Stefan Zlatarov- CCC “Prosveta-1914”- Malko Tarnovo

NECMI ASAN- Directorate of culture and tourism in Kirklareli

**SECRETARY-TREASURER –** Milena Drencheva

**MANAGERs OF PRODUCT DEVELOPMENT –** Maria Patronova, Municipality Malko Tarnovo, Stoyko Stoykov- Primorsko, Nilufer Vatansever- Turkey, Hilmi AR Turkey

**PROJECT DEVELOPMNET MANAGERs–** Marina Dicheva- Burgas Bulgaria, Shenay Chekich- Turkey

**NETWORK COMMUNICATION MANAGERs:** Borislava Ormanova- District Government Burgas, Ibrachim Chekich – Kirklarely, Turkey

**PR-** Yoana Gyurova, Halit Kaplan

## OUR willingness

Through partnership we will develop the market and promote our Strandja Fest destination.

We create this promotional plan, which is an open document and will be implemented in 2018 with the support of the community and stakeholders!

## Vision

**Strandja Fest – a region with sustainable developed all-year festival tourism, preserved traditions and costumes, nature and cultural heritage**

## Strategic goals

- Keeping and preserving traditions and customs in the Stranja cross-border region;
- Full performance and lasting saturation with modern features of cultural heritage and European creative ideas, approaches and interpretations;
- Sustainable use of natural resources;
- Strandja Fest- a competitive tourist destination for sustainable all-year festival tourism.



The festivals are an attraction for attracting tourists. While the destination is always available, one event with limited time encourages visitors to take advantage of this opportunity and visit the venue during the event. For example, although many people are interested in a visit Fire dancing rituals in Strandja, it creates a sense of unique chance and incites potential visitors to take full advantage of the opportunity. The festivals are an excellent opportunity to get to know the local culture and feel the place. During the event, visitors have a unique chance to interact with the local community, gaining deeper experience in the atmosphere, customs and local culture. The unique experience of participating in such a program at the target festival and why it will be presented at that time should be very well explained to tourists. The promotional tools that will be used for this are important. That is why all stakeholders must give the same or similar message.

Maintaining a consistent brand of destination requires all stakeholders from the different elements of a destination to present a combined marketing effort (Heath & Wall, 1992). The strength of the destination brand depends on effective stakeholder communication, which presents consumers with the essence of the destination.

Most traditional and regional festivals in the region are not for profit. Contemporary festivals like Apolonia, jazz festivals, short festivals, culinary festivals make profits. Traditional festivals help preserve the traditions and cultural identity of the CBC region. Bulgaria - Turkey.

This makes the selection of promotional tools even more significant.

## CHALLENGES

The Strandja fest region has strengths but also a number of challenges that have affected this Plan:

**Increase competition** - With many other destinations that work to attract participants and tourists.

**Border control and visas** - Security requirements increase the processing time at border crossings, resulting in delays for visitors.

**Merging** - As a cross-border destination, we must present ourselves as a single brand of potential visitors.

**Food and Retail** - The rise in food and retail prices has resulted in less disposable income for enjoyable experiences such as travel.

**Transport** - Lack of public transport to visitors throughout the region. Poor infrastructure is in Strandja.

**Rest time** - limited; people are looking for a holiday near the home



Our message:

Experience the emotion in the Strandja - the mountain of the festivals

Discover / feel / share the mystique and power of tradition in Strandja, the mountain of festivals?

-For thematic festivals such as the Paragliding Festival in Kirklareli Elmakuk or the Tsarevo Fish Fest, Bulgarian and Turkish NGOs, sports associations, tourism clubs, culinary libraries, etc. can be invited.

- Participation in festivals can be enhanced by joint meetings on both sides of the border or 'village-to-village' events, which can be supported by local authorities.

- A common logo, slogan and images for the general purpose of a cross-border festival - Strandja Festival Heritage, Festive excitement on the other side of the border, Strandj cuisine.

## CHALLENGES

The promotion plan is an important marketing tool when it comes to launching a new service or product or expanding the market to new vertical or demographic data.

A successful campaign achieves all the desired results and goals when:

- Promotional message reaches the desired and targeted audience.
- The message is understood by the audience.
- The message encourages recipients to take action.

The question is how do we achieve these results with your campaign?

The process is easy when planned. Seven are the steps that lead your campaign to a successful start.

Assessment of marketing communication opportunities

# Marketing Activities for Common Festival Destination



## Goals for 2018

To become attractive!

To become a Desired Destination!

To attract more visitors!

Our festivals are recognizable!

To sell a festival as part of a Strandja common destination, it is necessary to combine different promotional tools together, identify media sponsors, maintain website dynamics, identify social media and print media specialists.

A significant budget is required for all these activities. Within the Strandja fest project, promotional activities are scheduled to be implemented by the end of 2018. They must be well-designed and reach relevant users.

Various souvenir items, branded coffee cups, refrigerator magnets, calendars, and billboards can be produced in the future, which the consumer sees on a daily basis. Or accessories and textiles like t-shirts, hats and bags can. However, a budget is required, and so far for 2018 it will be postponed; Many options limited budget

What to Choose for 2018?

## CHALLENGES

**What communication channels will we use?**

The first planning step requires us to identify markets, products and the environment. This information will help us decide which communication channels will be most useful. Will we use personal communication channels such as face-to-face meetings, telephone contacts, or perhaps a personal sales presentation? Or will we work better through indirect communication like newspapers, magazines or direct mail?

**Defining your goals**

Keep in mind that our goals in the promotional campaign are slightly different from our marketing campaign. Advertising goals should be given in terms of long or short-term behavior by people who have been exposed to your promotional communication. These objectives must be clearly stated, measurable and appropriate for the stage of market development.



The communication process affects all other systems. It requires that we understand the people we interact with, know the peculiarities of the tourists we serve and their reactions, take time to analyze the situation and generate useful information from the accumulated data sets for the purposes of marketing management. In a broader sense, the notion of communication involves within itself all the procedures by which one mind affects another.

From the point of view of the truthfulness and reliability of information, communication policy is: informative and manipulative. Regardless of whether the goal is informative or manipulative, the means of achieving it is positioning. The main thing in communication policy is the knowledge of human behavior, what are the principles of perception, retention and rejection of information as well as the differences in the culture of different social groups.





## Marketing Activities for Common Festival Destination

- The management of all these tasks should be managed by the management board of the Strandja Fest. It will have the difficult task of motivating not only public institutions but also all the countries that will benefit - travel agencies, hoteliers, food and drink operators, transport operators, as well as businesses - shopping centers, craft workshops, etc. For example , for the Yayla Bolluk Bereket Fertility and Yoya Festival, all tourist businesses, as well as wine growers such as Wine and Hardaliye, which have a wide and exclusive customer network and can cooperate.



### CHALLENGES

Determination of our Promotion Mix

This is where we will need to allocate resources to sales promotion, advertising, publicity, and, of course, personal selling. Don't skimp on either of these areas. We must create awareness among our buyers for our promotional campaign to succeed. A well-rounded promotion will use all these methods in some capacity.

Development of Our Promotional Message

It is the time that we will need to sit down with our team and focus on the content, appeal, structure, format, and source of the message. Keep in mind in promotional campaigns appeal and execution always work together.





**The mission of PR** is dedicated to achieving understanding, building trust and establishing mutually beneficial relationships between an organization and its audience. The PR is the desire to achieve a public consensus between corporate strategy and the wishes of the audience. This consensus is usually formed on the basis of organizational programs and actions reflecting the corporate social responsibility. The two technologies of public communication - propaganda and public relations interact and constantly exchange techniques for effective convincing communication.

The difference between advertising and PR is essential. The two communication technologies are pursuing different goals. The title of the ad is to create a desire for users and to motivate the search for a product. The purpose of advertising is to get people to buy. However, the public relations mission is more global - building mutually beneficial relationships between an organization and its audiences on the basis of mutual trust.

Personal sales - are marketing activities, especially in the travel agency, highlighting the role of both professional qualifications and trust-building skills, and personal and personal communications by staff.

**Direct marketing** - address advertising, telemarketing



## Marketing Activities for Common Festival Destination

- Along with tourists, festivals attract journalists and other opinion leaders. For these audiences, festivals are a 'media-event', generating an opportunity for a magazine or a news story. Such stories may be different from the destination's typical media frame – i.e. the way in which it's regularly covered in the news media. Such media events are expanding the place's image and creating a window for positive media coverage. At the time of the festival, it is easier for destinations to demonstrate their positive facets, focusing the media's attention on favorable occurrences. As part of getting ready for the festival, places can also prepare for the expected media attention. That, including the preparation of media kits, press room and local guides to show guests around.
- Expansion of media news with the launch of the press with the national press such as Hürriyet, Milliyet and their international publications as well as the tourism sector magazines and cultural and artistic journalists being invited to this launch, periodical advertisements can be made to promote the festivals.



### Responsibilities of the local communities

- ☐ Use of festivals and other events to position the potential of cultural tourism for local communities;
- ☐ Active and organizational role in tourism planning and monitoring;
- ☐ Maintaining cultural values and living traditions through educational programs and conservation activities;
- ☐ Using innovative cooperative initiatives for the equal distribution of the benefits of cultural tourism;
- ☐ Effective work with the private sector to ensure responsible development for the local population and the sector.

# Marketing Activities for Common Festival Destination

- Bloggers, travel writers, travelers, social media phenomena should definitely be invited and in this sense the image of the region should be created by recognizing the festival. To be effective, events should be aligned with the overall destination promotional strategy. Social media have been instrumental in developing and changing destination image, brand and positioning. Twitter is a dynamic social media tool that can be used as long as the festival is ongoing, as it provides a real-time assessment. Social media is playing a growing role as an information source for travellers, as they increasingly appear in search engine results in the context of travel-related searches. Online discussions help create impressions that can influence social media consumers' actions. This leads to the formation and generation of eWord of Mouth (eWOM) ( Hennig-Thurau et al., 2004), a property which empowers consumers with respect to the creation of destination image. eWOM enables the magnification of other marketing efforts and influence group decision making processes. In this context it is important that the size, scope and duration of the festivals are of great importance in marketing a destination for the festival.



## CHALLENGES

### Develop the Promotion Budget

It is the exciting part. You must now determine the total promotion budget. It involves determining cost breakdowns per territory and promotional mix elements. Take some time to break down allocations and determine the affordability, percent of sales, and competitive parity. By breaking down these costs, you will get a better idea on gauging the success potential of your campaign.

### Determine Campaign Effectiveness

After marketing communications are assigned, the promotional plan must be formally defined in a written document. In this document, you should include situation analysis, copy platform, timetables for effective integration of promotional elements with elements in your marketing mix.

# PEST ANALYSIS



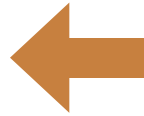
## ECONOMIC FACTORS

The Bulgarian lev is stable due to the financial board, the Turkish lira changes its course, for 2018 there is a significant decline against the dollar

Unemployment levels in the Bulgarian part of Strandja are high, in Turkey employment rates are better

Global markets were unstable, but economic growth is expected in 2018

The cost of food and commodities is rising  
Increased shopping traffic to Turkey.



## POLITICAL FACTORS

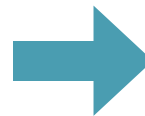
- Despite the refugee flow in 2015-2016, in 2017 Strandja is a relatively quiet and safe area
- Visa regime for Turkish citizens
- A calm political environment in Bulgaria

**What is the climate for tourism in 2018?**



## TECH FACTORS

- Smart phone technology, mobilized websites and GPS tracking continue to play an integral role in travel planning, particularly spontaneous daytrips and staycations
- Lovers who want destinations with unique "sensations and tastes of the place"
- Experimental and interactive travel is increasing
- Social networking platforms become more targeted
- - Facebook, Pinterest, and YouTube to target more mature markets; while the increase of Twitter and Instagram users are among the younger demonstrations. Website navigation and wireless hotspots have become more streamlined in assisting travelers with their plans via easy-to-use tablet platforms
- Through Trip Advisor, online video testimonials and blogs, the advent of more accountability amongst tourism suppliers has occurred



## SOCIAL FACTORS

- Revitalizing the towns' villages in the region combined with improved leisure infrastructure can lead to a focus on active lifestyles, a sense of community, pride in place and culture
- Lower living costs combined with higher quality of life
- Improve and expand the educational infrastructure
- Authentic experiences that are manifested through local, esoteric tastes in culinary art and culture
- Increased visits to regional, seasonal festivals
- Fear of traveling abroad with increased levels of terrorist threats and incidents

# ORGANIZATIONAL SWOT ANALYSIS



## STRENGTHS

- Rich and attractive calendar of events
- Diversity of natural and anthropogenic resources, concentrated on a relatively small territory, which implies a good degree of accessibility and development opportunities;
- Beautiful and clean environment; - mild climate and moderate temperatures; - Rich and internationally recognized cultural and historical heritage and preserved traditions;
- Geographic proximity to the main target markets of Bulgaria;
- Hospitable attitude towards foreigners;
- Renovated basement base;
- Image of a relatively safe destination;
- Attractive cuisine and quality wines;

## WEAKNESSES

- Lack of a clearly recognizable image of the Strandja Fest as a tourist destination;
- Strong territorial disproportion and product dependence on sea tourism;
- Insufficient infrastructure in the interior of Bulgarian Strandja (airports, roads, public transport);
- Insufficient development of information technologies - Internet information for the region;
- Initial stage of modernization and reconstruction of the majority of existing community centers, museums, galleries, attractions, etc., related to the presentation of the Bulgarian cultural and historical heritage;

## OPPORTUNITIES

- Existence of rich tourist potential to diversify supply and overcome seasonality;
- Opportunities for diversification of the offered tourist products;
- Development of specialized tourism types, both individually and in combination;
- Opportunities to increase the additional tourist services offered;
- Unused opportunities for domestic tourism and tourism from neighboring countries for weekend-breaks;
- Improvement of the qualification and skills of the personnel in tourism;
- Establishing an effective link between early planning, demand and supply of the tourist product through the development of efficient electronic communication channels;
- Opportunities to attract foreign investment in tourism;

## THREATS

- Raising the price of the offered tourist services, food and goods, leading to the loss of one of the strongest competitive advantages of the destination, namely the good price-quality ratio;
- Impact of campaigns targeting mass tourism on competing destinations;
- Failed to achieve in-depth advertising activities due to insufficient funding;

## PRODUCT TRENDS



# Top 20 TRENDS

1. Target Markets - Increase in the share of adults
2. Young people aged 18-40 with or without middle-income children
3. Consumption of material goods
4. Trips of different generations
5. Integrated Products for Active Adventurers - Focused on Emotions, Nature, Culture and Physical Activity
6. Wired + Wireless - mobile phones
7. Real-time information sites
8. Shopping Tourism - an experience focused on local culture
9. Creative tourism - an authentic experience
10. Art and heritage that give a sense of place
11. Whole Living - Experimental Travel, Focused on Wellbeing
12. Food and Drink - DMO

1. Social media's prominence in reaching the travel market (e.g., Facebook, Google+ Twitter).
2. Mobile platforms and apps becoming the primary engagement platform for travelers.
3. Customers increasingly seeking a personalized travel experience.
4. Smart technology (e.g., phones, bag tags, and cards) creating new opportunities for innovative new services and processes.
5. Travelers demanding more information, control, interaction, and personalization.
6. Geotargeting and localization becoming more prevalent.
7. Brand identity for destinations becoming more critical in terms of meeting planner perceptions about value and experience.
8. Customers increasingly looking for a travel experience that allows them to experience a local's way of life.
9. Technology enabling faster decision-making by customers, thereby, increasing business to a destination.
10. Consumers becoming increasingly comfortable with ordering products online.
11. Hotel taxes increasingly vulnerable to alternative politically based projects.
12. Big Data arriving for the tourism industry.
13. The brand of a destination becoming a more important factor in travel decisions to consumers.

# DESTINATION DEVELOPMENT PRIORITIES



## MAPPING OUT SUCCESS

In maintaining and developing our region's tourism growth, STRANDJA FEST network I will capitalize on the four major trip motivators - **Events + Outdoor Adventure, Food & Drink, and Cultural Trails** as well as Group Travel and Ecotourism through the following strategic objectives:

**Delivering consistent and compelling regional brand messaging**

**Maximize the efficiency and effectiveness of all marketing investments and initiatives**

- Convey our unique and diverse urban and rural attributes in an engaging and memorable way that will connect with prospective visitors and motivate them to put our region at the top of their consideration list

**Create advocates for the Strandja fest brand and the experiences our region offers**

- Market to communities located within a four-hour driving radius, such as **Sofia , Burgas, Varna, Yambol, Haskovo, Stara Zagora, Plovdiv, Sunny beach, Istanbul, Edirne, Tekirdag, Chanakkale, Chorlu, Yalova, Izmit ,Greece**

- Market our region and build memorable experiences among Visiting Friends and Relatives (VFRs)

- Work closely and collaboratively with industry stakeholders to promote and support their initiatives

**Engage Strandja fest stakeholders to build a stronger partnership**

## FOCUSED ON STRENGTHENING TO BUILD PARTNERSHIPS

STRANDJA FEST will align its areas of focus with staff in the municipal offices along with its partners and work collectively to collaborate on projects of similar interest.

Key among our marketing efforts is the cross-promotion and positioning of our border region as a “Two-Nation Destination”, offering visitors an expanded range of **festivals**, attractions, activities and experiences.

Going forward, we will further seek to build on this unique positioning by closely communicating with our partners and stakeholders.

- Develop and implement a digital strategy, to better accommodate online promotional messaging and stakeholder offerings

- Strengthen and leverage strategic partnerships and investments across all channels

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- Maximize proactivity alone or in partnership with community organizations, in actually selling Windsor Essex as a place for sport tourism events or meetings and conferences

- Collaborate with **tourism industry** stakeholders to develop relevant and desirable market-driven and market-ready products, promotions and experiences

- Invest in and help support community tours, programs, and initiatives that are relevant to the industry

- Communicate opportunities to industry stakeholders regarding marketing initiatives and programs

# MARKET RESEARCH



## STRANDJA FEST CONSUMER SEGMENTS

- Based on a study of the Strandja festivals

Researchers

These are couples under 40, with or without children. They are confident, optimistic and open, with a great need to travel and be exposed to new experiences. Their journey is to expand their horizons and they enjoy a full range of activities. They make extensive use of technology to explore, book, plan and share their travels.

### Summer visitors

These are mostly couples over 40 years of age without children (including the age group 55+). They are relatively low-budget people looking for coziness where they can feel comfortable, relax and just get out of their everyday life. The trip to visit relatives and friends is also typical.

### Lovers of nature

Typically family, these passengers have a passion for open spaces. Their journey is related to the study of new and undiscovered places. With its impressive nature, Strandja is the perfect place for this segment. These travelers are pleased with the foundations - camping in a tent, spending time at guest houses, lodging and enjoying all the beauty around them.

### Young people

These are young people and students, mostly young women aged between 18 and 34 with a lower travel budget. Luxury is not a priority, but emotions and entertainment, many of whom want nightclubs / entertainment and make great memories that they can share together.

Players

Hazard lovers – they are mainly men from Turkey who like entertainments.

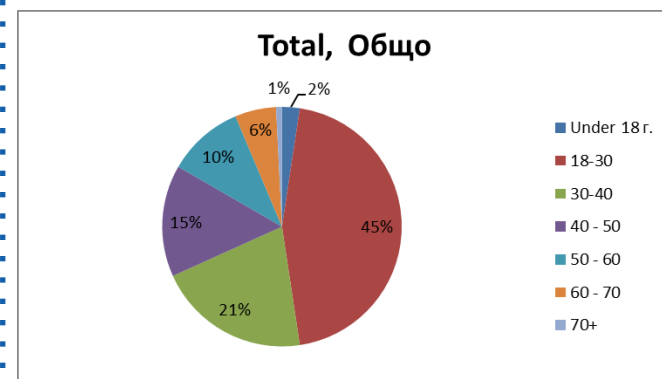
### Adult couples

This segment consists of pensioners aged over 55 with a lower income. Traveling to them is first of all an opportunity to enjoy the company of others. They like to socialize with their passengers as well as locals and make new contacts. Traveling is not about adventures or exploring new cultures, but about meeting new people and feeling vital.

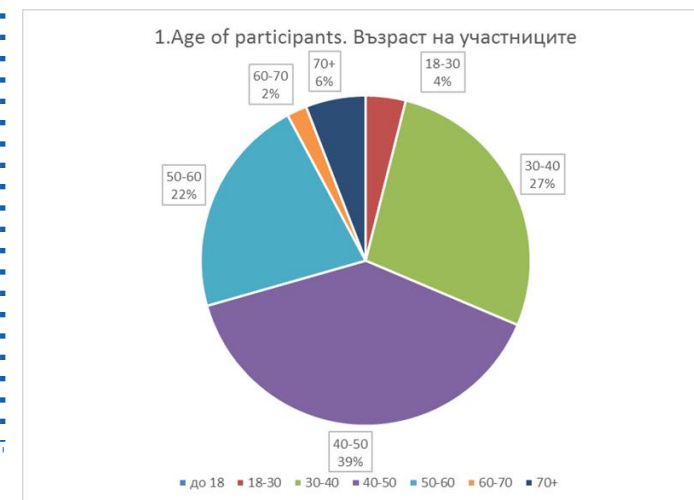
### Sports lovers

These are cheerful sports fans, mostly men, between 35 and 54 years of age. Whether it's running, cycling or just trekking, sport is essential to their travel plans. They tend to see themselves as more active than the typical traveler, but in fact they are looking for as much as possible, relaxation and relaxation after a busy day of intensive work.

## Survey on the Internet Age of tourists



## On-Site Survey - Participating participants during craft festival in Malko Tarnovo







## ENTERTAINMENT & EVENTS

### PRODUCT & PROGRAM DEVELOPMENT

#### Fundamental Product & Program Development (New experience development)

- Market readiness workshops for festivals - generating increased economic impact
- Focus on itineraries and related seasonal campaigns

#### Enhanced Product & Program Development (Improving or enhancing existing tourism products and experiences)

- Develop timely, seasonal campaigns highlighting entertainment and events
- Assisting with enhanced development of regional festivals

### TACTICS

- Create weekend getaway themed itineraries for [Strandja-fest.info.eu](http://Strandja-fest.info.eu) and social media integration
- Highlight itineraries and packages through social

media, Visitor Services offerings and blog posts

- Weekend getaway campaign (winter and spring, including market-ready products)
- Promote existing getaway packages (via OTMPC SWOTC, publications, website, social media, visitor services)
- Social media contests and calendar of events promotion with family sporting events

## ARTS & CULTURE

### PRODUCT & PROGRAM DEVELOPMENT

#### Fundamental Product & Program Development (New experience development)

- Development of an Arts Trail (which includes antiquing and garden tourism - good link and overlay to outdoor and food tourism)
- Generate enhanced mapping capabilities of market-ready cultural districts
- Create a Food, Drink & Arts Rotating Series (on a quarterly basis)



- Expansion of Doors Open along Culture and Nature heritage
- Involvement in Black History symposium at the Museums

#### Enhanced Product & Program Development (Improving or enhancing existing tourism products and experiences)

- Expanding mapping capabilities which link market-ready cultural districts (Kingsville, Amherstburg, Leamington, Walkerville, Ottawa Street, Via Italia) and showcase tourist-related points of interest

### TACTICS

- Generate an Arts & Culture Working Group to develop an Arts Trail, and to effectively promote regional art events and exhibits



# DESTINATION DEVELOPMENT PRIORITIES



- Collaborate with **tourism industry** stakeholders to develop relevant and desirable market-driven and market-ready products, promotions and experiences

- Invest in and help support community tours, programs, and initiatives that are relevant to the industry

- Communicate opportunities to industry stakeholders regarding marketing initiatives and programs



Develop and implement a digital strategy for more impacting promotional messages

Strengthening strategic partnerships and messages across channels

Community partnerships to maximize impact on messages



**Maximising  
revenue**

**Improving  
customer  
experience**

**Minimising  
costs**



## **Customers**

Easy-to-use  
services  
that prevent  
error



## **People**

New skills,  
staff, processes  
and culture



## **Compliance**

Responding to  
non-compliance  
and debt



## **Systems**

Multi-channel  
digital tax  
platform



## **Tourists - middle-aged adults with leisure time**

We will use a wide range of traditional and digital communications

The main strategic elements for 2018 will include:

Calendar of Events for 2018

Updating events is easy, requires minimal effort. Information in Bulgarian, English and Turkish can be updated and supplemented

Advertising campaigns - Target marketing will be through print, online and social media channels, focusing on the "many reasons" to visit the brand and the Strandja region.

Cooperative Partnerships

Website - We will continue to strengthen our digital / online marketing, which will enable prospective visitors to fully explore and plan their travel with our website. Based on the successful redesign of our site, we will continue to refine and develop the design, features and content with useful information about the locations where the festivals are held

Organizing a pilot cross-border festival

Collective Materials - Brochure Development

Electronic bulletins - We will continue to communicate monthly through newsletters to our contacts in the database

## **Children, young people and young families, sport lovers, adventures lovers**

The attention of children and young people will be attracted by:

Organizing a joint pilot festival with a rich program - games, workshops, music, sports competitions, hikes in the nature

Producing a booklet with information on various festivals

Make badges with the logo of the festival and encourage the participation of more festivals from Strandja region by collecting stamps

Advertising campaigns - Target marketing will be through print, online and social media channels, focusing on the "many reasons" to visit the brand and the Strandja region.

Website - We will continue to strengthen our digital / online marketing, which will enable prospective visitors to fully explore and plan their travel with our website. Based on the successful redesign of our site, we will continue to refine and develop the design, features and content with useful information about the locations where the festivals are held

## **Media and Stakeholders**

**Social Media - Permanent messages on Twitter and Facebook to promote the region and its festivals**

**Press conference - during the pilot festival, 200 representatives of media and stakeholders**

**Electronic bulletins - monthly communication and emphasis on the most attractive events in Strandja**

## PROMOTIONAL INSTRUMENTS 2018



- Public Relations Agencies: Working with public relations agencies to publish a number of articles about a destination / festival in authoritative publications and to assist in the broadcasting of PR films.
- Presentations and press conferences: Organizing presentations, press conferences during festival days. The main objective pursued in this case is to promote the form of dialogue with the media and the main tour operators.
- Organizing two press conferences in 2018 - one in Bulgaria and one in Turkey, expected number of visitors 150
- Strandja fest- 4 events
- Advertising in the media: Publications - advertising charts (full color) for the festivals. They can be found in specialized tourist publications focused on tourists, tour operators and professionals in the tourism industry, as well as in mass magazines, oriented mainly to female audiences, as it is proven that women are the ones who decide to take tourist travel or in electronic publications.





## PROMOTIONAL INSTRUMENTS 2018

### Printed materials

Preparation and printing of leaflets for a pilot cross-border festival - 500 items.  
Preparation, printing and distribution of posters for the festival-200 items.  
Promotional brochures for the Strandja festivals 2000 items.

**Interreg - IPA CBC**   
Bulgaria - Turkey  
PARTNERSHIP



**Strandja-the mountain of festivals**

**STRANDJA-FEST, CB005.1.22.056**





## PROMOTIONAL INSTRUMENTS 2018

Attractive PROMOTIONAL MATERIALS attracting public interest (including For children and pensioners)

- Booklets with stamps from various festivals, gifts:
- Presents - badges for every collected stamp from all festivals - design, material quality
- Strandja - the mountain of the stars and the festivals
- Logo of the festivals - an opportunity to create an individual logo for each of the 20 festivals (in case there is no one) - 2200 pcs.
- Signboard with the Strandja fest logo on each of the 20 sites;
- Organization of presentations in secondary schools, universities and tourist information centers, retirement clubs in Bulgaria and Turkey.



## •*Movie*



Video visualization is a popular and attractive way to attract.

Making a video for the pilot festival in 2018. Television needs a picture of its information. It should be borne in mind that 3-5 minutes of television time gives very good opportunities for informing and exposing the most important thing from an event. And for professional and accurate reporting of one news item, it takes 45 to 60 seconds. The movie to be made will be 8 minutes.

Record the movie on CD

Spreading via site, social networks, presentation during meetings.

Expected 2500 viewers.





# CROSS-BORDER FESTIVAL



Organizing and conducting a cross-border festival in Strandja Fest region

Name: Strandja Fest

Objectives: Pilot cross-border festival for popularization of Strandja Fest

Location: Cross-border region Bulgaria-Turkey

Duration: 2 days in Malko Tarnovo, 2 days in Turkey

Time: May 2018

Concept and Program: music, dance, workshops, crafts and food products, culinary competitions, fashion gorge, outdoor activities.

Equipment: Costumes, stands, awnings.

Logistics: Accommodation, transport, catering.

Advertising: Various communication channels.

Participants and visitors: over 500.



# CROSS-BORDER FESTIVAL



Organizing and conducting a cross-border festival in Strandja Fest region

Messages:

Detailed program: days and hours

Publications plan:

Media List:

Invites:

Promotional materials:

VIP guests:

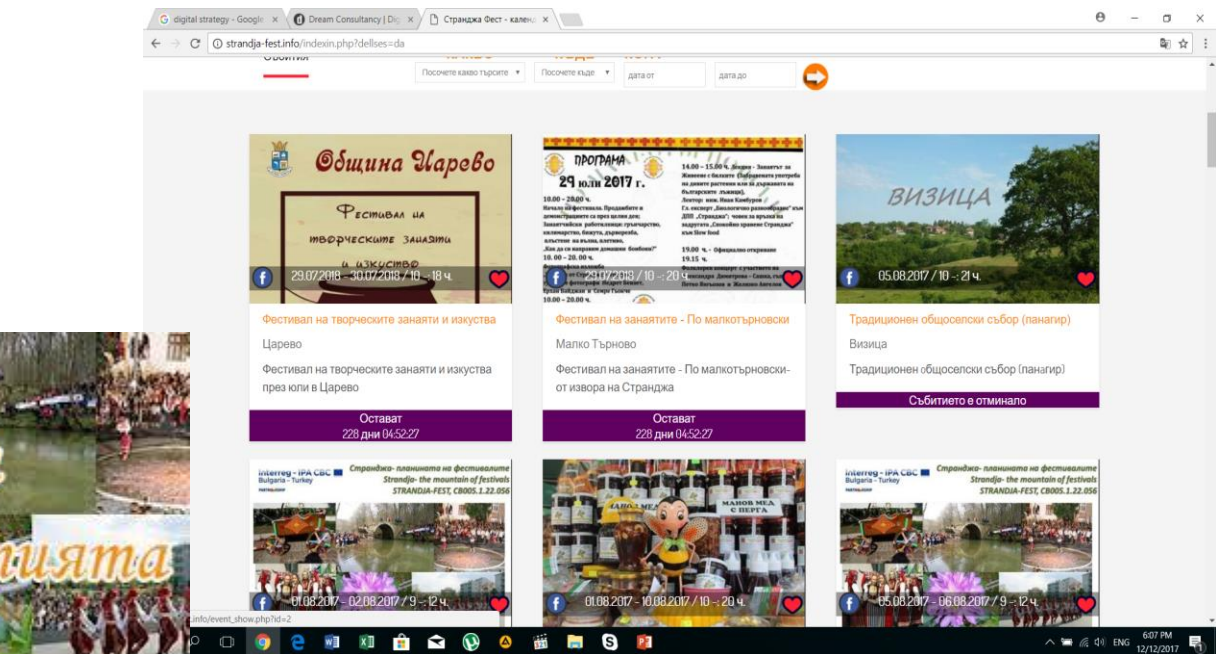
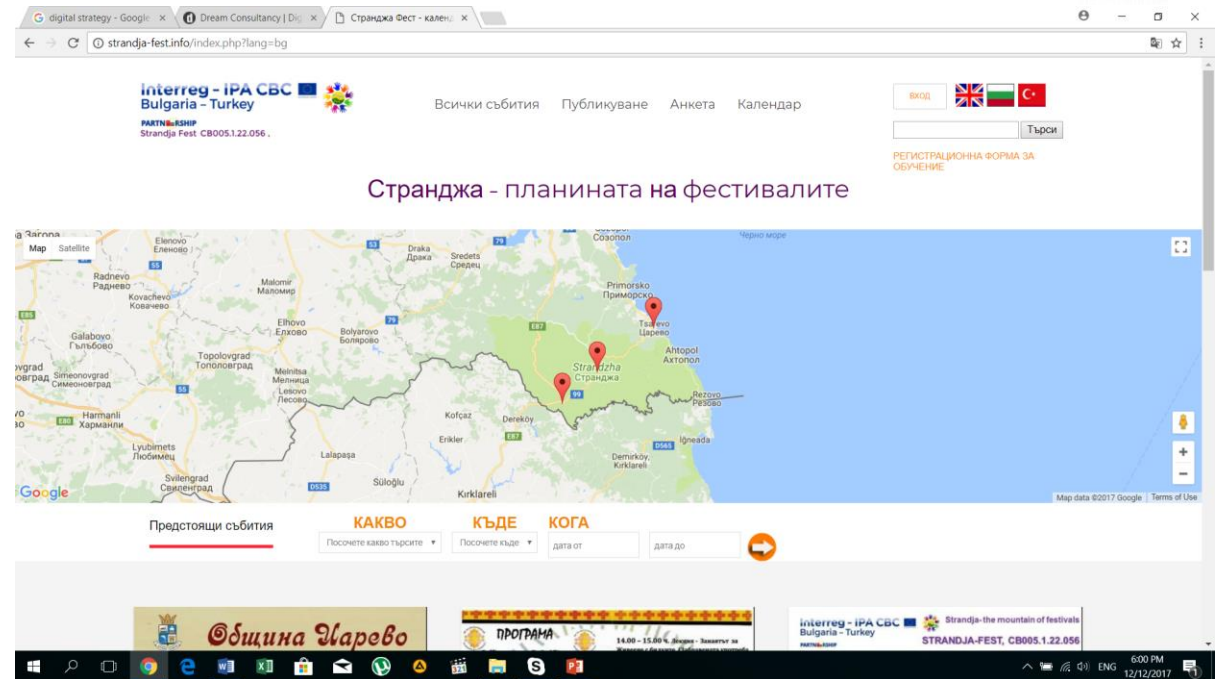
Press conference:

Event evaluation:



# WEBSITE STRATEGY

**15 000**  
**SINCE JULY**  
**2017 VIEWS**



Since being re-launched in July 2017, the Stranja fest website has come a long way, evolving to become a **highly robust and rewarding** experience for users.

Redesign in 2018 which incorporated a bold and dynamic homepage "tile" layout proved quite successful, increasing usability with a year-over-year page view increase of more than **20%**.

Moving forward, we will continue to maintain the homepage tile layout, while adding new refinements and updates to both functionality and section content. The ultimate goal will be to make the site as user-friendly as possible, enabling visitors to find relevant information and details quickly and easily.



[Stranja.fest@info.eu](mailto:Stranja.fest@info.eu)



- Conducting periodic advertising campaigns on social networks. Current and continuous presentation and positioning of the festivals and events in Strandja region in social media Facebook, Twitter, Google+
- Potential tourists and tour operators can be periodically reached via social networks or email. It is possible that all public institutions in the project and all private sector institutions are included and have access to mail visitors. The same formats will be presented to all interested parties to get acquainted with the destination of the festival and the tourist potential of Strandja.

On the event's website (<http://strandja-fest.info/>), the first page should include information about contacts in the Strandja network, etc.

Add information about the region - general information about cities, attractions, heritage. This information can be included in the settlement information where the event is organized.

Our assumptions are that average site visitors will be 10000 per year. That's why it's important for the website to be easy to use. Information can be added with links to an information and reservation database and useful links for websites for the region.

# SOCIAL MEDIA STRATEGY

## GROWTH – 2017- 2018

facebook

Followers

310 to 500

Reach (per post)

50 to 120



Followers

210 to 400

Reach (per tweet)

300 to 500

Marketing Database

500 to 600

## STRATEGY (2017/2018)

### Facebook

- Enhanced focus on key products per month as per editorial calendar
- Increased focus on experience based promotions and content
- Use of engaging and unique photos and video content
- Growth of stakeholder engagement via social media contests

### Twitter

- Continue goal of 100 unique tweets per week
- Continued focus on stakeholder engagement through weekly event promotions
- Continue fostering Twitter relationships and grow social ambassadors

### Newsletters

- Regional focus on photos being shared
- Investigate use of a personality behind the photos

### Newsletters

- Strong campaign in 2018 focusing on:
  - Authentic stories
  - Regional spotlights

### Blogs and Profiles in Google +

- Feature blog posts per month promoted via all social media channels centred around the editorial content

## Editorial Calendar - 2018

Each month we will be focusing on products and partnerships. Below is a highlight of the top level campaigns (subject to change)

#plentyofreasons

**January** – Winter fests and traditions in Bulgaria  
**February** – Triphone Zarezan, Wine, Love  
**March** – March fests  
**April** – Nature and craft festivals  
**May** – Spring festivals  
**June** – Traditional products  
**July** – Summer festivals  
**August** – Folclor competitions  
**September** – Art festivals  
**October** – Harvest  
**November** – Food & Drink  
**December** – Holiday Events

# CREATIVE



## WORKSHOPS/CRAFTS

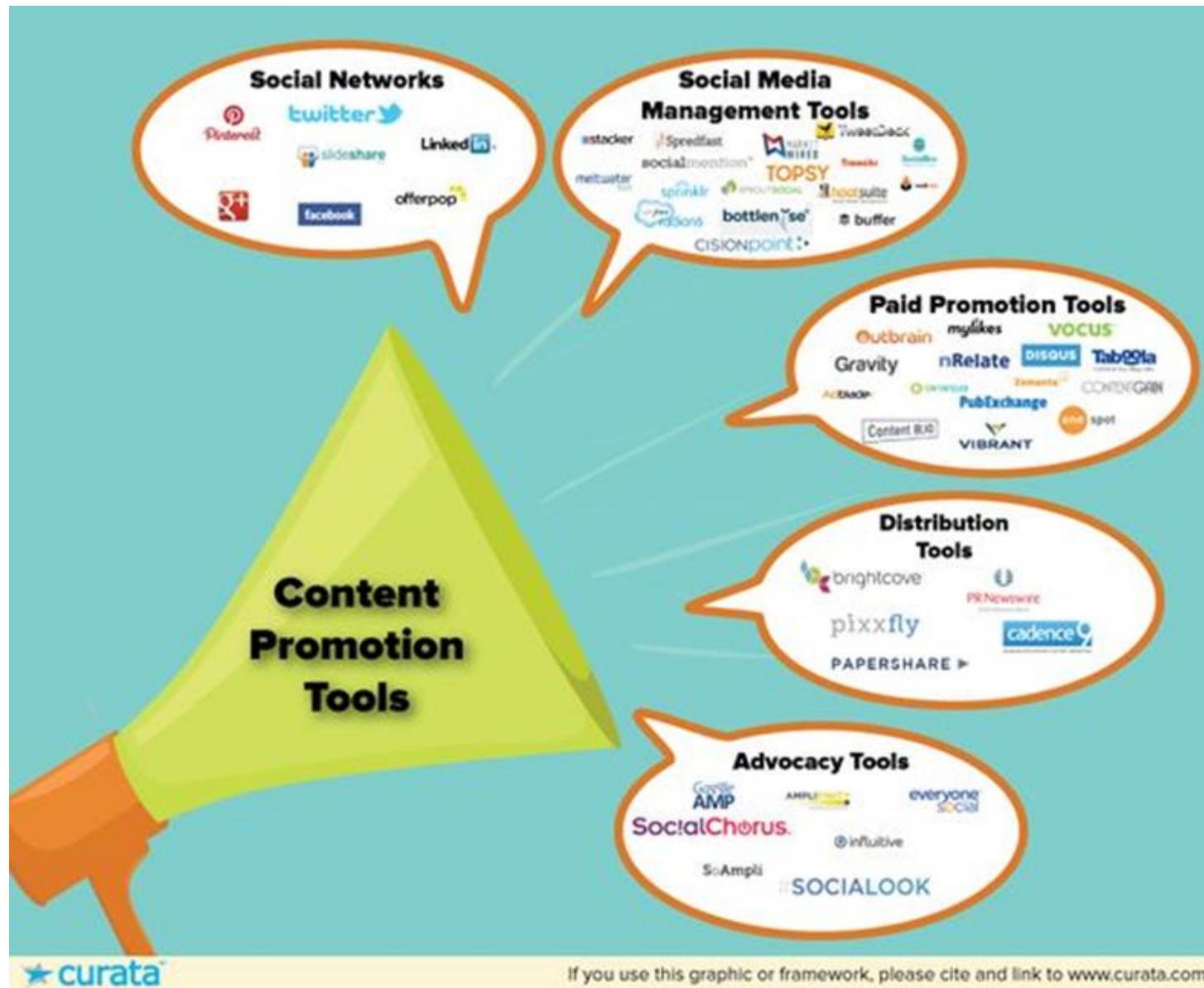
With such a wide scope of tourism motivators, we truly are one region with countless reasons to visit. Our current campaign enables us to encapsulate the **many diverse offerings** we have in a clear, concise and captivating way. Accordingly, we will continue to build upon this successful campaign, further refining it to make each execution across all media – traditional and digital – as powerful and compelling as possible. Through rich **storytelling “snapshots”**, with engaging photography and direct testimonial-style copy, the creative will invite readers/viewers to actively picture Strandja, finding their own reasons for visiting us and creating their very own unique, diverse experiences and adventures.



# Featured promotional tools for future campaigns .....



**Trip Advisor**  
 Trip Advisor is the world's largest travel site. Destinations use Trip Advisor to sell their products, show videos and scenic photography, promote itineraries and also use it as a medium to engage their stakeholders.



# OPPORTUNITIES FOR PARTNERSHIP



## **MUNICIPALITY MALKO TARNOVO**

Phone: + 3595952 / 30-21

E-mail: [info@malkotarnovo.org](mailto:info@malkotarnovo.org)

## **MUNICIPALITY PRIMORSKO**

56, "Treti March" Str

Tel: +359 0550 3 30 00

Email: [obschtina\\_primorsko@mail.bg](mailto:obschtina_primorsko@mail.bg)

## **MUNICIPALITY OF SOZOPOL**

2 Khan Krum Square

E-mail: [obshtina@sozopol.bg](mailto:obshtina@sozopol.bg)

## **MUNICIPALITY SREDETS**

8300 gr Sredets district of Burgas

8 Bulgaria Square

tel. (05551) 6996

E-mail: [info@sredets.bg](mailto:info@sredets.bg)

## **TSAREVO MUNICIPALITY**

36 Asparuh Street

E-mail: [tsarevo@dir.bg](mailto:tsarevo@dir.bg)

Phone: 0590 55010

## **MUNICIPALITY ELHOVO**

13 Targovska Str

Phone: +359 478 88004

e-mail: [obshtina@elhovobg.org](mailto:obshtina@elhovobg.org)

## **MUNICIPALITY BOLYAROVO**

7 Dimitar Blagoev Str

Phones: 04741/6250

[boliarovokmet@abv.bg](mailto:boliarovokmet@abv.bg)

## **Administration of the Strandzha Nature Park Directorate**

8162 Malko Tarnovo, 1, Yanko Maslinkov Str

Tel: 05952/36 35

E-mail: [strandzha\\_park@abv.bg](mailto:strandzha_park@abv.bg)

## **Information Visitor Center of Strandzha NPP**

Tel: 0887 070 250 - Georgi Dimov, Gramatikovo village

Tel: 05952/3635 - "Strandzha" NPP, Malko Tarnovo

## **Information Visitor Information Center "Primorska Strandzha" of Strandzha NPP in Ahtopol**

18, Strandzha Str

Tel. 0886399543 - Milen Rashkov - Chief Specialist in GMP "Strandzha"

## **Tourist Information Center Malko Tarnovo**

Tel: 05952/30 17

E-mail: [tic\\_mtarnovo@mail.bg](mailto:tic_mtarnovo@mail.bg)

## **Tourist Information Center - Elhovo**

Pirot Str.

Tel: 047 881 073



# INDICATORS

Event Name: \_\_\_\_\_

Event Date: \_\_\_\_\_

Event Time: \_\_\_\_\_

Social Media Manager(s)  
assigned to event: \_\_\_\_\_

Event goals for social  
and mission statement: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Event Hashtag:

## Pre-Event Planning

- ✓ Create timeline for event promotions and announcements
- ✓ Create visual elements to support your event across all channels
- ✓ Create event pages on Facebook and LinkedIn
- ✓ Submit to relevant directories such as GarysGuide.com, WebinarListings.com
- ✓ Claim location on Foursquare and set up offers
- ✓ Designate social media tactical team members to monitor and engage with your social channels
- ✓ Assign or hire a photographer

## Pre-Event Social (1-2 weeks before event)

Facebook

- ✓ X posts per day
- ✓ X pieces of visual content per week
  - o Meme
  - o Infographic
  - o Comic
- ✓ X paid promotion posts per week
- ✓ Participate in or create event Facebook Group

Twitter

- ✓ X tweets per day
- ✓ X partner tweets per day
- ✓ X promoted tweets per week
- ✓ Build event list including all keynotes, partners, and customers who will be attending
- ✓ Build private list to monitor competitors

Google+

- ✓ X posts per day

LinkedIn

- ✓ X posts per day
- ✓ Participate in relevant LinkedIn conversations around event

Pinterest

- ✓ Create event-themed Pinterest board
- ✓ Pin X related images to board per week
- ✓ Create Pinterest contest for event

Blog

- ✓ Create X blog posts per week
- ✓ Post X infographics per week

## During Event Social

- ✓ Interview attendees, customers, speakers, influencers for blog and social content

Facebook

- ✓ X posts per day
- ✓ X photos posted per day

Twitter

- ✓ X tweets per day
- ✓ Tweet out presentations at the start of each session (if you have a session)
- ✓ X influencer and partner tweets per day
- ✓ Monitor event hashtag and company mentions
- ✓ Retweet and reply back to interesting points and questions from attendees
- ✓ Encourage employees who are attending the event to engage by posting updates, photos, and retweeting as well

Google+

- ✓ X posts per day
- ✓ Monitor hashtag and company mentions
- ✓ Host live Google+ hangout

LinkedIn

- ✓ X posts per day
- ✓ Monitor LinkedIn groups for event relevant content

Live Blogging

- ✓ X posts per day live from the event

## Post Event

- ✓ Post-event content assessment: videos uploaded to YouTube, photos posted to Flickr
- ✓ Measure the buzz with [www.hashtracking.com](http://www.hashtracking.com)
- ✓ Sum up the best tweets with [www.storify.com](http://www.storify.com)

Blog

- ✓ Wrap up blog post about event
- ✓ X blogs summarizing individual sessions and offering slides

Social Networks

- ✓ Connect with and thank Influencers
- ✓ Promote follow-up materials