



# VISIT LLANO COUNTY

MARKETING KICKOFF

MARCH 23, 2026



# GUIDING PRINCIPLES

How we orient our marketing strategy

**Tourism drivers:** Focus on bringing visitors to stay in Llano County to increase HOT revenue.

**Support the local business community:** Encourage and promote collaboration between local businesses, so we can amplify each other's content, create opportunities that drive tourism, and share best practices.

**Data driven decision making:** Seek as much relevant data as possible, analyze it, and use it to refine marketing strategies, so we become more efficient and more focused over time.

**Content, content, content:** Produce attractive, high-quality, shareable content for all communication platforms.

# MARKETING CHANNELS

Ways to Connect and Communicate

**Website:** The website is our place to tell our story. It's fully owned by Llano County and will be the main hub of information. Other channels (social media, email, etc.) point back to the website and we will work to optimize the site (SEO) with content that makes it more likely to show up when people search for travel/activities. The website should highlight STRs, but also feature local events, unique features of local cities, tourist sites and tourism related businesses.

**Social Media:** Social media is used to attract new audiences and engage existing ones. It's the most efficient (affordable and reliable) way to attract new audiences and to connect where people are actively looking to plan travel, etc.

**Email Marketing:** Email is the most valuable "owned" channel and has the highest potential to move someone from interest in Llano County to actually making a visit.

**Public Relations:** Public relations includes using other people and channels to highlight our community. A third-party sharing our content increases our credibility and our reach. PR can include traditional earned media (magazines, TV, etc.) as well as paid influencer partnerships.



# **WHERE LLANO COUNTY STANDS**

CURRENT MARKETING ASSESSMENT

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# MARKETING CHANNELS

Current State









**Website:** Website currently being redirected to another site

**Social Media:** No existing social media presence

**Email Marketing:** No known email marketing

**Public Relations:** Low national brand recognition. Low to moderate regional recognition of specific locations within Llano County (Cooper's, Enchanted Rock, Inks Lake).

# TOURISM BENCHMARKS

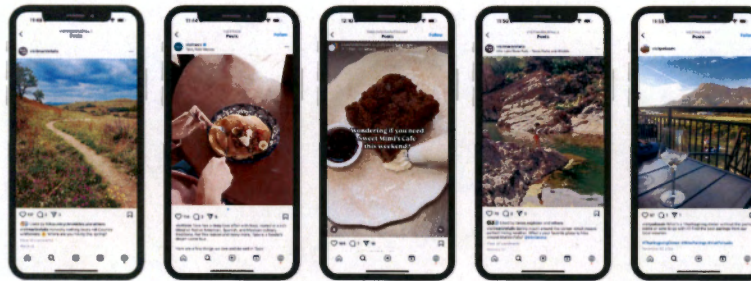
<p><b>JOHNSON CITY, TX</b> Population: 2,037</p> <p>IG Followers: 2.9k FB Followers: 3.5k IG Engagement Rate: 0.98</p>  <p>Known for: President LBJ, Parks, Christmas Lights, Gateway to Wine</p>	<p><b>SAN SABA, TX</b> Population: 2,743</p> <p>IG Followers: 5.0k FB Followers: 15.8k IG Engagement Rate: 0.4</p>  <p>Known for: Pecans, Suspension Bridge, Christmas Lights, Cowboy Boots</p>	<p><b>SARATOGA SPRINGS, NY</b> Population: 28,544</p> <p>IG Followers: 17.1k FB Followers: 17.7k IG Engagement Rate: 0.57</p>  <p>Known for: Revolutionary War History, Horse Racing, Natural Springs</p>	<p><b>PALLISADE, CO</b> Population: 2,602</p> <p>IG Followers: 4.9k FB Followers: 13.5k IG Engagement Rate: 0.58</p>  <p>Known for: Peaches, Wine, Beautiful Scenery</p>
<p><b>BREVARD, NC</b> Population: 8,064</p> <p>IG Followers: 31.3k FB Followers: 28.8k IG Engagement Rate: 0.4</p>  <p>Known for: Waterfalls, Mountain Biking, Summer Music Festival</p>	<p><b>SHELBY COUNTY, KY</b> Population: 22,400</p> <p>IG Followers: 3.7k FB Followers: 11.2k IG Engagement Rate: 0.73</p>  <p>Known for: Horses, Bourbon, History</p>	<p><b>WIMBERLEY, TX</b> Population: 2,881</p> <p>IG Followers: 26k FB Followers: 9.9k IG Engagement Rate: 0.004</p>  <p>Known for: Spring Fed Swimming, Vibrant Arts &amp; Culture, Boots</p>	<p><b>TAOS, NM</b> Population: 6,427</p> <p>IG Followers: 35k FB Followers: 59k IG Engagement Rate: 0.41</p>  <p>Known for: Skiing, Native American History, Galleries, Recreation</p>

# TOP POSTS

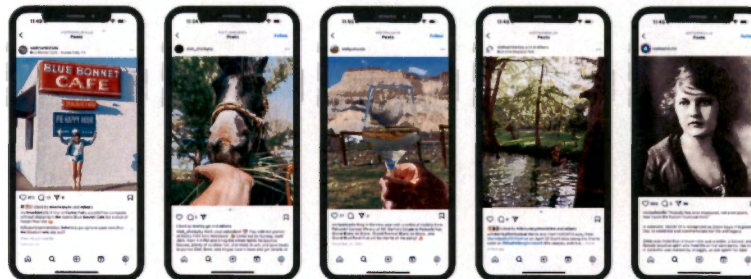
## Benchmark Accounts

Other cities/communities create highly visual content that help people imagine themselves in those area.

They use a mixture of content that highlights the area and that makes the community feel approachable and authentic and like a place you'd really want to be.



**Engage**  
posts intended to capture attention and spur conversation



**Promote**  
posts highlighting events, businesses, product



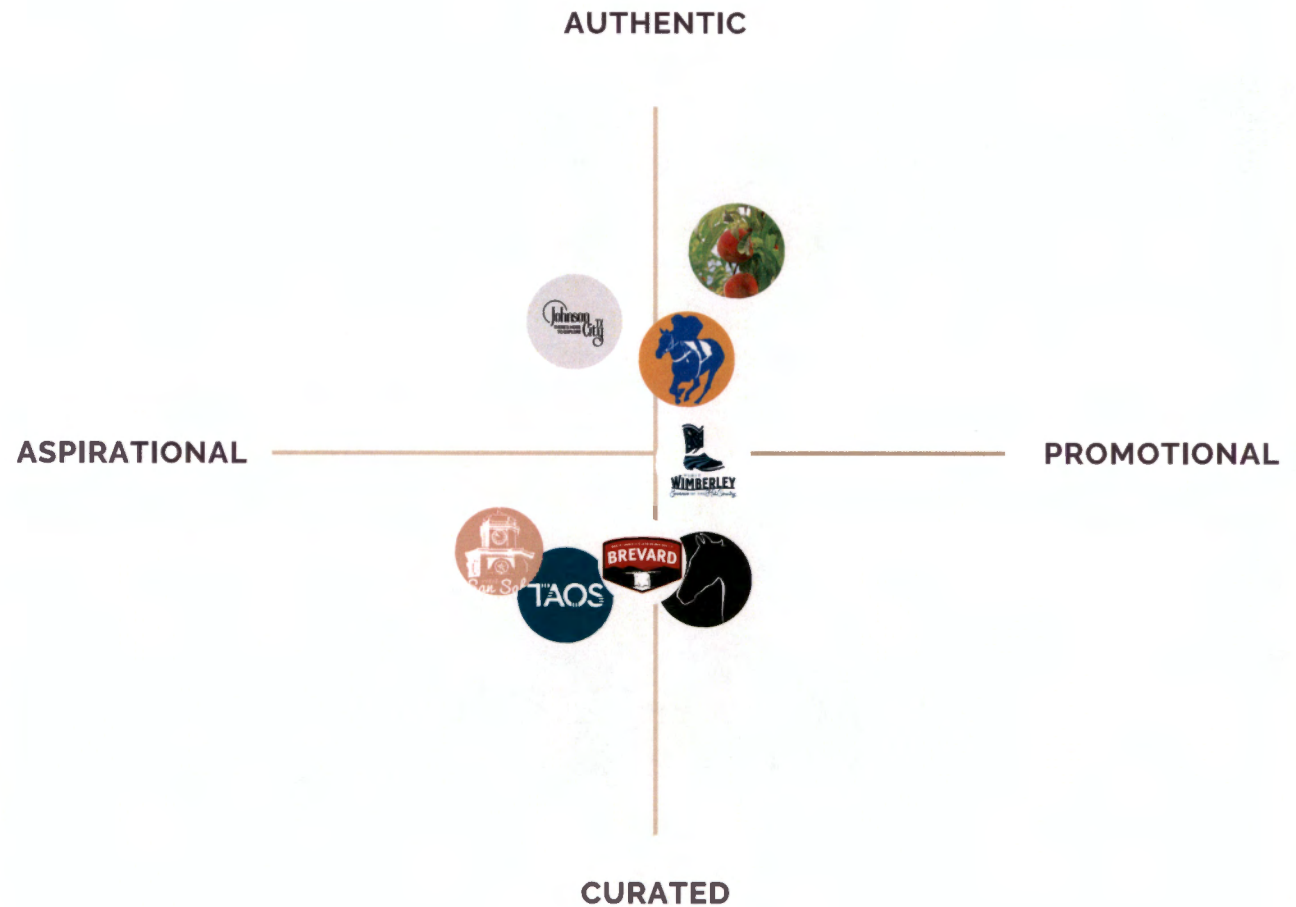
**Inspire**  
posts that evoke emotions connected to vacation & an escape from the day-to-day

# VISUAL IDENTITY

## Comparator Positioning

The communities we evaluated have both area/product and people focus in their images.

Content is centered between promotional and aspirational, encouraging people to come out and experience what the city has to offer. We believe our visuals should lean more authentic, aligned with the culture of the county, and less curated.



# VERBAL IDENTITY

## Comparator Positioning

Written content leans toward promotional - driving people to visit or take action, with an even split between inspirational or informative copy.

Given the early stage of awareness building for the Llano County tourism brand, story telling with a slightly less promotional tone would be more effective. The conversational tone aligns with the authenticity theme we are using overall.





# **RECOMMENDATIONS & NEXT STEPS**

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# IMMEDIATE NEXT STEPS

April 2026

Festivals and large events are great attractions to promote. Because April is a busy month in Llano County, we will jump straight in to promotion to leverage these events as a way to grow awareness and start building out our communication channels and growing our audience.

## Landing Page

- Build a simple landing page that highlights the county and features the local events to attract people to our site

## Event Focused Ads

- Use local events to generate awareness of Llano County and encourage people to stay in Llano County during the spring events

## Photography Shoot

- Evaluate current resources and add new photography/video to library of resources

## Social Media

- Build social content including Facebook Event Pages, etc., to drive traffic and visibility

# NEXT STEPS

Q2 2026

During the first quarter of working together, our goal will be to build a strong foundation for a marketing program. That includes technology, messaging and branding. We will launch some communications tools quickly to start building/growing our audience and will iterate as we gain more knowledge about the area and about potential visitors.

## Messaging & Audience

- Conduct interviews and research to identify greatest strengths and opportunities
- Develop brand guidelines and messaging guidelines
- Set goals for outreach and growth

## Business Community

- Develop relationships with local businesses, tourist attractions, and with local Chambers, to create an ecosystem that promotes tourism and STR spend
- Launch monthly business marketing/relationship building email

## Establish Channels

- Build an immediate one-page landing for website
- Launch social media channels
- Build out email marketing platform and subscriber strategy
- Develop proposal and plan for full website relaunch

## Content

- Evaluate current resources and add new photography/video to library of resources
- Build monthly content plans
- Create content (guides, emails, social media, blog posts, etc.)

# TYPICAL MONTHLY WORKLOAD

Each month, we will have specific tasks that need to happen to keep marketing efforts moving forward. We will also have time available each month to take on special events/timely projects. We will maintain flexibility in the way we use time to be the best stewards of Llano County's resources.

## Ongoing Projects

Approximately 30 hours/month

- Blog Post and/or Gated Online Content - 6 hours
- Social Media - 12 hours
- Email Marketing - 4 hours
- Community Engagement - 4 hours
- Reporting - 2 hours
- Strategy - 2 hours

## Variable Projects

Approximately 10 hours/month

- Strategy for New Projects
- Event Promotion
- Public Relations
- New Website Landing Page
- Print/Digital Collateral

# BUDGET REQUESTS

The following requests will allow us to make faster progress on our marketing efforts and to achieve our goals of increasing visibility for tourism efforts.

Recurring Expenses: \$339  
Non-Recurring Expenses, April:  
\$5,700

## Recurring Expenses

Social Media Ads: \$300 for monthly social media ads to increase social media reach and followership

Email Marketing: \$39/month  
Recommended email platform is Drip

## Non-Recurring Expenses

Website: One additional 40-hour block for \$5,000

Late March/April Social Media Ads: an additional \$200 to support major events

Photography: \$500 for website & social media quality photo shoot

# GEOGRAPHY

Drive Times from  
Llano County

## 2.5 Hour Drive

Austin, San Antonio

## 4.5 Hour Drive

Houston, Dallas, Corpus Christi,  
Waco, Midland, Abilene,  
College Station

## 8 Hour Drive

Amarillo, Lubbock, Midland, El  
Paso, Juarez, Monterrey, OKC,  
Tulsa, Fort Davis, Shreveport,  
Texarkana, Baton Rouge



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# INITIAL QUARTERLY GOALS

Q2 2026

Based on our experience, we have defined initial goals that would be reasonable to achieve within the first quarter of working together.

These goals are subject to change based on priorities from the County and information gleaned through research as we commence the project.

## Develop Brand Identity

Create cohesive visual & verbal identity.

### Strategies

Create brand voice/guide, taglines and key messages.  
Complete interviews to further understand the community.

## Establish Marketing Channels

Build the infrastructure for communicating with visitors and potential visitors and sharing what we offer.

### Strategies

Set up email & tracking, social media platforms, analytics. Build new website.

## Cultivate Business Ecosystem

Connect with local business owners and begin building system to share and promote Llano County.

### Strategies

Connect with local Chambers. Build B2B email lists. Reach out to STRs.



# **WORK PRODUCT PREVIEW**

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# BRAND GUIDELINES

## Initial Report: How We'll Present Llano County

### brand voice

The brand voice captures the warmth, wonder, and classic holiday charm. Lora Bold adds warmth and classic holiday charm. Lora Bold adds warmth and classic holiday charm. Lora Bold adds warmth and classic holiday charm.

**WELCOMING**  
The tone should always feel open, friendly, and welcoming. The tone should always feel open, friendly, and welcoming. The tone should always feel open, friendly, and welcoming.

**JOYFUL**  
The voice should sparkle with energy and wonder. The voice should sparkle with energy and wonder. The voice should sparkle with energy and wonder.

**AUTHENTIC**  
The tone should feel real and corporate. The tone should feel real and corporate. The tone should feel real and corporate.

### color palet

The color palette blends time with refined elegance – pairing classic Christmas crisp white, grounded dark neutrals, and shimmering accents for a look that feels both festive and sophisticated.

- CHRISTMAS RED**  
A warm, classic red that evokes the joy and nostalgia of holiday traditions.
- CHRISTMAS GREEN**  
A rich evergreen shade reminiscent of the holidays.
- LIGHT NEUTRAL**  
A crisp, clean white that brings brightness, purity, and balance to the palette.
- DARK NEUTRAL**  
A grounding, elegant shade and counterbalance to the lighter tones.
- GOLD ACCENTS**  
A luminous, celebratory hue that conveys warmth, light, and timeless holiday sparkle.
- SILVER ACCENT**  
A cool, refined metallic that adds shimmer, a modern elegance to the season's look.

### typography

The typography combines modern classic holiday charm. Lora Bold adds warmth and classic holiday charm. Lora Bold adds warmth and classic holiday charm.

**Geret Regular**  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*~.-/\_

**Lora Bold**  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*~.-/\_

**Yellowtail**  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*~.-/\_

### brand visuals



### season of sparkle

will shine as an unforgettable part of your holiday season.

**CONNECT WITH FRIENDS & FAMILY**  
holiday tradition for over together generations of families. Whether you're returning year after year for the first time, it's a place to make memories that last far beyond.

**A FULL SEASON OF MAGIC**  
The highest of the season. The magic of the season. The magic of the season.

**Family-friendly, free, festive!**  
A fun outing for families, dog travelers.

### families with young kids

<b>Avg Age</b> 28 - 45	<b>Avg Income</b> \$80K	<b>Drive Time</b> <75 min
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**ABOUT**  
Primarily parents in their late 20s to early 40s with children under 12. Many are dual-income households or working professionals with middle to upper-middle income levels who value experiences that create lasting memories.

They often travel from surrounding areas for family-friendly activities.

**MOTIVATIONS**  
They're drawn to experiences that feel both magical and affordable, and they appreciate amenities like easy parking, kid-friendly food options, and photo opportunities.

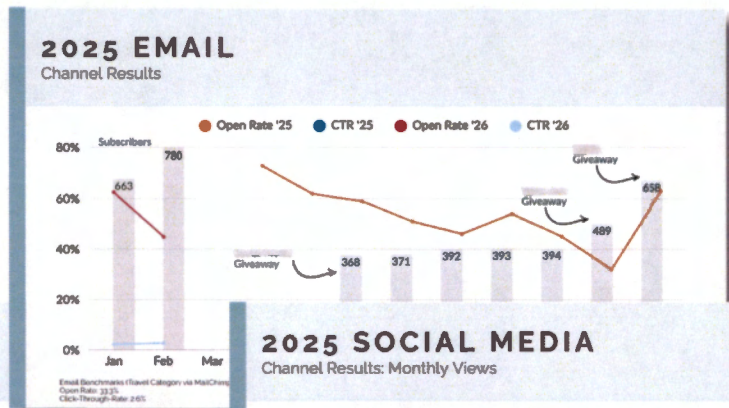
**ACTIVITIES TO PROMOTE**

- Kid's crafts, cookie decorating, or ornament-making stations
- Ferret zoos, train rides, and hayrides throughout the season
- Early evening events and "family night" specials
- Interactive story times, children's choirs, and live performances



# CHANNEL METRICS

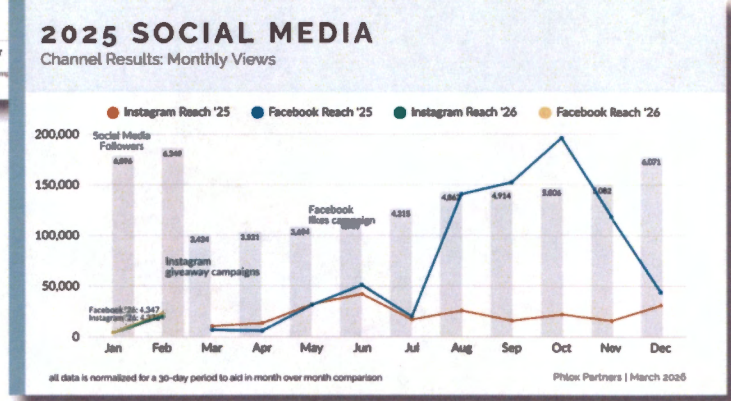
Monthly: How Our Channels and Efforts are Performing



## CHANNEL RESULTS

Social Media	Website	Email
<ul style="list-style-type: none"> <li>Instagram Followers ↑ 6%</li> <li>Facebook Followers ↑ 3%</li> <li>Social Media Reach ↑ 397%</li> <li>Social Media Total Reach: 43k</li> <li>Social Engagements ↑ 606%</li> <li>Social Engagement Rate ~ 42%</li> <li>Instagram Engagement Rate 1.3%</li> <li>Facebook Engagement Rate 2.9%</li> </ul>	<ul style="list-style-type: none"> <li>Website traffic ↓ 7%</li> <li>Unique website visitors ↓ 10%</li> <li>Average Pages/Visit: 2.7</li> </ul>	<ul style="list-style-type: none"> <li>Open Rate: 44.8%</li> <li>Click Through Rate: 2.7%</li> <li>Email Subscribers: 780</li> <li>Email Subscriber Growth ↑ 18%</li> </ul>

data represents 28 days ending 2/27/26 compared to prior period | Phlox Partners | March 2026



# EVENT MARKETING PLAN

As Needed: Plans for Events, Budget Requests, etc.

**FESTIVAL**

**Event Details**

April [redacted] Park

- 4 music acts [redacted]
- Vendor market with local artisans
- Family friendly arts & crafts activities + educational events
- [redacted] Event
- [redacted] pub crawl
- Live music Friday & Saturday [redacted]
- Morning events: [redacted]

**Marketing Plan**

Objective: Drive overnight stays, increase visitor engagement, and elevate local business visibility [redacted]

Key Strategies:

- [redacted] landing page (lodging, itineraries, events, featured partners)
- Regional media pitching [redacted]
- [redacted] giveaway
- Social media campaign + paid ads
- [redacted] to encourage extended stays

Proposed Budget: [redacted]

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