

VisitDickinson.com/CoffeeCruise



AND SOCIAL
MEET-UP
The Coffee Cruise



The Coffee Cruise Concept

Join Me Online

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@TheCoffeeCruise



Where to Start?



Start with these ideas:

- Create a unique visitor “experience” and provide a theme.
- Market a day trip or trip itinerary if possible.
- Determine your target audience and age/gender demographic.
- Create a website because web traffic is measurable data.
- Create a social media campaign and build a brand.
- Incorporate photo and video as much as possible.
- Find free tools and resources to help build your concept in-house.
- Promote local businesses that will, in turn, promote your concept.
- Encourage longer stays and more dollars spent in your community.
- Provide a COVID safe adventure.



Ask Yourself

- What is unique about my location?
- How can I make my location a marketable experience?



Visitor Experience



Make it more than just a destination.
Make it an experience.
Then market the experience.

Invite the traveler to take a break from their trip
to create a memory with you.
Give them something to enjoy and a reason to come back!

Marketing Memories!



Determine the geographic location of your experience.

Feature a “fun route” to get there.

Build on an already existing concept if possible.

Use Google services to make their trip easy.



The Coffee Cruise Route

along the Old Red Old Ten Scenic Byway - and beyond!



Make It User Friendly



Create a Google My Business account and build an interactive Google map for your location(s). Guide people right to you!

Utilize FREE Google services to help you create budget friendly campaigns.



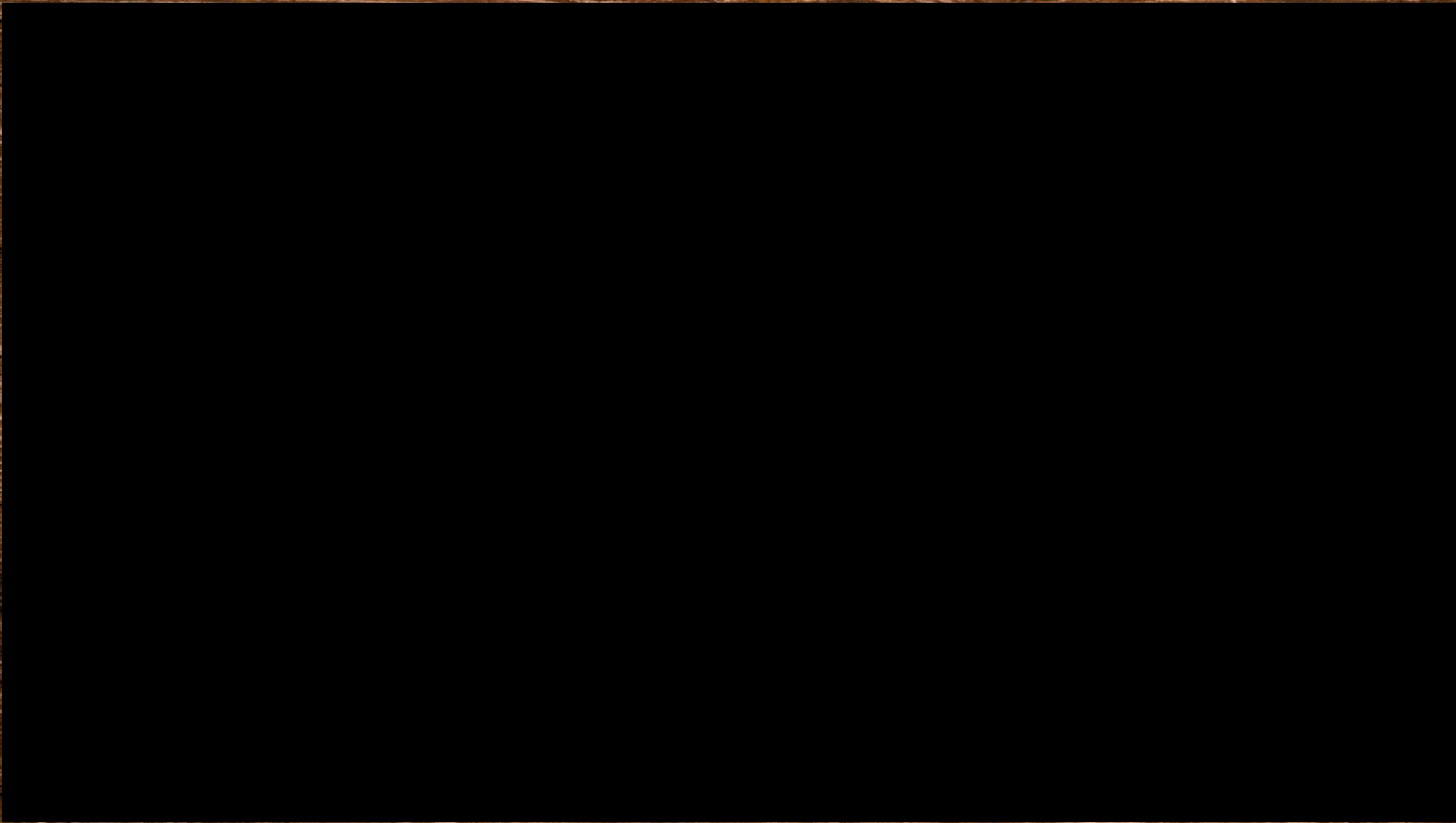
Create a Website

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- Create a website or provide a landing page on your website for all your information.
- Drive people to your website.
- Gather data and analytics.
- Share other local attractions to enhance the traveler experience.
- Provide option for user feedback.
- Create a media kit for easy content access.





*Reach them
with media!*



Video created in-house using Canva & Wondershare by Filmora

Create a campaign that utilizes quality photo, video, and social media platforms to enhance your brand and promote your experience.



Video Editing and Creation

Wondershare Filmora - Video editing software. Available in desktop and phone versions.



Graphic Design

CANVA (Pro) - Graphic design and video creation



Brand Imaging

- Determine your brand imaging
- Create a logo for your concept.
- Choose recognizable graphics and elements that you will use in all your branding.
- Create taglines and branded phrases



Graphic Design

All your favorite stops.
All your favorite shoppes.



THE COFFEE CRUISE

Mandan
Dickinson
Medora

#NDCOFFEECRUISE

Use the code.
your route.



Cup & Cruise!
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Take the **COFFEE CRUISE** and drink your way west. Explore all the favorite coffee shoppes frequented by locals between Mandan and Medora, North Dakota.



Use the interactive map and follow the route along the Old Red Old Ten Scenic Byway & Beyond.



Our Mandan Coffee Locations!

- Balancing Goat Coffee Co.
- Cappuccino on Collins
- Classic Rock Coffee
- Copper Dog Café
- Main Street Drive Thru Liquor & Coffee



#NDCoffeeCruise

THE COFFEE CRUISE

Fall is coming!
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10 Reasons Why You Should Drink Coffee

- Coffee is a potent source of healthful antioxidants. Caffeine provides a short-term memory boost.
- Coffee is healthy for your heart.
- Coffee may help curb certain cancers.
- Coffee may lessen your risk of developing type 2 diabetes.
- Your liver loves coffee.
- Coffee can enhance exercise performance.
- Coffee curbs depression.
- Coffee guards against gout.
- Coffee is healthy for your heart.
- Coffee may help protect against cognitive decline.

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Prize Donations to The Coffee Cruise Contest

provided by the following businesses:

- C & K Sweet Shoppe and Coffee
- City Brew Coffee
- Iva Junction
- Market Press Coffee Co.
- The Brew Coffee House
- Hidden Springs Ixra
- Hatlen & Brae Ice Cream & Espresso
- Main Street Drive Thru Liquor & Coffee
- Balancing Goat Coffee Co.
- Dark Side of the Brew
- Suz's Steak
- The Cup & Cake

Thank You!
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- Using the brand imaging, create a consistent branded look and feel to all graphics.
- Find a user-friendly program to help you build your own graphics in-house.

Let's Get Social!!

- Pick one platform and learn to use it well.
- Create a Facebook Group.
- Invite people to join your group daily.
- Make daily posts. Engage and interact.
- Start and populate a #Hashtag.
- Create contests to encourage engagement.
- Create a website landing page for all information.
- Create a QR code for easy access.
- Use Google services for feedback.
- Use LingoJam.com for fancy fonts in social media.
- Use DataBox.com for FB group info.
- Use National Day Calendar for daily posting ideas.



#NDCoffeeCruise



facebook

- Keep your audience engaged.
- Provide value and interest.
- Ask questions and solicit conversation.
- Set aside a small budget for ads.
- Host contests to generate excitement and involvement.



2021 Old Red Trail Rummage Sale

New Salem | Almont | Glen Ullin | Hebron | Richardton | Taylor | Gladstone



The Coffee Cruise Contest

Saturday, June 5th

The Old Red Trail Rummage Sale

8:00 am - 5:00 pm Local Time Zone

The Coffee Cruise: From Mandan to Medora

The Coffee Cruise

Hours may vary by business

Old Red Trail Rummage Sales: New Salem | Almont | Glen Ullin | Hebron | Richardton | Taylor | Gladstone

Let's have some fun! If you love Rummage Sales and Coffee, then this is the perfect contest for you. Travel the scenic byway on June 5th and stop at as many of The Coffee Cruise locations as you can while enjoying the rummage sales. Coffee locations must be included in The Coffee Cruise route to be counted as contest entries. Can't make it to all of the shoppes? No problem. Hit up as many as you can. Each stop you make and document counts as an entry and a chance to win!

How to Play

- Join The Coffee Cruise Facebook group
- Share the Facebook post about the contest publicly to your personal page
- Take a selfie with your purchase at each coffee location that you visit
- Post your pictures to The Coffee Cruise Facebook group using the hashtag #NDCoffeeCruise
- Entry Deadline: Saturday June 5th at 9:00pm (CDT) 10:00pm (MDT)

2 Winners Chosen

Winners will be selected from those who have completed all the steps listed above. Each entry you make will be added to the pool. The more photos you submit, the more chances you have to win!

Discounts on your purchases may be available at participating businesses when you mention The Coffee Cruise!

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Saturday, June 5th

8:00 am - 5:00 pm (Local Time)

Community sale lists will be available online.
oldredoldten.com www.Facebook.com/oldredoldten

enjoy The Coffee Cruise along the Scenic Byway!

COFFEE CRUISE

All your favorite stops. All your favorite shoppes.
from Mandan to Medora



Dickinson.com/CoffeeCruise #NDCoffeeCruise

How To Play

Saturday, June 5th

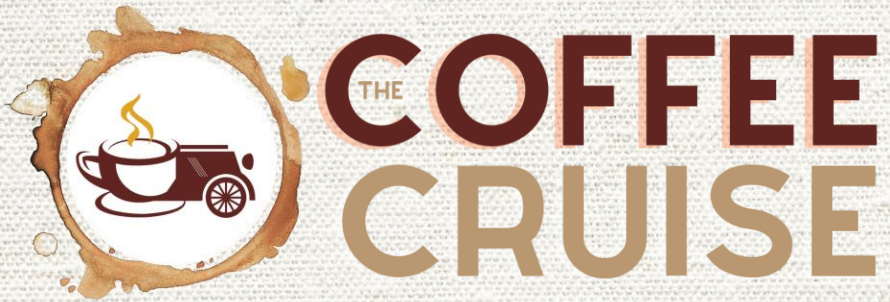
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Coffee Cruise Businesses Received:

- A packet with a letter, poster, and rack cards was hand delivered to each coffee shoppe on the route.
- Every business was contact by email and phone with invitation.
- I personally stopped at every location at least twice before first large contest. Continued contact with local shoppes.
- I partnered with a local print shop to offer a discount on rack card printing for local businesses who wanted to stock with our rack card.
- I invited businesses to offer discounts, promotions, and gifts for contests.
- Businesses are encouraged to use the FB Group page to promote their business and their merchandise.
- I periodically create posts for and about each local business.
- Businesses are occasionally invited to be featured in regional news stories about The Coffee Cruise.

Business Buy In?

How do I get local,
participating businesses
to buy in to my concept?



Thank You!

for joining us today!
To receive a copy of this slide deck,
please email the Dickinson CVB at
info@visitdickinson.com or call
800-279-7391



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