



INTERNSHIP PORTFOLIO

DESTINATION MARKETING



JUNE - AUGUST 2024
JENNA LEEDY

DESTINATION GETTYSBURG



ABOUT

Destination Gettysburg is the official destination marketing organization for Gettysburg and Adams County, Pennsylvania.



MISSION

The mission of Destination Gettysburg is to promote the Gettysburg and Adams County area as a premier travel destination while also promoting tourism and its benefits.



PARTNERS

Destination Gettysburg partners with over 300 local businesses and organizations to aid in marketing, publicity, social media, etc. while working together to promote the area.

GOALS & TASKS

GOALS

COMPANY GOAL

Destination Gettysburgs goal for a marketing intern is to provide an opportunity for real-world application of marketing concepts and digital marketing practices learned in the academic environment.

PERSONAL GOAL

My goal was to gain transferable skills within the field of marketing that I can apply to any field in which I get a job in the future and familiarize myself with marketing practices in a real-world environment.

TASKS & OBJECTIVES

Understand the role of destination marketing and how it incorporates social media, search engine optimization, consumer relationships, advertising, and design principles.

Develop and implement a campaign to promote the new Black History Trail through newsletter excerpts, social media posts, and a blog Reflect on the performance of the campaign using analytics.

Develop a comprehensive understanding of analytical tools and their implications using applications such as Hootsuite and Google Analytics.

Strengthen writing and public relations skills by creating a press release and working closely with the media relations position.

BLACK HISTORY CAMPAIGN

— BLACK HISTORY TRAIL —

The Black History Trail, a collaborative effort involving eight organizations, was created to highlight the often-overlooked stories of Black individuals in Gettysburg's history, both past and present. In addition to amplifying the voices of the Black community, a primary goal of this project is to attract new visitors to Gettysburg and boost tourism. Introducing this trail aims

to create a more inclusive environment for the Black community to explore their heritage and engage with the area. This digital passport-style trail is available for download on mobile devices via the platform Bandwango and guides users through eleven stops with historical significance. As the trail is new, adjustments will be made based on feedback and data gathered to enhance the overall experience for users.



BLACK HISTORY CAMPAIGN

CAMPAIGN BRAINSTORM

Before brainstorming ideas and themes for a social media post and other campaign elements, I found it essential to develop a consumer persona to understand the target audience. Through this process, I identified two key audiences: individuals from the Black community who feel embraced and motivated by the trail's creation, and individuals from non-Black backgrounds seeking to further understand and value Black heritage.

While creating these personas, I utilized data from Google Analytics from the Destination Gettysburg website to pinpoint the ideal ages and locations of the target audiences. In June and July, the highest number of website visitors fell within the 55-64 age bracket, totaling 6,401, followed by the 45-54 age group at 5,329, so I incorporated ages from both groups. Regarding locations, most visitors to the Adams County region originate from Pennsylvania, neighboring states, and the east coast. Philadelphia and Ashburn were selected due to their diversity and presence in the top five locations of website visitors. When outlining the goals, challenges, and characteristics of the consumers, I considered the benefits each consumer would obtain from participation, their possible reasons for engaging, and how they would utilize the information provided by the trail. When identifying the preferred brands of the consumers, I considered popular brands among the age groups and professions, as well as brands that users would need to be familiar with to access and use the digital tour.



BLACK HISTORY CAMPAIGN

PERSONAS



ANTHONY SMITH
MARKETING

AGE 52
GENDER MALE
LOCATION PHILADELPHIA, PA
INCOME MIDDLE CLASS

ABOUT
Anthony finds joy in exploring destinations with rich history and immerses himself in diverse cultures. With these experiences, he can grow his cultural intelligence which he then uses to create effective messages and reach target audiences within his marketing job.

GOALS

- To connect with own heritage/history and recognize the legacy of Black ancestors.
- Understand and learn about the stories and experiences of Black individuals and how they impacted history.
- Share knowledge gained to educate others about Black history and empathy.

PERSONALITY

Motivated: 4/5
Inquisitive: 5/5
Pride: 4/5
Reflective: 4/5

FRUSTRATIONS

- Lack of representation and emphasis of Black history in mainstream media and education.
- Facing stereotypes and countering harmful narratives.

SKILLS

Resilience: 4/5
Leadership: 4/5
Cultural Intelligence: 5/5

FAVORITE BRANDS

f CNN Apple
amazon G

The primary target audience for the Black History Trail is Black individuals. An ideal Black user would be tech-savvy, passionate about travel, and motivated to challenge stereotypes regarding the Black community.

The secondary audience is individuals outside of the Black community. Ideally, these individuals should be enthusiastic about inclusivity and have the ability to share and/or educate others about the insights gained from the tour.



SAMANTHA JONES
COLLEGE PROFESSOR

AGE 64
GENDER FEMALE
LOCATION ASHBURN, VA
INCOME UPPER MIDDLE CLASS

ABOUT
Samantha is committed to inclusive education, empowering students' voices, and advocating for necessary resources. She has a thirst for knowledge and is always seeking ways to stay informed about current trends, innovative practices, and emerging issues to better serve her students and peers.

GOALS

- Expand knowledge of black history and gain insights to lesser-known narratives.
- Develop a deeper appreciation for the contributions of black Americans to the nation's history.
- Take knowledge and insight gained back to the classroom to incorporate more diverse perspectives.

PERSONALITY

Openness: 5/5
Knowledgeable: 4/5
Empathetic: 5/5
Curious: 4/5

FRUSTRATIONS

- The divide between different cultures and skin colors.
- Lack of knowledge and resources to teach about Black History in lectures.
- Awareness of own privilege.

SKILLS

Communication: 4/5
Problem Solving: 4/5
Adaptability: 4/5

FAVORITE BRANDS

G BARNES & NOBLE in
SAMSUNG amazon

BLACK HISTORY CAMPAIGN

NEWSLETTERS

Destination Gettysburg distributes two newsletters virtually each month. The "Going Places" newsletter is sent to partners, providing updates on events, news, and other important local information. The second newsletter is for those who subscribe to remain informed about current events and other local updates.

GOING PLACES

Gettysburg Black History Trail Launch

The Gettysburg Black History Trail was launched on June 26, marking as a significant step in highlighting often-overlooked narratives within the history of Gettysburg. The trail was developed in partnership between the Adams Historical Society, Destination Gettysburg, Gettysburg Black History Museum, Gettysburg Foundation, Gettysburg National Military Park, Lincoln Cemetery Project Association, Seminary Ridge Historic Preservation Foundation, and Thaddeus Stevens Society. The trail currently guides users through 11 different stops, providing relevant information on each location. The passport is available through the platform Bandwango, which is currently utilized for two other trails by Destination Gettysburg.

MONTHLY NEWSLETTER

Gettysburg Black History Trail

The new Gettysburg Black History Trail highlights often-overlooked narratives and contributions of Gettysburg's Black community, guiding users to eleven stops you can explore at your own pace. Follow the trail and honor the past, celebrate the present, and inspire future generations.

BLACK HISTORY CAMPAIGN

B L O G

A crucial aspect of the Black History campaign was the development of a blog to be ideally posted during Black History Month 2025. One of the main points of the blog was to promote the Black History Trail since current blogs about the topic do not include the trail due to its recent publication. During the writing process, it was essential to use language that would not restrict the publication date solely to Black History Month if it needed to be uploaded before or after this period. This awareness prompted the selection of topics that would remain relevant throughout the year. Additionally, employing inclusive language was a key consideration in the writing process.

After working with my colleagues, we identified key topics for discussion in the blog. These included highlighting local Black-owned businesses and achievements within the Black community and showcasing the Black History Trail alongside other educational experiences. To create a sense of cohesiveness, it was recommended to structure the blog into several engaging sections following the format of current blogs. Each section was determined by the overarching topics to be discussed.



BLACK HISTORY CAMPAIGN

B L O G

Discovering Diversity: A Guide to Gettysburg's Black History

Diverse people and stories, both past and present, intertwine to shape Black history in Gettysburg. While the town's Civil War significance often dominates discussions, the resilience and contributions of the Black community have left a lasting effect that continues to grow today. As members of society, it is crucial that we not only acknowledge these stories but honor and celebrate them year-round.

Exploring the Gettysburg Black History Trail and Black History Museum

The Gettysburg Black History Trail is a great way to dive into this rich history. This trail guides users through multiple stops across Adams County that showcase pivotal moments before, during, and after the Civil War for the Black community. From the Lincoln Cemetery, the resting place of historical figures like Basil Biggs and Abraham Brian, to exhibits at the Gettysburg Beyond the Battle Museum and the Gettysburg National Military Park Museum & Visitor Center, each stop reveals stories and landmarks of historical significance. A cornerstone in preserving this history is the Gettysburg Black History Museum, founded by Mary Alice Nutter. This museum honors the legacy of local Black families through artifacts and stories, now accessible through a virtual tour for convenient exploration. Nutter spent her life advocating for the Black community and for positive change. Her efforts have allowed the stories of her family and others to be remembered for years to come.

Supporting Black-Owned Businesses

Gettysburg embraces its Black community through businesses like CJ's Takeout & Late Night Bites, the Keystone Inn Bed and Breakfast, Uncle Moe's Soul Food, and the Lion Potter. Each establishment offers unique cultural experiences that help contribute to the town's inclusive atmosphere. Visit these businesses to witness their stories of passion and pride.

Historic Firsts: Breaking Barriers in Gettysburg's Black Community

Gettysburg's Black community has experienced a series of groundbreaking achievements, shaping a more inclusive and vibrant town. Recent years have witnessed remarkable historic milestones for Gettysburg's Black community that celebrate individual accomplishments and have helped pave the way for future generations to thrive. Rita Frealing made history as the first female and first Black Mayor of Gettysburg, embodying a spirit of leadership and resilience. Similarly, Taurean Moses broke barriers as the town's first Black attorney in its 243-year history, forging paths for justice and equality. The Keystone Inn Bed and Breakfast, which opened in 2020, took the title as the first Black-owned B&B in Gettysburg. These achievements stand as testaments to the enduring progress toward a more inclusive and equitable future.

From the bravery of Black soldiers to the leadership of community pioneers, Gettysburg's shared narrative thrives on diverse voices. By acknowledging and celebrating these stories, we not only honor their resilience and achievements but also deepen our understanding of our shared American heritage.

BLACK HISTORY CAMPAIGN

S O C I A L M E D I A

During the Black History Trail campaign, a key task involved creating, executing, and evaluating a social media deliverable. The goal of the social media post was to promote the new trail and entice viewers to engage with it, whether the viewers are local or not.

To showcase select tour stops and provide guidance on downloading and using the tour, I opted for a short-form TikTok video. At various stops, I recorded brief clips showcasing significant sites like the graves of historical Black figures and museum displays. I aimed to capture intriguing moments without revealing too much to potential users so that they would be interested in learning more and led to take the trail. To incorporate a tutorial element, I decided on a voice-over for the video so that the instructions were clear and concise.

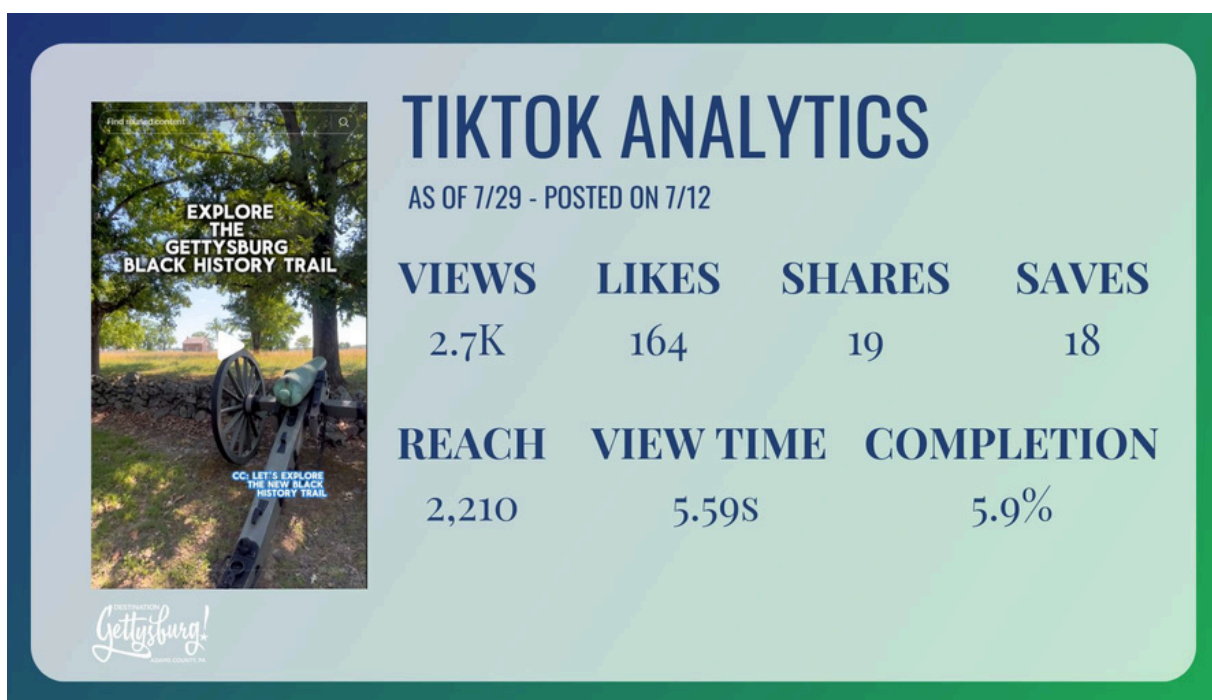
After some trial and experimentation, the final video layout features elements of two tour stops separated by a short tutorial on how to access the tour in the middle. I decided on this format because I wanted to keep the tutorial forthright, knowing that the retention rate is not always high, but also capture the attention of the viewers by including something more interesting at the start. I kept the video relatively brief, at around 21 seconds, long enough to get out important information spoken at a digestible pace.



BLACK HISTORY CAMPAIGN

SOCIAL MEDIA PERFORMANCE

After publishing the TikTok video on July 12, a period of about two and a half weeks was allowed for the video to reach various audiences and gather data. On June 29, the analytics of the video were recorded. It is important to note that the Destination Gettysburg TikTok page currently has 11.2k followers. The analysis of the video performance indicates that it was consistent with other videos and displayed average data. The video's duration was 21 seconds, which is relatively long, so the view count is considered a success because shorter videos seem to perform better. The engagement metrics, including shares and saves, suggest that the content resonates with viewers and provides value to them, even if they do not watch the entire video. This indicates that the initial hook is effective and viewers are interested enough to potentially revisit or share the content. Within the average view time of 5.59 seconds, the viewer can get a gist of what the Black History Trail is and how it works.



BLACK HISTORY CAMPAIGN

SOCIAL MEDIA REFLECTION

After analyzing the performance of the TikTok video using a combination of data and personal insights, there are a few things that could have been improved and can be used for future projections.

First, TikTok videos often have a low retention rate, which reveals the importance of engaging the audience quickly and delivering key information within the first moments. For this specific video, starting with a more attention-grabbing introduction before diving into the main content could have been more effective. Additionally, adding text to convey more information might have been beneficial.

Another aspect to consider is the amount of information presented in the video and whether it might overwhelm viewers. Keeping the video concise and offering additional resources for more details can help maintain viewer interest and direct traffic to other platforms.

To boost engagement and interaction, the caption could have been changed to encourage viewers to comment, like, or share. This can create a more interactive experience for the audience.

Overall, I believe that the TikTok post was successful and effectively reached an interested audience.

BLACK HISTORY CAMPAIGN

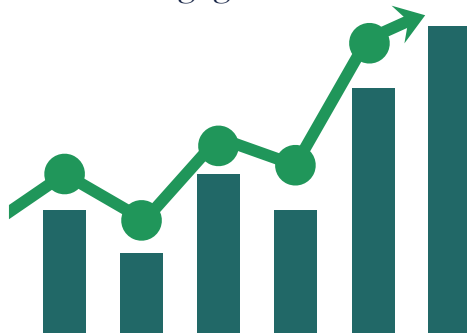
PERFORMANCE

The next step in assessing the success of the Black History Trail involved reviewing data from Google Analytics and Bandwango. These resources provide a view of the trail's impact and popularity. By analyzing Google Analytics metrics, popular pages, visitor behavior, and engagement levels can be identified. Bandwango's detailed records offer insights into participant preferences and behavior, including the most visited landmarks.

This data helps pinpoint areas for improvement and growth opportunities. For example, locations with fewer check-ins may require increased promotion or enhancements to attract more visitors. Location appeal could be increased by adding engaging photos or revising descriptions.

Data was collected from June 1 to July 31, with the trail officially launching on June 26. Views/downloads before the launch were from testing by Destination Gettysburg staff and partners.

Continuous monitoring of these metrics is essential as the trail gains popularity. Regular reviews and updates based on analytics will help sustain the trail's relevance and success, making it a valuable resource for learning and community engagement.



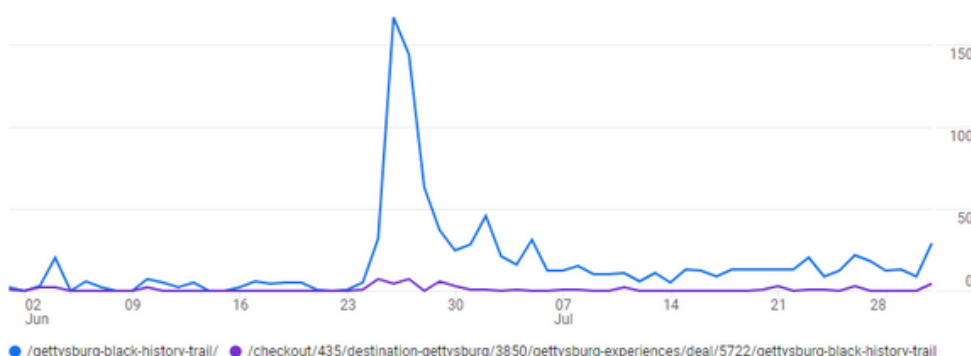
BLACK HISTORY CAMPAIGN

PERFORMANCE

GOOGLE ANALYTICS

By selecting pages and screens and searching the webpage name of the Black History Trail page, I looked at data from June 1 to July 31. The main page was viewed 1,026 times with an average engagement of 33 seconds. The checkout page to download the trail was viewed 55 times with an average engagement of 24 seconds. The difference in views between the pages may indicate viewer disinterest or a desire for more information about the trail. The engagement times are typical, but the longer time spent on the checkout page suggests users may be facing challenges signing up or are carefully reading the information.

Page path and screen class		↓ Views	Users	Views per user	Average engagement time
		1,081 0.26% of total	726 0.59% of total	1.49 Avg -55.76%	34s Avg -68.11%
1	/gettysburg-black-history-trail/	1,026	725	1.42	33s
2	/checkout/435/destination-gettysburg/3850/gettysburg-experiences/deal/5722/gettysburg-black-history-trail	55	40	1.38	24s

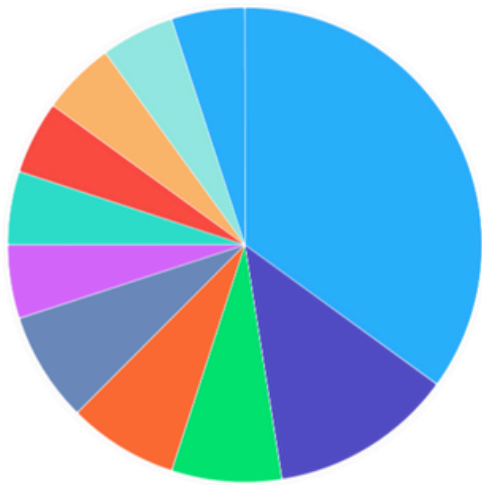


The graph to the left shows page views by date, with a notable spike on June 26 when the trail was released to the public. Before the release, views were from staff and contributors. Viewer numbers are generally consistent with occasional spikes.

BLACK HISTORY CAMPAIGN

PERFORMANCE

BANDWANGO



Lincoln Cemetery
Gettysburg Beyond the Battle Museum
Seminary Ridge Museum and Education Center
Gettysburg National Cemetery
James Warfield House
Thad's Place: Home of the Thaddeus Stevens Society Museum

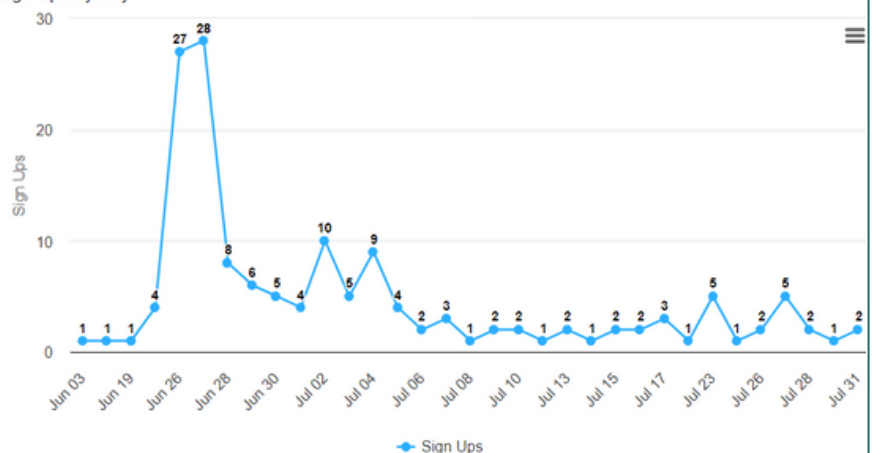
Abraham Brain Farm
Jack and Julia Hopkins House
Gettysburg Lincoln Railroad Station™: Ticket to the Past—Unforgettable Journeys
Gettysburg National Military Park Museum & Visitor Center
St. Paul AME Zion Church

Upon reviewing the check-ins by location, it is evident that the Lincoln Cemetery recorded the highest number of check-ins at 14, followed by the Abraham Brain Farm at four. The significant check-ins at the Lincoln Cemetery are likely due to the release event being held there.

Additionally, the intriguing history associated with the Lincoln Cemetery might be attracting visitors to explore its story. The aim is to have users visit all eleven stops, thus an even distribution is preferred. Apart from the leading two locations, the remaining stops are very close to being equal to achieve this objective.

The correlation between the Google Analytics graph and the Bandwango graph depicting daily sign-ups is crucial for understanding the success of the trail. Both graphs show peaks on the same dates, suggesting that a rise in page views aligns with an increase in trail sign-ups. This correlation indicates that the trail's online visibility and engagement directly impact the number of individuals signing up, highlighting a positive relationship between marketing efforts and user participation.

Sign Ups by Day



BLACK HISTORY CAMPAIGN

CAMPAIGN REFLECTION

In general, I view the campaign as a success. I pinpointed effective channels to market the trail and gained valuable insights throughout the process. Downloads and views mostly increased as anticipated, particularly on holidays and on the release day, which were positive developments.

Yet, the campaign could have achieved greater success if the promotional activities had aligned more closely with the analytics. For instance, the TikTok video was shared on July 12, and it would have been optimal to observe a spike in downloads around that time. Nonetheless, the video still delivered good results through the platform on which it was posted. Newsletters were released on July 8th, and I anticipated an uptick in downloads on or around that date. However, as the newsletters contained crucial information that could be easily found, readers had extended time to open and read the newsletters and could also save the information to view at a later date. Furthermore, the campaign could have experienced greater success with sustained momentum. Apart from Destination Gettysburg, the trail partners also carry the responsibility of promoting the trail to potential users. This aspect of the campaign fell short due to the limited number of overall posts/announcements about the trail. Ideally, with continued momentum, the analytics would have shown more consistent growth without major spikes and drop-offs.



PUBLIC RELATIONS

PRESS RELEASE

To gain experience in news writing and public relations, I was assigned the task of composing a press release to showcase Gettysburg as a leading autumn destination to be published in the fall of 2024. The objective of the press release is to draw in visitors and boost tourism in Gettysburg during the fall season, highlighting it as a premier destination for travelers to enjoy the area's beauty and attractions at that time of year.

*** FOR IMMEDIATE RELEASE ***

Autumn Adventures Await in Gettysburg, Pa.

Explore history, festivals, and scenic beauty

As summer bids farewell and crisp autumn air is on the way, Gettysburg invites visitors to immerse themselves in the beauty of the fall season. This small town transforms into a haven of vibrant foliage and historic charm with an array of seasonal activities that make it an ideal autumn destination.

History meets nature's masterpiece in Gettysburg each fall. Quaint cafes and local shops display fall decorations, creating a cozy atmosphere perfect for strolling the streets and enjoying pumpkin-flavored treats. Stepping into this historic town during this season reveals a blend of rich history and stunning fall scenery.

"Gettysburg is a must-visit fall destination for those in search of a small-town getaway," Destination Gettysburg President and CEO Karl Piertzak said. "You can start your day apple picking, spend the afternoon at one of our festivals, and end the night dining at a restaurant serving dishes made with locally grown ingredients."

During this season, visitors can gaze upon the hallowed ground of Gettysburg National Military Park against a background of reds, yellows, and oranges. Embark on a guided tour of the battlefield, where history comes alive amidst the autumn palette. For a more adventurous journey, saddle up for an exciting horseback tour, weaving through the battlefield under a canopy of colorful leaves.

Adams County is known for its major role in apple production and is celebrated for its rich and diverse apple harvest each fall. The region's favorable conditions contribute to a bountiful harvest season every year. To explore this vibrant agriculture, follow The Adams County Crop Hop, a self-guided trail perfect to follow this time or the year.

Those seeking to explore the spooky side of Gettysburg can look forward to a variety of ghost tours. Learn about the eerie tales and stories of Gettysburg while keeping an eye out for orbs and ghostly figures.

Exciting events during this fall season include:

- Gettysburg Wine and Music Festival (Sept. 7-8): Come enjoy live music, delicious food, and savor hundreds of wines and spirits.
- World War II Weekend at Eisenhower National Historic Site (Sept. 20-22): Join the National Park Service in commemorating the events of 80 years ago.
- Historic Barn Tour of Gettysburg and Adams County (Sept. 21): Explore historic barns and other points of interest around town.
- Sweet Potato Festival in East Berlin (Sept. 21-22): Enjoy craft vendors, music, pumpkins, various sweet potato foods, and more.
- National Apple Harvest Festival (Oct. 5-6 & 12-13): Celebrate the season with festive and delicious food, orchard tours, craftsman demonstrations, and farm animals.
- Halloween Parade (Oct. 22): Get in the spooky mood by watching the parade, where there are decorated floats, creative costumes, and sweet candy.
- Family Oktoberfest (Oct. 26 & 27): Visit 40-plus craft vendors and enjoy music, barns tours, and living history programs.

A comprehensive list of fall festivities in Gettysburg can be found at <https://destinationgettysburg.com/things-to-do/gettysburg-pa-events/>

REFLECTION

During my internship at Destination Gettysburg, I honed existing skills and acquired new ones to better equip myself for the professional world. I gained hands-on experience by contributing to a significant project and had the opportunity to unleash my creativity by crafting engaging social media posts. This experience also introduced me to the diverse field of destination marketing, broadening my understanding of its impact on local communities.

Exploring Google Analytics was a new challenge for me, but I now can confidently navigate the platform and extract relevant data. Engaging with Google Analytics sharpened my deductive reasoning skills as I drew insights from the data provided.

A major part of my internship was delving into content creation and social media management. Crafting engaging posts and analyzing their performance allowed me to better understand audience behavior and their preferences, particularly in the context of tourism. During this process, I received valuable guidance on social media creation that I can apply to future projects.

Participating in a Black History marketing campaign was a particularly rewarding experience. From brainstorming sessions to execution, I gained a comprehensive understanding of the planning and implementation processes. This hands-on experience was invaluable, providing me with a realistic view of the challenges and successes in the marketing industry. This project helped me visualize the importance of implementing diversity, equity, and inclusion practices and equipped me with strategies for promoting inclusivity in the business world.

Collaborating closely with a diverse team during my internship significantly enhanced my communication and teamwork skills. This experience provided insights into office dynamics, conflict resolution, and effective communication with colleagues.

Overall, my time at Destination Gettysburg was transformative. It provided me with a wide skill set and a deeper appreciation for the intricacies of marketing. I am now more confident in my abilities and excited to apply what I've learned to future professional endeavors and schooling.