



Outreach Strategy Kit

COMMUNITY VALUES

CONNECTION | GRIT | OUR ANCESTORS | NATURE AS SUSTENANCE | REVERENCE OF NATURAL SYSTEMS





OUR COMMUNITY VALUES | August 2021 | CORDOVA, ALASKA

[CONNECTION] Our small, isolated town affords us a slower pace that allows for genuine connection. We are open-minded, and wholeheartedly welcome people from other places.

[GRIT] We are a hard-working Alaskan community built on the backbone of commercial fishing. We are shaped by our perseverance.

[OUR ANCESTORS] We honor Alaska Natives who have lived in this region for centuries, and we continue to learn from their wisdom and traditions.

[NATURE AS SUSTENANCE] We are deeply connected to nature, and sustain ourselves through fishing, hunting, foraging and outdoor recreation.

[REVERENCE OF NATURAL SYSTEMS] We have deep respect for the natural environment that affords us our way of life, and as a result we protect it. Our immersion in natural systems drives our scientific curiosity and inspires our creative expression.



Target Marget

Use the below information when doing targeted ads.

- **Independant Adventurer**

- 35-64 yrs of age
- Household income of +\$100k
- 8-14 day trip preference
- scenery/nature
- Looking for new experiences/places
- Desires consumption of local culture / businesses
- Wildlife Photographers
- Artist

- **Backpackers**

- **RV/Van Life**

- **Sailors**



Tips for you to use these sites to your advantage:

1) Join Google Maps! Google is the go to to find business information (hours & location). All chamber members are added to our interactive google map on the Visit Cordova website. Make sure your google info is up to date.

2) Join Trip Advisor! Be part of the worlds largest travel platform along with other local businesses.

3) Join the Cordova Chamber of Commerce! As a member you receive business referrals, publicity and media exposure on the most visited website about Cordova.

4) Ask for a Review! A word of mouth referral is the most effective way to connect with new people and bring guests back. Ask guests, clients, visitors to give you a review on Google and Trip Advisor.

DESTINATION WEBSITES

The following websites are the top destination sites used by businesses in Cordova. The more businesses that join the higher ranking Cordova is in all searches, making your business easier to find.



Chamber Member



Google Maps



Trip Advisor

Other destination websites that are focused on marketing travel in Alaska..

ATIA, TRAVEL ALASKA, ALASKA.ORG, MILEPOST



Slogans

See Life

World's Richest Waters

(Historical)

Off the Beaten Path, Worth the Journey

Alaska's Hidden Treasure

Alaska's Friendly City

Adventure Awaits in Cordova

TOUCH POINTS

The content on this page has been used in other marketing ads and is here for you to reuse or to provide inspiration.

The world's richest waters converge at Cordova and produce an abundance of natural life unlike anywhere else on Earth.

It's all the best things in life nestled into a community that never takes it for granted.

A real, lively community (authentic, artistic, friendly residents; strong sense of community; events & festivals)

Ranked #1 Safest & Smartest City in Alaska, 2017 Safewise & Zippia Reports

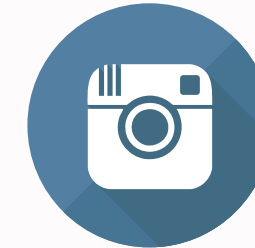
Out-your-door access to adventure (glaciers, rainforests, marine, alpine, wildlife, fishing)

Check off all the items on your Alaska Bucket List (glaciers, rainforests, marine, alpine, wildlife, fishing)

In-tact Ecosystems to Explore



Social Media



Follow
VISIT
CORDOVA

Share
VISIT
CORDOVA
images

Tag
@VisitCordova
so others
can reshare

Hashtags

#VisitCordova #CordovaAK #TravelAlaska
#WorldsRichestWaters #SeeLife

Camel Case hastags to make them sreen reader accessible.

Camel Case is when you capitalize each word in a hashtag.

#World's Richest Waters



pineapple_and_coconut Vietnamese inspired Salmon Rice Noodle Bowls with Mango Nuoc Cham.

New recipe on my blog today. Inspired by recipes from Andrea Nguyen's book "Vietnamese Food Every Day". @andreanguyen88. Recipes from her book have become staples in my house, and this is my version of her rice noodle salad bowl and I adapted her Nuoc Cham recipe by adding pureed mango.

I was sent some absolutely gorgeous wild Sockeye salmon from @pws.wild.salmon and I made this recipe the day the fish arrived. I got it straight from Alaska, the day after it was caught. It doesn't get much fresher than that.

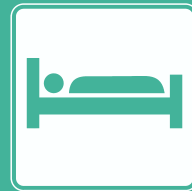
Gorgeous salmon from #WorldsRichestWaters combined with a ton of fresh veg, herbs, rice noodles and a sweet, salty, sour and umami mango nuoc cham. A perfect summertime



Prince William Sound Science Center and the Copper River Prince William Sound Marketing Association have been using the term "World's Richest Waters" for years. They have ample examples of how they incorporate the verbage into their posts.

SOCIAL MEDIA EXAMPLES

The following are social media post examples for different types of businesses but can be inspiration for all businesses.



Wake up every morning with a view of the world's richest waters, the Prince William Sound at (Lodging Location).



The world's richest waters produce an abundance of natural life unlike anywhere else on Earth and you're invited to come hike/bike/fish/hunt explore all we have to offer. Check out our tour packages.



Before/After/In between adventures on the world's richest waters come relax and have a drink with us.



Get the best view of the world's richest waters: Copper River Delta and Prince William Sound all in one flight with (aviation company).



The world's richest waters produce an abundance of natural life: foliage, fauna, and wildlife that gives inspiration to creative artistic inspiration. Come shop local creations here at the (your company).



We (direct market fisherfolk) deliver the most delicious salmon in the world, harvested from the world's richest waters ready to be eaten at your table.



COLLABORATIONS

Joint Venture Packages: Create packages with local businesses to give guests an experience from start to finish. This is one way to support one another and gives your guests a well rounded view of all Cordova has to offer.

Examples Packages:

Artist's Way Package (Art/Photography class, Musuems Tour with Lodging and Pre-packaged Meal)
Sea Life Package (Mariculture and PWSSC Tour with Lodging and Breakfast,Lunch, Dinner voucher)