



NJ Scenic Byways Program

Marketing Your Byway





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Roadmap for Promotion: Marketing our Byway

- Step One: Set goals for our marketing effort
- Step Two: Do the homework
- Step Three: Write the marketing plan
- Step Four: Put the plan into action and revise as needed

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Step One: Setting the Goals

- Communicating the importance and benefit of the local byway to key stakeholders, including municipalities, elected officials, governmental partners and other decision makers.
- Expanding the base of byway partners including schools, businesses, and other organizations.
- Maximizing limited resources for outreach, paid media placement and other tactical marketing approaches.
- Leveraging new technologies to market the byway, including social marketing on Facebook and Twitter.
- Understanding and reaching potential markets for byways travel, cost- and time-efficiently.





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Step Two: Do the Homework

- Who are we? Who are our neighbors? Who are our partners?
- Can we expand our base of partners to include schools, businesses and other organizations?
- Who are other beneficiaries—real estate brokers, campgrounds, restaurants, etc?
- Why is the byway important to our key stakeholders, including municipalities, elected officials, governmental partners and other decision makers?
- How can we present our benefits, and engage them in our marketing effort?

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More Homework



Attracting new markets:

- Develop a detailed profile of current and potential travelers as the foundation of a targeted marketing campaign
- Assess current outreach tools
- Identify partnering opportunities for promotion
- Identify public and/or funding sources to implement the CMP

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Step Three: Write the Plan

Identify specific marketing objectives to provide a focus for messaging and tactics. These might include:

- Develop our byway as a destination for tourists/travelers visiting the area, including access to attractions in the byway corridor
- Develop our detailed profile of current and potential travelers as the foundation of a targeted marketing campaign
- Develop our interactive website to stimulate byway visits
- Identify public and/or funding sources to implement the CMP

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Identify Tactics

Great campaigns start with a marketing plan to focus tactics on the most effective ways to reach the target audience. It should include:

- Overarching message, including brand, tagline and headlines, consistent with the mission “roads build communities.”
- Audience-focused tactics (for example, a collaborative effort with AARP to reach older travelers, byway marketing toolkits for attractions, hand-outs at gas stations, cooperative arrangements with partners for links to your website, etc.)
- A budget
- A timeline and marketing calendar



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Addressing the Challenges: Identifying Stakeholders

Developing a stakeholder identification process can be as simple and straight forward as asking groups or individuals some of the following questions:

- Have you heard of ABC byway? Do you know where it is?
- Have you ever visited ABC byway? Why did you visit?
- Would you recommend visiting the byway to a friend or a group? Why or why not?
- For you, what is or would be the most compelling reason to support ABC byway? Are there any reasons not to?
- Have you visited ABC byway's website? How many times? Did you find the information you needed?
- Do you use Facebook? Twitter? YouTube?

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Identify Tactics to Reach Partners

Utilize customizable tools for meetings, public outreach and interactions with the media, including:

- Press release examples
- PowerPoint examples
- Hand-Out examples
- Live-Read Radio Announcements



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Use Social Media to Reach New Markets

Social media are online tools for exchanging information, ideas and resources—social networking is the use of social media to connect with partners, stakeholders and visitors. The use of social media offers:

- Low cost outreach
- Unlimited access to stakeholders
- Simplicity and flexibility
- A means to build relationships that can easily be integrated into a byway marketing effort

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Leverage Free Resources to Expand our Market

A variety of local and nationwide resources is available to help with marketing and promotion to current and potential stakeholders and byway travelers, including:

- New Jersey Tourism
- New Jersey Destination Management Organization
- New Jersey Visitors Network
- Federal Highway Administration's National Scenic Byways Program
- AAA Travel
- TripAdvisor





How to Contact Us

Marketing Your Byway

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