

propeller marketing





Propeller Marketing is a full-service advertising agency in Fishers, IN that specializes in promoting Indiana communities through destination marketing and economic development.

Propeller Marketing is...

- A certified Woman-Owned Business Enterprise with the State of Indiana
- An allied member of the Indiana Tourism Association
- A two-time winner of the Indiana Tourism Award
- A member of the Destination Development Association
- A member of Indy Chamber and OneZone (Fishers/Carmel Chamber of Commerce)



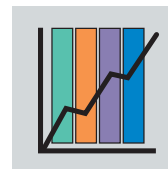
Services and Capabilities



CREATIVE SERVICES
AND
BRAND DEVELOPMENT



CONTENT
AND
STORY-TELLING



MEDIA PLANNING
AND
PLACEMENT



WEBSITE DESIGN
AND
DEVELOPMENT

- Brand Development
- Community Outreach
- Copywriting/Content Development
- Creative Services
- Graphic Design
- Logo Design
- Market Research
- Marketing Plan Development

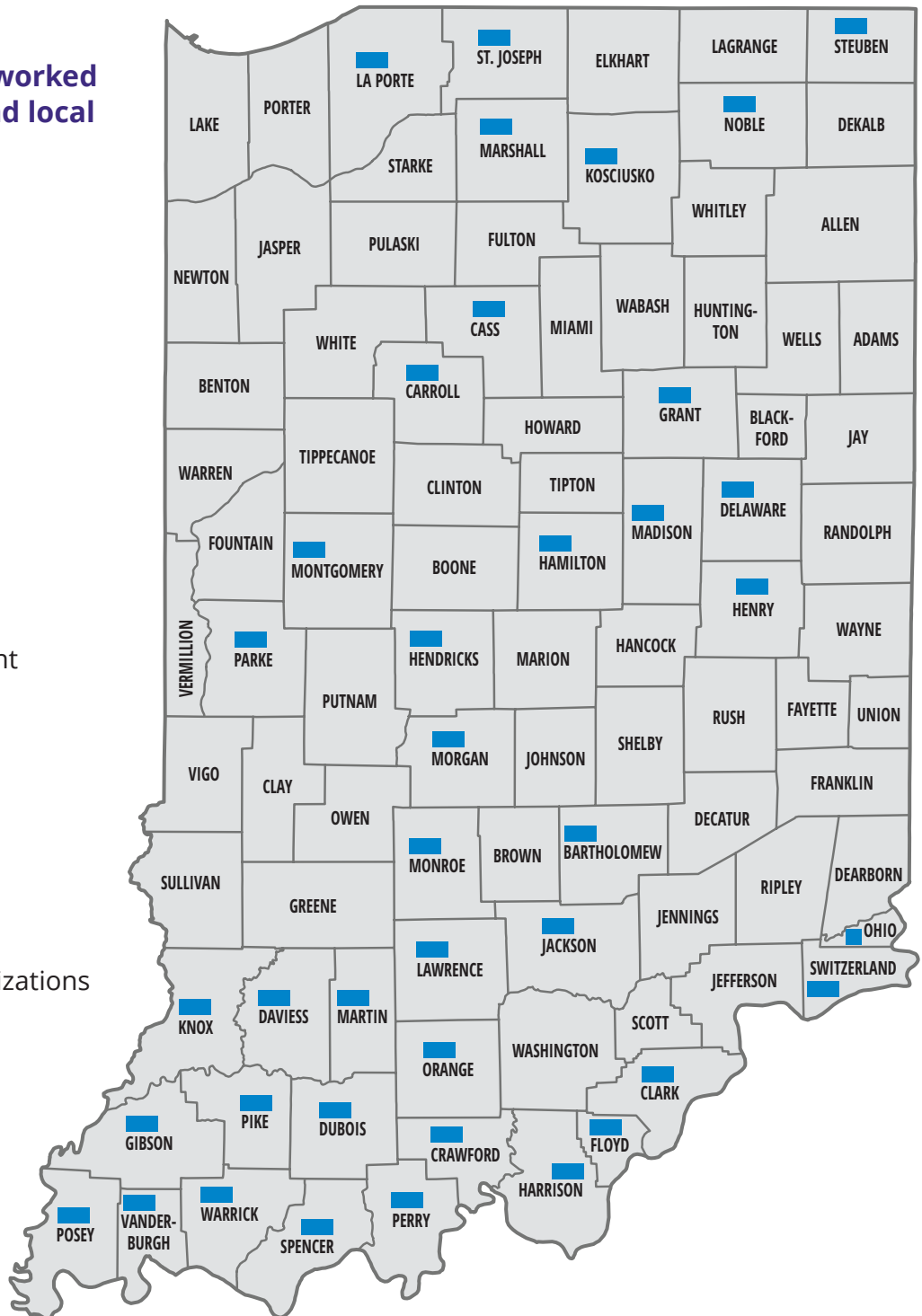
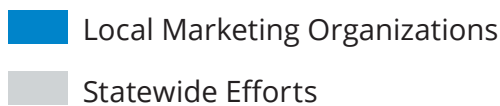
- Media Planning
- Media Placement
- Partner Development
- Photo Editing
- Production Management
- Project Management
- Public Relations
- Publishing

- Results Reporting
- Search Engine Marketing
- Search Engine Optimization
- Social Media Strategy/Implementation
- Strategic Planning
- Website Design and Development
- Website Analytics

For 20 years, Propeller Marketing has partnered with Indiana communities in all 92 counties to tell Indiana's unique stories.

Propeller Marketing has worked with statewide efforts and local marketing organizations:

- Indiana Office of Tourism Development
- Indiana Tourism Association
- Indiana State Festivals Association
- Pete Dye Golf Trail
- Visit Indiana Golf
- Indiana Grown
- Indiana Artisan
- Destination Marketing Organizations
- Local Economic Development Organizations



Brand Development and Strategies

Propeller's brand development process is always custom-made to fit each community's unique culture and needs. With you, we design the brand promise, personality and voice, the graphic representation of the community and the tools to bring the brand to life.

Town of Cicero

The municipality, the individual departments and tourism marketing were represented by different logos. Propeller created a concise brand strategy that represented the Town of Cicero as a whole. A family of logos were designed to communicate best to each audience.



La Porte County Office of Community and Economic Development

La Porte County's local economic development office expanded its mission to include community development. The new brand's graphic representation is sleek and contemporary to help communicate La Porte County's vision for the future.

Fishers Arts Council

The revitalized organization received a new logo and brand strategy by Propeller Marketing as part of their overall transformation.



Lawrence County Tourism Commission

Limestone Country effectively communicates its outdoor recreation and limestone identity with their new brand strategy and logo.



Indiana Tourism Association

When the Association of Indiana Convention & Visitors Bureaus broadened the organization's scope to include all components of the Indiana tourism industry, Propeller was selected to create a new name and visual identity for the new organization.



Marion-Grant County Visitors Bureau

This destination is well-known for motorcycle events, classic car shows and the birthplace of legendary actor, James Dean. Propeller created a retro "classic cool" brand to attract visitors to the area.



Nickel Plate District

The district in the City of Fishers is promoted to residents, tourists and businesses to encourage visitation and economic development. The district is defined by a logo Propeller Marketing created, which was inspired by the city's railroad heritage.



Noble County Convention & Visitors Bureau

This destination is an oasis of rural landscapes, wooded trails and numerous small lakes. Here, nature can rejuvenate you. Noble County's new brand evokes a vibrant adoration for nature that resonates with travelers who want to leave city life behind for a weekend.



Parke County Visitors Commission

Propeller created the new brand strategy and logo for The Covered Bridge Capital of the World™ and site of the state's largest festival.



Southern Indiana Regional Marketing Cooperative (SIRMC)

SIRMC received a new name, logo, brand strategy and marketing materials from Propeller Marketing to motivate travelers to visit the 15-county area.

Spencer County Visitors Bureau

Propeller developed a new logo for the Visitors Bureau and promotional logos for the destination's two very diverse travel products – Abe Lincoln's boyhood home attractions and the town of Santa Claus, Indiana.



Vincennes/Knox County Visitors & Tourism Bureau

Propeller Marketing developed a logo and tagline that focus on Knox County's historical assets. Vincennes is Indiana's First City and the home of historic re-enactments and the stunning George Rogers Clark National Historical Park.

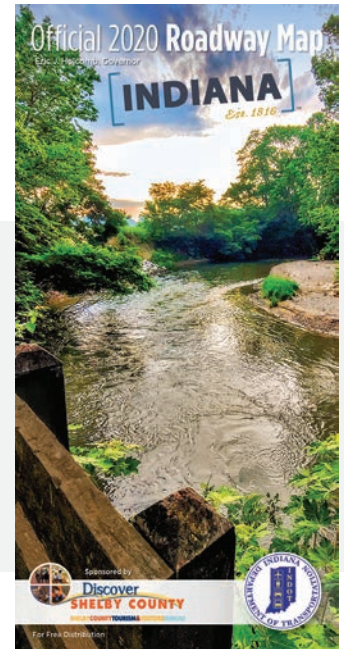


RELIVE *the* STORY

Print Publications

Indiana Travel Publications

Propeller Marketing has produced statewide travel publications for visitors including the Official Indiana Roadway Map (Indiana Office of Tourism Development and Indiana Department of Transportation) and the Indiana Festival Guide™ (Indiana State Festivals Association™). Propeller's range of responsibilities included layout, design, data collection, proofreading and print management.



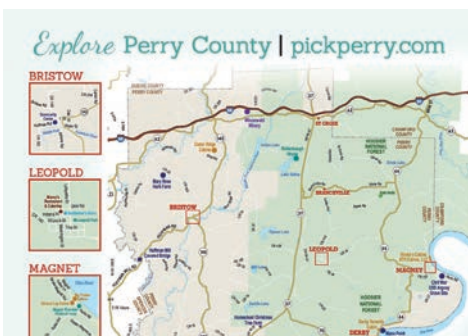
Hendricks County Wedding Guide

Propeller Marketing designed this stylish publication to motivate brides and grooms to select Hendricks County for their special day.



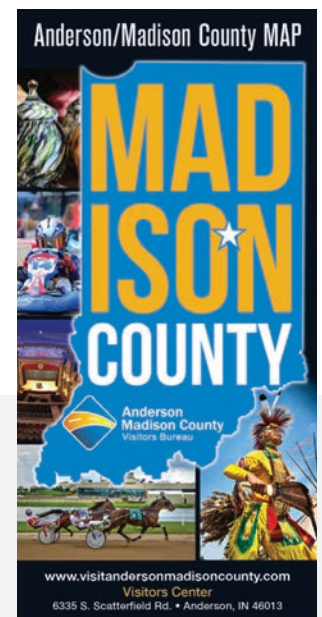
Hendricks County Calendar

To highlight local events for residents, Propeller created pagination, month grids and layout of this custom calendar.



Perry County Tear-off Maps

Propeller planned layout and plotted county assets for this custom designed county and downtown maps for visitors.





Winner of the Indiana Tourism Award for Best Leisure Marketing Campaign

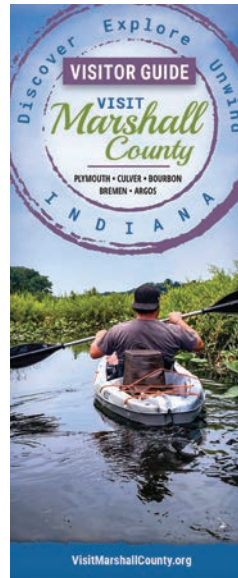
Grant County Visitors Bureau

Propeller Marketing reimagined Grant County's visual identity in a classic cool rebrand. The new look was achieved through a new visitor guide, display ads, e-newsletter and other marketing efforts.



Lawrence County Tourism Commission

This visitor guide for Lawrence County was created by Propeller Marketing, including copywriting and graphic design of ads, maps and editorial pages.



Visit Marshall County

Propeller Marketing provided copywriting services, photo editing, pagination, graphic design and coordinated the printing.



Noble County CVB

Noble County is an oasis of serenity and natural beauty in northeast Indiana. This new publication guides visitors through the rural landscapes and backroads to Noble County's favorite spots.



NAFDMA - Agritourism Convention Materials

Propeller Marketing managed this project through asset management, copy editing, pagination and graphic design, including schedule grids, wall graphics, signage, social graphics and maps.



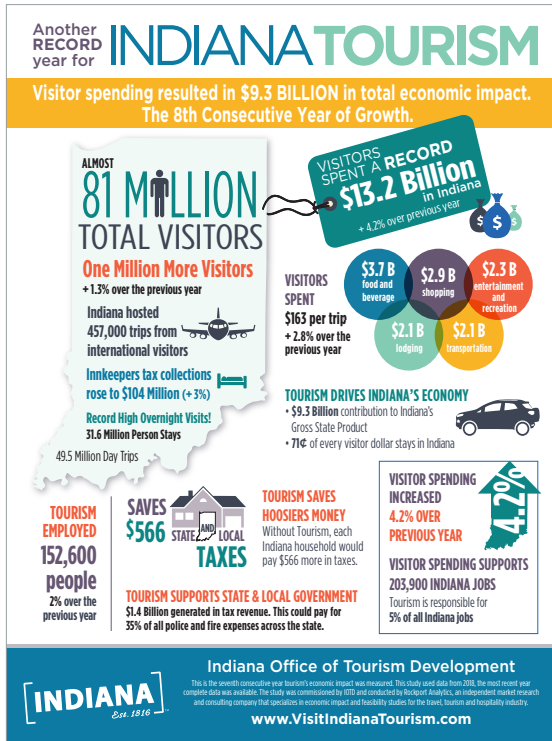
Morgan County Convention and Visitors Bureau

Propeller Marketing developed a new visitor guide and a Martinsville downtown map for the Morgan County CVB. This publication features the unique small towns found between Indianapolis and Bloomington and showcases the art, antiques, farms and hometown dining enjoyed there.



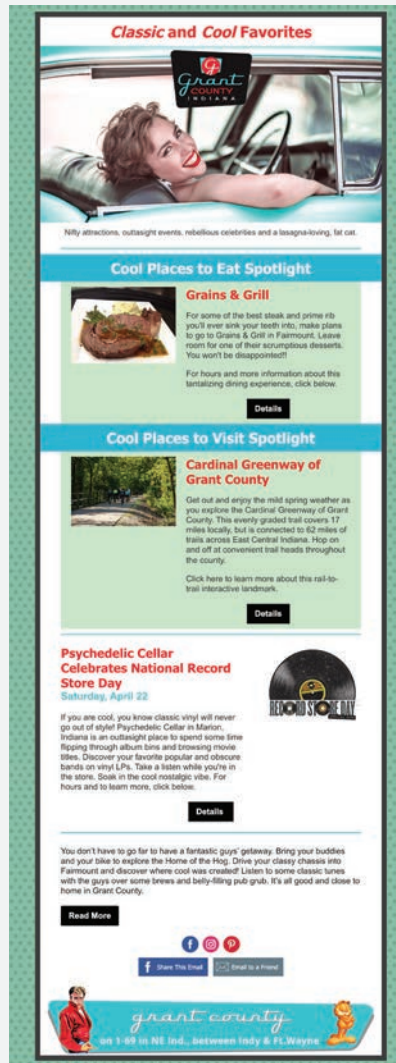
Infographics

Propeller helps organizations share their communication points through infographics. We select the most relevant and motivating data and translate that information into strong visuals that motivate the intended audience.



E-newsletters

Propeller creates mobile-friendly e-newsletter campaigns that achieve results. We develop content, create the design, report on effectiveness and manage recipient lists. Current clients reach an average open rate of 20-30% with each e-newsletter.



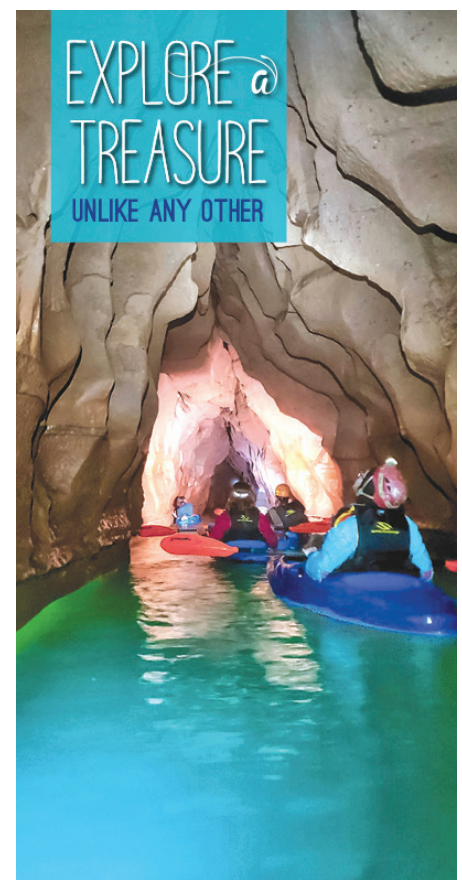
E-flipbooks

An e-flipbook is a mobile/tablet-friendly publication that features outbound links, social sharing and embedded video in a fun, interactive experience. Propeller creates e-flipbooks for visitor guides and other printed publications.



Digital Ads

Propeller creates digital ad campaigns that are thoughtfully designed to achieve trackable client objectives. Artwork and messaging are crafted uniquely for each ad placement to maximize click throughs and visitor engagement.



Social Media

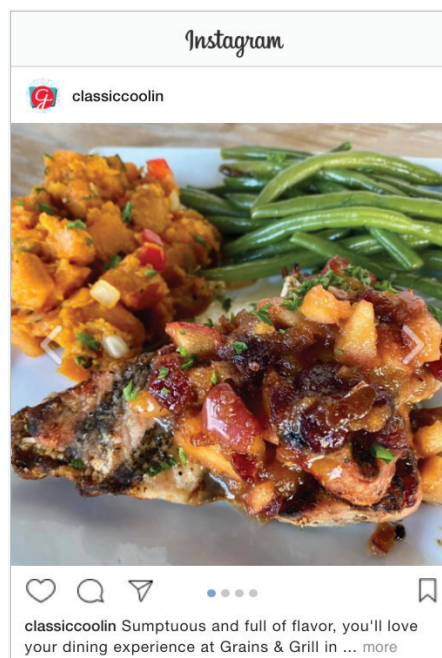
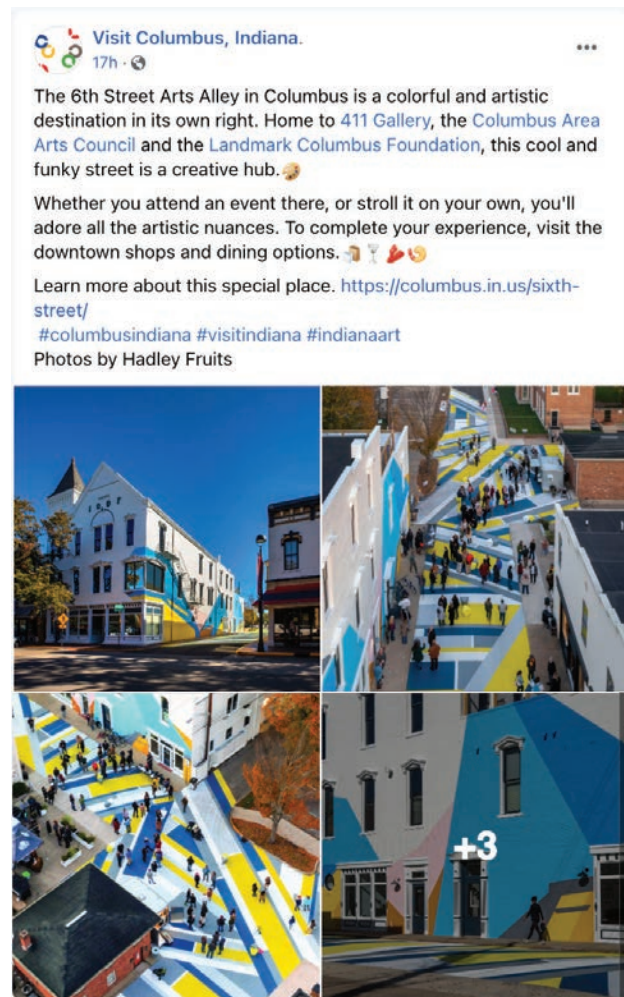
Strategy & Implementation

Propeller approaches social media as an essential part of a community's communication strategy. We create a custom social media strategy and a calendar of social media posts to complement the community's marketing efforts. Propeller can implement the strategy by creating strong images with content and broadcasting them frequently on social media channels on your behalf.

Advertising

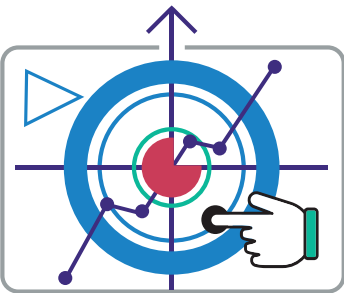
In addition to social media posts, Propeller also creates advertising campaigns on social media channels. These campaigns are remarkably affordable and effective for growing brand awareness and festival/ event attendance.

Although we are experts in several social media channels, we find that Facebook is especially valuable to reach and motivate a targeted audience with both organic posts and paid ads.



Media Ad Campaigns

Propeller Marketing specializes in promoting Indiana communities. Let us put more than 30 years of media buying expertise to work for you. Our approach to media planning and placement is strategic and custom-made for every client. We utilize today's most effective media opportunities – no matter the size of your budget.



The media campaigns we create for our clients generate awareness and measurable results, such as:

- Clicks to website
- Facebook likes, shares and comments
- E-newsletter sign-ups
- Video views
- Event RSVPs



A thoughtful “media mix” helps your message best reach your target audience. Our expertise includes all forms of media:

- Digital ads
- Google Ads
- Facebook and Instagram ads
- TV and radio commercials
- Print ads
- Outdoor billboards

Media Planning/Ad Placement Services

What we provide

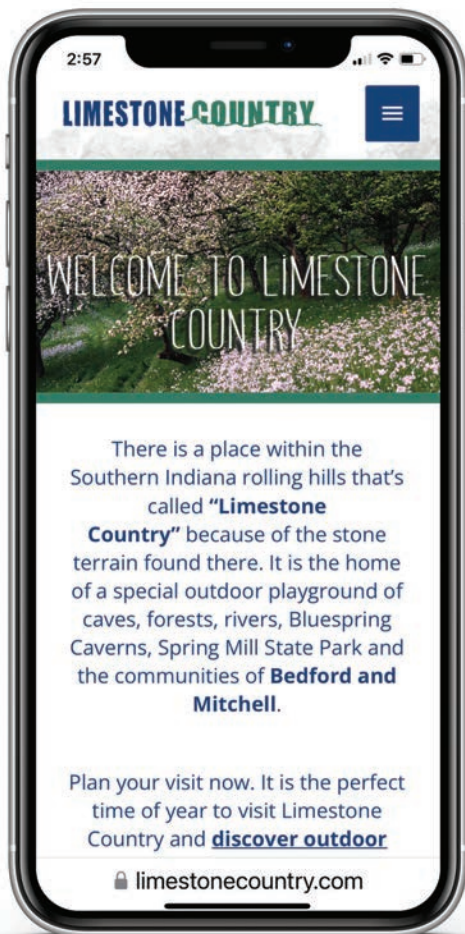
- Strategy planning
- Media and plan development
- Media negotiations
- Communications with media reps
- Order placement and confirmation
- Submission of ad artwork to media and campaign URLs for Google Analytics 4 tracking
- Monitoring of placed media
- Proof of performance
- Payment to media vendors

What you will receive

- Strategy/media approach document
- Media campaign calendar with budgets and media plan details for each campaign
- Negotiated rates including added-value, if possible
- Freedom from media reps contacting you
- A single invoice with a detailed campaign summary
- Hassle-free media placement
- Confidence that media is running as planned
- Concise and complete results report for each campaign that is ready to share with your board or committee
- A fully executed media ad campaign

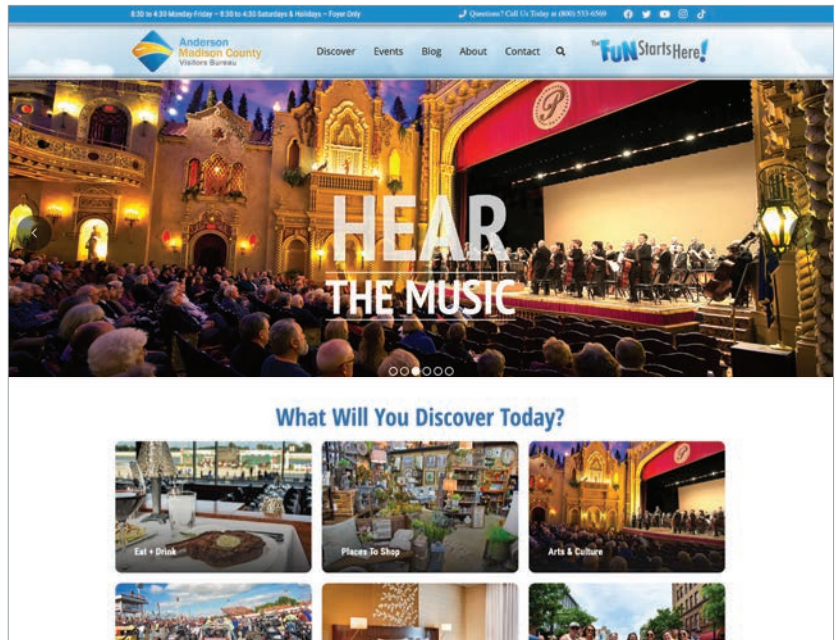
Websites

Propeller custom designs robust websites for Indiana communities. Each site is created with today's best practices for design, search engine optimization (SEO) and conversions. Many community websites have been produced by Propeller to reach visitors and residents alike, on desktop and mobile devices.



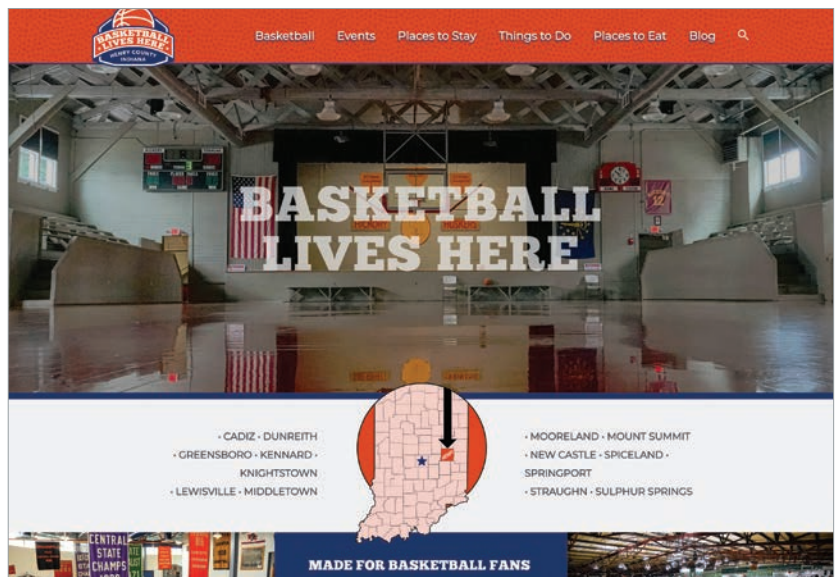
limestonecountry.com

This site design conveys the unique family outdoor recreation adventures found in Limestone Country (Lawrence County). Attraction, recreation, shopping, lodging and dining listings and an event calendar feed the search function of this site.



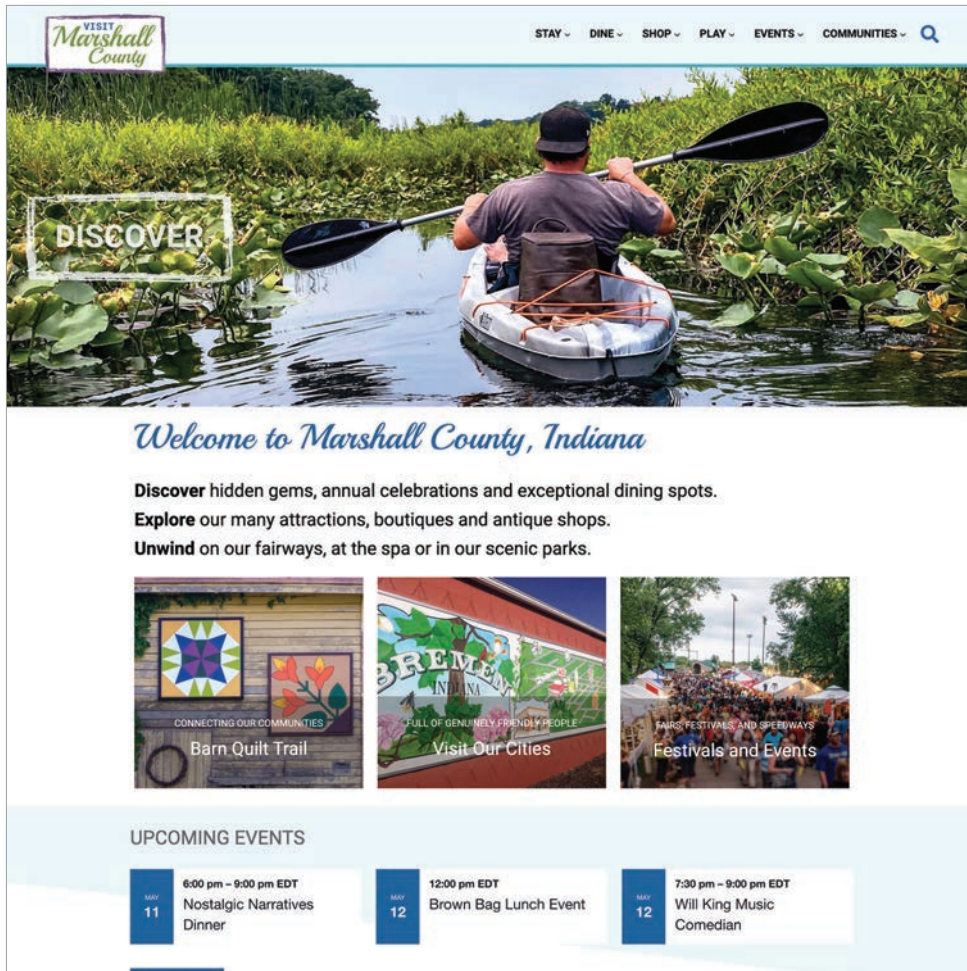
visitandersonmadisoncounty.com

Propeller developed Visit Anderson Madison County's new destination website with new functionality to best convert website visitors into actual travelers. Visitors demonstrate that they intend to travel by taking specific action steps on the website such as signing up for an newsletter, flipping through the digital Visitor Guide, viewing maps and perusing the event calendar. Website analytics capture this visitor data and helps to determine the site's effectiveness.



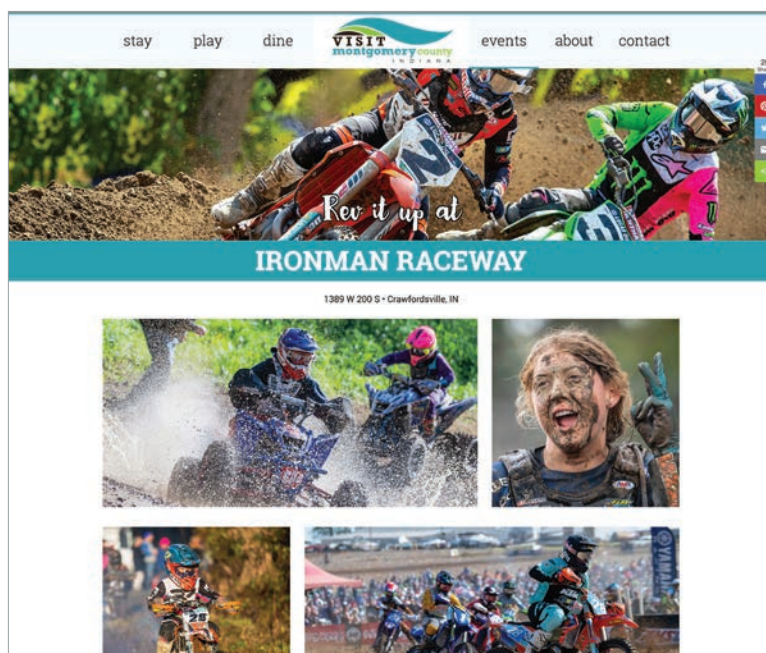
hoopsinhenry.com

Propeller designed and built the hoopsinhenry.com website for the Henry County Destination Development and the Tourism Commission.



visitmarshallcounty.com

Propeller custom designed and built the new website for the Marshall County Convention and Visitors Bureau.




visitmoco.com Landing Pages

Visit Montgomery County Indiana asked Propeller to design a series of landing pages to showcase their top events.




Blogs

Indiana communities rely upon Propeller Marketing to create engaging content for their websites. Propeller crafts frequent blog posts that include strong story-telling and strategic keywords to help drive web traffic through search engine optimization (SEO) and to engage readers.




Say "I Do" to A Wedding In Grant County

Blog




Did you say "yes!" to a marriage proposal recently? If so, congratulations! Now, where are you going to say, "I do?" Avoid the high costs in the big cities, and have the romantic day of your dreams in Grant County Indiana. There are a variety of venues offering historic elegance, classic & fun or rustic-chic atmospheres. We've put together a convenient list of venues to help you find the perfect place for your dream-come-true wedding day.




Bliss Barn at Kelsay Farm


Bliss Barn at Kelsay Farm, Fairmount

Built in 1921, Bliss Barn has been restored to gather loved ones and





PET-FRIENDLY PLACES TO "SIT-AND-STAY" IN COLUMBUS, INDIANA




RAISE THE WOOF FOR THESE PET-FRIENDLY HOTELS

We are "paw-sitively" enchanted with **Hotel Indigo Columbus Architectural Center** which has a canine Hotel Ambassador named **Tripp**. This adorable Bichon Frise will welcome you as you arrive. If you catch him in between naps, you might even get a snuggle. Bring your own pet for a nose-to-nose pose with Tripp.

Other hotels that welcome your pets:

- Best Western Edinburgh/Columbus
- Charwood Suites, Columbus
- Comfort Inn, Edinburgh
- Days Inn by Wyndham, Columbus
- Econo Lodge Inn & Suites, Columbus
- Hampton Inn, Columbus/Taylorsville/Edinburgh
- Hilton Garden Inn, Columbus/Edinburgh
- Holiday Inn, Columbus
- Home2Suites by Hilton, Columbus
- LaQuinta Inn & Suites by Wyndham, Columbus/Edinburgh
- Red Roof, Columbus/Taylorsville
- Residence Inn by Marriott, Columbus



DOGGIE DINING – BEST PLACES TO SAY "BONE APPETIT"

If you bring your dog, you won't need to take home a doggie bag. **These eateries** offer outdoor dining where your pup is welcome.



- **JOCELYN VARE - Founder and Sole Owner.** Jocelyn's experience represents a breadth of industries with a sharp focus on Indiana communities and organizations.

Jocelyn is from South Bend and received her B.A. in Public and Corporate Communications from Butler University.

Jocelyn's expertise was first developed at Indianapolis advertising agencies with accounts including Coca-Cola, Papa John's Pizza, the Hoosier Lottery and the Indiana Office of Tourism Development. Jocelyn's work included strategic planning, budget management, client service and campaign development and the management of an award-winning advertising campaign for the Hoosier Lottery.

Jocelyn is a member of the Fishers City Council, a board member of Nickel Plate Arts, a graduate of the Fishers Government Academy, Hamilton County Leadership Academy, Indiana Communities Institute's Economic Development Course and Ball State's Community Development Course.

- **SUSAN ROSS-LONG - Senior Media Strategist.** Susan brings over 30 years of media planning/purchasing experience in consumer product and travel and tourism marketing to the clients she serves. Over that time, her areas of expertise have grown as media delivery and consumption has changed tremendously. Susan's knowledge and expertise range broadly from identifying and targeting specific audiences through digital ads and OTT/CTV utilizing behavioral, contextual, and mobile device ID tactics, to social media ads, Google Ads, traditional broadcast tv and radio, cable, satellite radio, public radio and tv, to local and national print, magazines, and outdoor advertising. Susan is a well-respected media strategist and negotiator who develops highly effective marketing campaigns that best align a client's objectives with available resources.

Prior to joining the Propeller team, Susan served as the media and promotions manager for the Hoosier Lottery developing annual media buys and time-sensitive product and promotional media campaigns. In addition to those responsibilities, Susan negotiated consumer and retailer promotions and marketing sponsorships with attractions and Indiana sports teams some of which include the Colts, Pacers, Indianapolis Indians, Indianapolis Ice, Evansville Otters, Ft. Wayne Wizards (now TinCaps), Ft. Wayne Komets, South Bend Silver Hawks (now Cubs), and numerous racing tracks and speedways across Indiana.

- **BONNIE SURBER - Senior Content Marketing Manager.** Bonnie is responsible for creating content for clients' social media, websites, apps, digital ads and print ads. Bonnie's career began at a radio station while attending Indiana State University, majoring in Radio-TV-Film. Upon moving to Indianapolis, Bonnie worked at a television station before joining an event marketing firm. Bonnie was responsible for marketing entertainment properties such as Ringling Bros. and Barnum & Bailey Circus, Disney on Ice, The Harlem Globetrotters, Indianapolis Boat, Sport and Travel Show, Indianapolis Motor Speedway projects, and a car and truck show series.

Next, Bonnie joined an Indianapolis advertising agency, moving up to the Media Director position while working with a variety of advertisers including Indiana Tourism, The Hoosier Lottery, Duke Energy, RCA, Huntington Bank and IU Health Hospitals.

Most recently, Bonnie was the Marketing Manager at The Children's Museum of Indianapolis. She managed The Children's Museum Guild's Haunted House marketing, oversaw advertising, managed Google Ads campaigns and developed promotions.

- **PENNY PENNINGTON - Senior Creative Designer.** Penny is a graduate of the University of Indianapolis with a B.A. in Fine Art and Commercial Art. Penny has managed the creative process from concept and execution to pre-press and print production for hundreds of projects. She has an uncanny knack for grasping a client's vision, then implements that vision using problem solving and multi-tasking abilities.

Penny's creative talent has been the face of many organizations representing multiple industries including ministries, financial, health care, nurseries, sports, food and travel/tourism. Penny is also an aspiring photographer and digital photo art designer.

- **MIKE DURBIN - Web Developer.** Mike was a Propeller Marketing employee for several years until he started his own web development/design firm in 2013. Since then, Mike and his company, Midnight Viking, have been a contractor of Propeller, creating responsive, modern websites. His specialties include HTML, CSS PHP, MySQL AS3 C#, jQuery, Javascript ASP, WordPress, Concrete5 and more.

Company Background & Contact Info



Jocelyn K Vare

President

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jocelyn@propellermktg.com

T - @JocelynKVare

FB - Jocelyn Kapsa Vare

LinkedIn - Jocelyn (Kapsa) Vare



Propeller's History

Back in 2002, Jocelyn envisioned an organization that would help clients rise to their next level of success, through marketing expertise. This concept of providing "marketing oomph" led her to adopt the company name of **Propeller Marketing**.

Today, Propeller has four employees at an office in Fishers and a team of subcontractors at the ready to serve clients well. Since the beginning, Propeller's sweet spot has been creating marketing tools and identities for Indiana communities that speak effectively to residents, travelers and economic development partners.

Propeller's Philosophy

Propeller's value is defined by

- **Our clients' success stories**
- **Our involvement and contributions to our community**
- **Our balanced work-life culture**



Propeller is a Highly-Caffeinated Fishers Business!

Propeller's office is located inside the Historic Eller House near 116th and Allisonville Rd. When you come to visit, you may be greeted by Jocelyn's dog, **Kluski**, or invited to visit the Starbucks next door. We are regulars there!

Propeller Marketing • 7050 E 116th St., Suite 200 • Fishers, IN 46038
317-770-8183 • propellermktg.com