



Case Study | North Myrtle Beach + the Digital Influence Report

Destination North Myrtle Beach & the Digital Influence Report: a big hit for community engagement

On the outside, Myrtle Beach, South Carolina, is a picturesque vacation spot for leisure travelers and beach-goers — but the inside of the destination boasts something far greater than visits alone. [Destination North Myrtle Beach](#), the destination marketing organization (DMO), plays a vital role in the North Myrtle Beach community — putting community engagement at the forefront of its charge.

Formerly known as the North Myrtle Beach Chamber, the DMO has continued the chamber's mission, "To Advance the Prosperity of North Myrtle Beach." It focuses on creating a destination where businesses and residents come together under the common bond of prosperity and responsible development of the community.

Already a [Simpleview CRM](#), [Act-On](#), and [Destination Travel Network \(DTN\)](#) user, the DMO sought to apply best practices with these tools to work towards connecting leisure travelers and consumers with their thriving local community of partners. The missing piece to the puzzle? Simpleview's [Digital Influence Report \(DIR\)](#) — a proven starting point for unique, value-added solutions for stakeholders and partners that help improve and promote their respective businesses and enhance the destination brand.

GOAL

The team at Destination North Myrtle Beach set goals to:

- **Boost community and partner engagement**
- **Better promote** local small businesses by enhancing partners' digital and online presence
- **Provide best practices** to their partners for boosting engagement with online and in-market customers



CHALLENGES

Although strong community engagement is prevalent, the destination itself remains quite small compared to neighboring cities; Cheryl Kilday, President and CEO of Destination North Myrtle Beach, pointed out that North Myrtle Beach is a “busy little destination with a lot of small businesses ... the majority of businesses here have less than 100 employees.” This poses a challenge that many DMOs know too well: bandwidth.

Encouraging partners with such small teams and limited time to be proactive about their online presence to attract travelers remains a challenge for the team at Destination North Myrtle Beach, which is why they actively seek tools like the DIR to make it easier for everyone involved.

SOLUTIONS

The DIR gives DMOs valuable tools and resources to help partners see how they are represented online; the report provides a framework for DMOs to make a broad impact on cohesive, destination-wide branding. **The report is created by ranking each partner and stakeholder for how they show up in:**

- Website visits
- Social media
- Listings and profiles
- Reputation management

Using the DIR, Destination North Myrtle Beach receives one report card and each participating stakeholder gets their own individual report. Simpleview experts help the DMO unpack the findings and explain the insights to partners. This process helps the DMO and its local businesses pivot to make small adjustments and plan for big improvements in their digital fingerprints.



We started with our smaller businesses and then of course the larger businesses wanted to get more involved in it, too,” said Kilday. **“We’re really trying to figure out the mix of how much the DIR program does directly and how we can plug in DTN as a solution for some of those bigger businesses.”**

CHERYL KILDAY
President and CEO,
Destination North Myrtle Beach





RESULTS

The team at Destination North Myrtle Beach saw more than a quarter of their partners and small businesses use the DIR — and they expect more to join. **The DMO's commitment to community engagement has paid off, yielding impressive results.**

- **197 partners and counting** take advantage of the DIR
- The DMO increased membership by **138 new partners**
- **55 business leaders** now advocate for the DMO — promoting North Myrtle Beach and the DIR program



I would say that overwhelmingly people are positive. **They believe that it's making a difference because we've helped businesses understand how to improve their online presence."**

CHERYL KILDAY
President and CEO,
Destination North Myrtle Beach



promoting North Myrtle Beach and the DIR program

INTERESTED IN FINDING OUT HOW THE DIGITAL INFLUENCE REPORT CAN WORK FOR YOU?

Email us at accountmanagers@simpleviewinc.com or call us at 520-575-1151.