

## **KSA Marketing creates Rhode Island Destination Adaptation program to support businesses affected by the pandemic**

WARWICK, R.I. — February 4, 2021 -- With a mission to support Rhode Island businesses and a grant from RI Commerce to do so, KSA Marketing ended 2020 with a “no business left behind” mindset.

The Technical Assistance Grant, awarded by Rhode Island Commerce, gave KSA Marketing the opportunity to develop a program titled “Destination Adaptation.” Hosted at the end of 2020, the program supported Rhode Island small businesses severely affected by the pandemic. Destination Adaptation included webinars for industry-specific marketing development, virtual office hours, and dedicated marketing plan development as well as implementation for several Rhode Island businesses.

“During the pandemic, we have seen many businesses near and dear to our hearts have to close their doors, including one of our clients Scialo’s Bakery, who had been operating for 100 years,” said Katie Schibler Conn, founder of KSA Marketing. “We wanted to do whatever we could to make sure this didn’t happen to any other businesses, and this grant was a great opportunity for us to provide support.”

KSA successfully created 12 integrated marketing campaigns for hospitality-related businesses suffering immensely from the pandemic. These campaigns were created and implemented within a two-month period and included media buys with Rhode Island Monthly and iHeartRadio, as well as billboards, and both Google and Facebook advertising. The businesses were educated on the specifics of ad placements along the way, and guided step-by-step through the process of setting up their social media platforms for future promotions. In addition to the integrated marketing plans, over 90 additional hospitality businesses received one-on-one technical support.

The work KSA completed with this grant is still helping businesses navigate through COVID-19. The team cultivated information gathered through the expertise of the webinar panelists and attendees, and created a 90-page toolkit which the hospitality industry can continue to use as a guide to reinvigorate their marketing efforts during these uncertain times.

Prior to receiving the grant from RI Commerce, KSA brought Karen Jedson onto the team as a part-time employee, to handle workforce development and economic development accounts after spending sixteen years as Director of Tourism Culture and Economic Development for the City of Warwick. Shortly thereafter, Jedson was commissioned to drive the Destination Adaptation efforts to ensure this project would be executed successfully. Now full-time as Director of Media Relations for KSA, Jedson is using her 30 years of experience in marketing to handle all of KSA’s public relations and hospitality-related clients as well as managing her own team.

“The tourism and hospitality industries have been struggling to adapt their marketing tactics during COVID-19 due to the nature in which they now have to do business,” Jedson said. “We are thrilled to

have collaborated with RI Commerce to provide the tools businesses can use to move forward in this ever-changing economy.”

Jedson and Team KSA’s efforts paid off in a big way. During the month of December, with the campaign well underway, the ads KSA ran on behalf of these businesses were seen over 600,000 times, with over 65% of the state seeing the promotion through one of the many Rhode Island media platforms used. KSA is excited that industry research indicates a \$21 dollar return was made on every dollar KSA invested for these businesses during the course of the campaign.

For more information on Destination Adaptation and how KSA Marketing is supporting local businesses in need, click [here](#) or contact Karen Jedson at [karen@teamksa.com](mailto:karen@teamksa.com). The full Marketing Recovery Toolkit can be accessed [here](#).

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### **About KSA Marketing**

Founded in 2011 by Katie Schibler Conn, KSA Marketing is a full-service marketing and advertising agency that crafts kick-ass marketing for bold brands. KSA Marketing is an agency with ingenuity in archetype-led branding, maximizing media spend and crafting integrated creative campaigns. They offer a variety of services including strategic planning, branding, content creation and integrated media services across paid, owned and earned channels.

# DESTINATION Adaptation

Image: Destination Adaptation Logo



Image: Karen Jedson, Director of Media Relations, KSA Marketing



Image: KSA Marketing Logo