

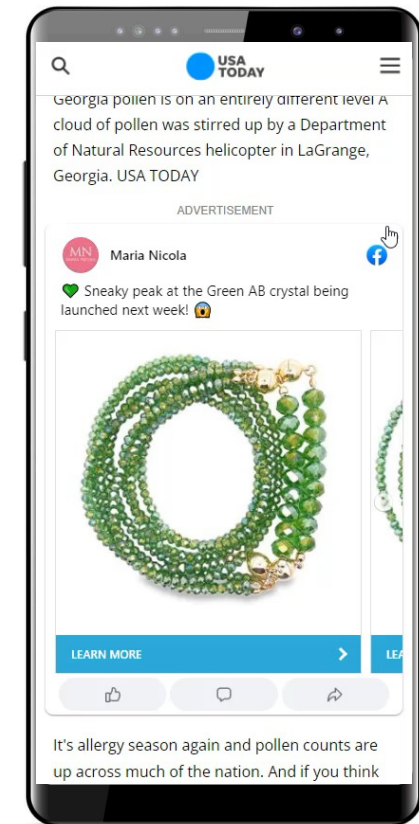


2024 DIGITAL MARKETING PLAN



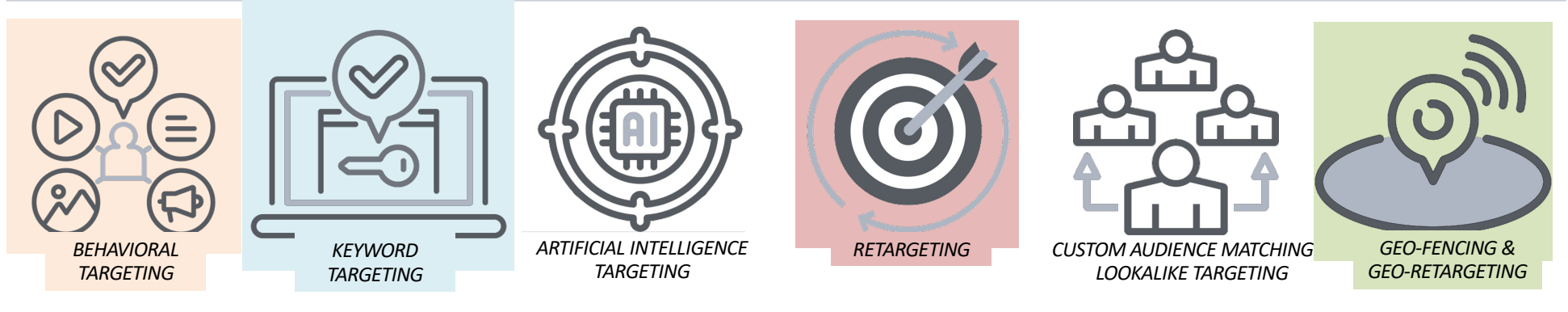
Social Mirror Ads

Social Mirror ads look like your social media display or video posts but appear on other websites and apps and run across all devices using our targeting strategies.



How Can We Target Your Social Mirror Ads?

We will be using the highlighted targeting strategies.



First, you tell us what geographic area you are interested in showing your ads to, then we layer in targeting strategies...





GEO-FENCING &
GEO-RETARGETING

Drawing a virtual fence around a location and showing your ad, to people inside that “fence” and continuing to follow them and show them your ads on their mobile devices.

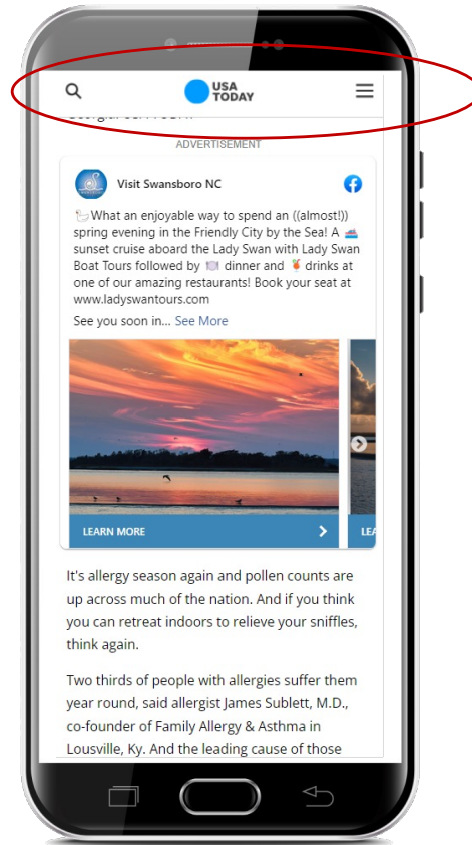


We can geo-fence stores, buildings, neighborhoods – any physical location and draw a radius around it and show ads to people while they are inside that geo-fence.

We then continue to target those people once they leave the geo-fenced area and show them your ads wherever they go, that’s geo-retargeting.

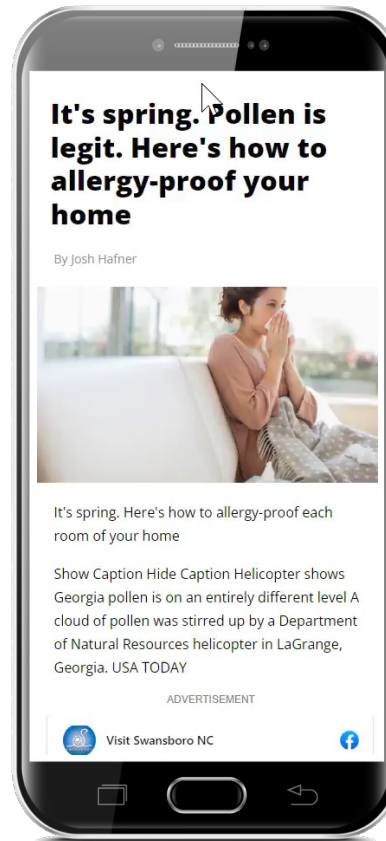


Example shows the Social Mirror ad inserted on a website



Swansboro
NORTH
CAROLINA

Example shows the Social Mirror ad in action on a website – put in slide show mode and click to begin video.



NORTH
Swansboro
CAROLINA



DIGITAL MEDIA PLAN-Social Mirror Ads October-December 2024/Jan-March 2025

Campaign/Product	Impressions	Behavioral Categories	Geo-Area	Targeting Strategies	Investment
Social Mirror Ads VA/NC-All Demos	233,333 Impressions per month	Age 45+ AND Young Professionals; Young family; Young Affluent Families; Moms; Weekend Getaways; Beach Vacations; Gypsy or Irish Traveler; Disposable Income; Retired	Virginia Beach, VA Hampton, VA Newport News, VA Chesapeake, VA Norfolk, VA Richmond, VA Raleigh and Charlotte	Behavioral, Keywords, Website Retargeting, Geo-Fencing and Geo Retargeting	\$3,500/mo. Reaching 59% of the available inventory of impressions There are 397,615 available impressions

What you receive with your campaign:

- Monthly Reporting on ROI to be discussed 2nd week of each month
- Ad Creative to be completed by our Digital Graphic Designers at no additional charge
- Creative changes to be completed by our team every other month or as needed
- Constant monitoring of the campaign
- Geo Fencing locations to be determined

**Recommendation – invest in the digital campaign
with a strategy geared towards increasing visitation
and overnight stays during the shoulder seasons.
Run for 3 months – Jan/Feb/March OR Oct/Nov Dec
– for example, then review.**



\$3500/month x 3 = \$10,500