



**Quarterly Status Update Report of
6.28.23 For the July 20, 2023 STDA Board
Meeting Submitted by: Anne Marie Bass**



North Carolina Visitor Vacation Motivations

Swansboro's Visitor Experience encompasses many of these motivations

- North Carolina overnight visitors are most motivated for travel to take a break from everyday life, for rest and relaxation, to spend time with friends/family and to explore and do new things.



https://partners.visitnc.com/visitor-profile-studies?utm_source=MarketingCloud&utm_medium=email&utm_campaign=Visit+NC+NewsLink+for+June+21%2c+2023&utm_content=https%3a%2f%2fpartners.visitnc.com%2fvisitor-profile-studies





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NEW & Additional Marketing & Advertising Opportunities





Summary of NEW Marketing & Advertising Opportunities

NEW - Waterway Guide Proposal

- Please see the Proposal - Options at various price points include: Bronze - \$3500; Silver - \$5900; Gold - \$9500

ADDITIONAL REQUESTED FUNDS - Raleigh Magazine

- Please see the Raleigh Magazine Media Kit sheet – Podcast Sponsorships.
- I originally budgeted \$3,000 of which I have committed \$2125 for 3 separate print ads.
- My recommendation is to add two months of Raleigh Magazine “Office Talk” podcasts - mid roll placements – to the overall media buy.
- I would like to request \$725 additional to cover the difference in the additional investment.
 - $\$3000 \text{ (approved)} - \$2125 \text{ (spent)} = \$875 \text{ (balance)} - \$800 \text{ (Month 1 podcast)} = \$75 \text{ (balance remaining)} + \$725 \text{ (needed to cover Month 2 podcast)} = \$3,725 \text{ (total investment in Raleigh Magazine, reflecting a \$725 increase)}$

PHOTO SHOOT(s) – Promoting Swansboro as a WEDDING DESTINATION

- During my last visit to Swansboro for the April 2023 STDA Board Meeting – I was asked to identify additional ways that the STDA could smartly invest in marketing and advertising that would provide new opportunities and exposure for Swansboro.
- In my research and before I left, I requested Randy provide me a tour of the Mattocks House historic home (now an accommodation and event venue)
- This property is a unique asset (unlike any other) to the Town of Swansboro that could be the central point in focusing on marketing and advertising Swansboro as a coastal NC Wedding Destination.
- With the Historic Downtown area having so many amenities – all within steps of one another, I see this as a unique and exciting potential opportunity to leverage Swansboro’s assets to more specifically go after attracting weddings and special events with marketing and advertising initiatives.

CURTIS MEDIA GROUP (Raleigh) – Digital Marketing Campaign & Local Radio

- I had an introduction Zoom meeting with Curtis Media Group – Raleigh office on 6/29/23. I will have some options to share that pertain to possible additional advertising for the Swansboro by Candlelight event to share. They are putting some proposal ideas together and we have another call planned for next week. More to come soon.

WATERWAY GUIDE – DESTINATION MARKETING

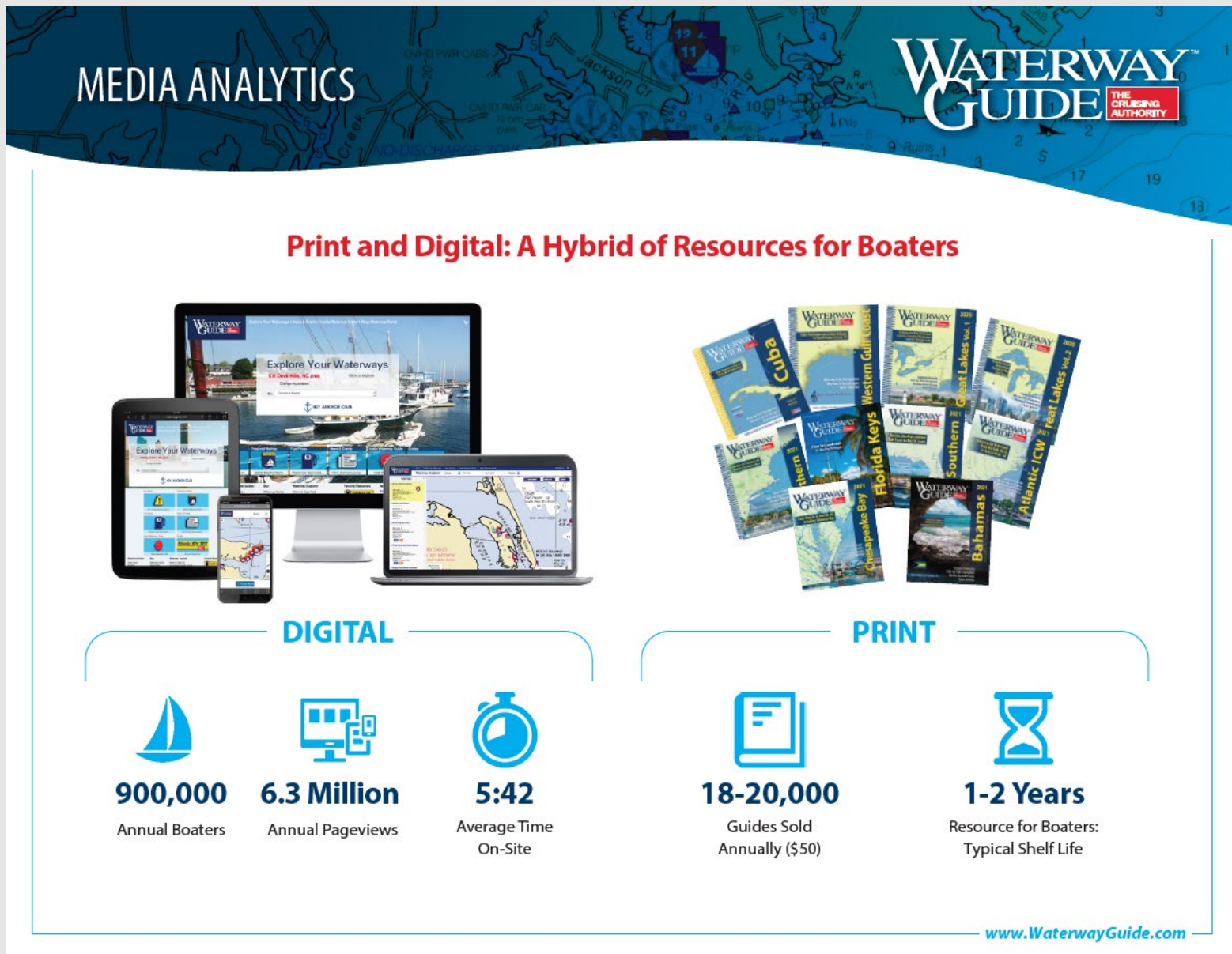




Waterfront Destination Marketing

June 2023

- Waterway Guide is a platform for boaters to plan trips, research destinations and safely travel by water
- Swansboro has town docks and easy access from the water
 - The waterfront is one of Swansboro's greatest assets
- Waterway Guide has a Preferred Destination program built for promoting destinations like Swansboro and ensuring they are well represented as a welcoming boating community



PREFERRED DESTINATION

Great for tourism boards, visitor bureaus, towns and cities. Highlight your region and why our boating audience should visit.

Destination Treatment on Waterwayguide.com and In Waterway Guide App



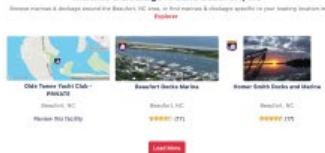
Destinations from WATERWAY GUIDE

Isolated beaches covered in glorious shells that have gone unexplored along the southern coast are in Beaufort, North Carolina where visitors roam the same sands and streets Blackbeard did 300 years ago.

See why it's one of the most beautiful and historic and get away from the crowds. Discover why water was, and still is, the lifeblood of Beaufort. Discover the history of the town's maritime past and the future of the town's maritime future.

Click your destination and learn more about the history of the town. Discover the history of the town's maritime past and the future of the town's maritime future.

Marinas & Dockage Around Beaufort, NC



Beaufort, NC

Isolated beaches covered in glorious shells await you in Beaufort, NC, where visitors roam the same sands and streets Blackbeard did 300 years ago.



Beaufort, SC

Tucked into winding, historic streets framed by natural foliage and centuries-old, moss-draped live oak trees, Beaufort is more than a hidden gem.



Belfast, ME

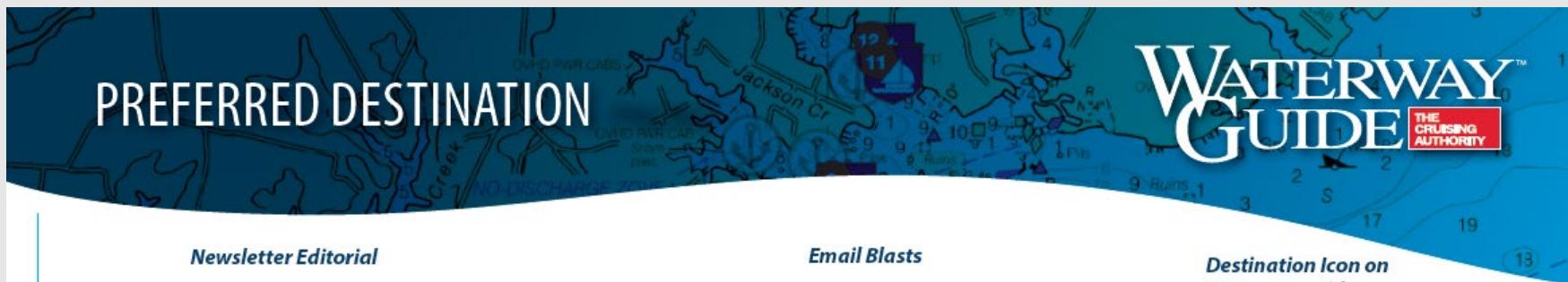
Belfast, Maine should be on your list of places to visit. And don't let winter discourage you. It may just be the best time of year.



Please contact
sales@waterwayguide.com
for latest subscriber numbers
and pricing.

Destination Treatment in Printed Waterway Guides





Newsletter Editorial

Beaufort Port Royal, SC Festival Season is Back! Events Scheduled This Fall

Date Posted: September 7, 2021
By: Staff Report



Fall brings the start of festivals and celebrations of Lowcountry life in one of our Waterway Guide Preferred Destinations - Beaufort Port Royal, South Carolina.

In Beaufort and Jasper counties, there's something for everyone, whether you're a shrimp lover, enjoy live music, want an inside look at historic homes, or simply like an excuse to socialize.

This fall's schedule is much fuller than 2020's because the COVID-19 pandemic canceled many major events. So far, the festivals listed are set to go on as planned, but everything is subject to change if case numbers begin to rise.

Along with the festivals, other recurring events are scheduled for fall, such as Beaufort's First Fridays and farmers markets in Bluffton, Hilton Head and Port Royal.

Here are some of the events planned for this month and October:

Old World September 25th is presented by the Old Village Association, will bring German and American food to downtown Port Royal along with a variety of craft beer, live music and other vendors. The event will have a 4M zone, classic cars and more.

The free festival is from 11 a.m. to 5 p.m.

Beaufort Shrimp Festival - Oct. 1 and 2



Festival goers will join the shrimp boat Georgia Bunting which was offering five tours during the Beaufort Shrimp Festival in 2017 at Henry C. Chambers Waterfront Park. Jay Kerr File photo.
Read more here: <https://www.washingtonpost.com/news/energy-environment/article/2017/09/25/BeaufortShrimpFestival/>

The 27th Beaufort Shrimp Festival will bring shrimp-lovers together at the city's Henry C. Chambers Waterfront Park. Festival goers can enjoy shrimp dishes and live music, participate in the Blue Forest Run 5K, and visit multiple other retail and food vendors.

Although the event is free, food and merchandise vendors won't be accepting cash or credit cards. There will be a ticket system, with each ticket costing a \$1. For more information and to purchase in advance [CLICK HERE](#).

Latest Newsletter

Latest Navigation Alerts



Explore More News & Articles in Specific Cruising Areas

- Great Lakes
- Northern
- Chesapeake Bay
- Atlantic ICW
- Southern
- Bahamas & TCI
- Cuba
- General

Knowledge as Best Practices

by Report Testers



Explore More Topics

- SAFE BOATING
- NADRA
- SAFETY
- BOAT LIFES
- TRAVEL
- USCG
- COAST GUARD
- BOATER EDUCATION
- ANCHORING
- PILOTING

Recent Videos

Plan Your Boating Adventures with Waterway Guide



Watch Now

Waterway Guide's new Mobile App on iPad Mini with maps, data links, and downloadable guide books



Watch Now

Email Blasts

Preferred Destinations from WATERWAY GUIDE

Get the Beaufort-Port Royal Treatment in South Carolina



Beaufort & Port Royal, South Carolina, are a blend of iconic southern hospitality, culture and cuisine. Here are the keepers of the flame for comfort food, atmosphere and a stately pace we often long to escape into.

Port Royal Island boasts exquisitely preserved antebellum architecture and a downtown designated in its entirety as an historic district. Here we found some of the south's most unique stunning [bed and breakfasts](#), restaurants and hotels. Beaufort has also served as the setting of many famous movies such as *Forrest Gump*, *The Big Chill*, *The Great Santini* and *The Prince of Tides*.

Dock 'n Roll On Out

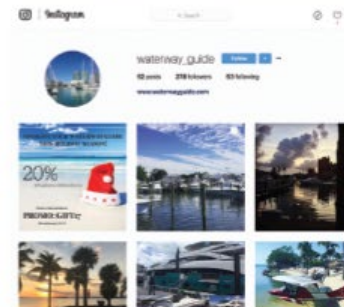


[Safe Harbor Beaufort](#) is one of our favorite places to dock, dine and enjoy. It weathered Hurricane Ian, as did Port Royal. This marina can accommodate transient vessels up to 150-foot LOA. Spend a day sailing along the Beaufort River or enjoy a leisurely picnic at the tranquil Waterfront Park. Conveniences like slip-side parking and a ship's store complement modern amenities and the many restaurants, galleries, and shops of downtown Beaufort.

Destination Icon on Waterwayguide.com



Social Media



Please contact sales@waterwayguide.com for latest subscriber numbers and pricing.

Other destinations with Waterway Guide:

- Manteo, NC
- Washington, NC
- Beaufort, SC
- Hampton, VA
- Nantucket, MA
- Monmouth County, NJ
- And more...

Partner with Waterway Guide to ensure Swansboro is properly represented and covered (editorial) across all our platforms



Located along the shoreline where the White Oak River joins the ICW, this "Friendly City by the Sea" is a quaint waterfront community with a rich, maritime history dating back to the 1700s. Recent years have also brought tourism to this quaint town but its maritime history and quiet waterfront remain the same. While there is a relaxed pace to this small, seaside town, finding something fun to do in the warm coastal sun is as easy to do as finding the perfect seafood dinner with a view.

SHOPPING

1. Mandala Yoga Center

In addition to yoga and spa services, the center offers kayak and standup paddleboard (SUP) rentals and guided tours. And, of course, they offer SUP Yoga (preregistration required) at 208 W. Main St. (910-325-3600).

2. Med First Primary & Urgent Care

718 W. Corbett Ave. (910-326-5588)

3. Swansboro Animal Hospital

130 Phillips Loop Rd. (910-325-8227)

4. Swansboro Post Office

664 W. Corbett Ave. (910-326-5959)

ATTRACTIONS

5. Bicentennial Park

The best way to see Swansboro's historic downtown, the Croatan National Forest, Hammocks Beach State Park and other historic landmarks is to bike along the 25-mile Bicentennial Bicycle Trail. It starts at the harborside Bicentennial Park. While there, check out the statue of Capt. Otway Burns, an American privateer during the War of 1812 and later an NC State Senator born in Swansboro.

SHOPPING

6. Bake Bottle & Brew

Sells wine, beer, coffee and sweets at 147 N. Front St. (910-325-7550).

7. Piggly Wiggly

Grocery chain at 715 W. Corbett Ave. (910-326-8500).

8. Walgreens

Drugstore chain with health and beauty aids, prescriptions and mini-mart basics at 702 W. Corbett Ave. (910-325-0038).

9. Western Auto

Auto parts store with hand tools, batteries and lubricants at 636 W. Corbett Ave. (910-326-5565).

MARINAS

10. Casper's Marina

301 S. Water St. (910-326-4462)

11. Church St. Town Dock

137 Front St. (910-326-2600)

12. Dudley's Marina

106 Cedar Point Blvd. (252-393-2204)



Enhance the Marina customer experience

- Town Dock profile
 - Log in and access, keep data up-to-date
 - Enhance the customer experience to include weighted search, photos, docking instructions, videos, etc.
 - Boater Reviews
 - Contact and arrival information

Church St. Town Dock

[Back to the Waterway Explorer](#)

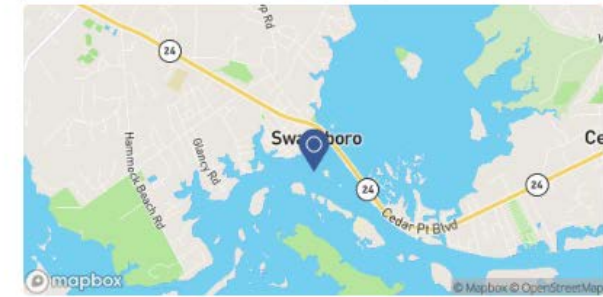
Church Street
Swansboro, NC 28584
White Oak River/ICW MM 229.0

Lat / Lon: N 34° 41.173' / W 077° 07.168'
Parks and Recreation Director: Anna Stanley
Phone: +1 (910) 326-2600, Office
Email: astanley@ci.swansboro.nc.us
Website: swansboro.recdesk.com



17 Boater Reviews

[Review & Earn +100 W_g Points](#)



[View in Waterway Explorer](#)
[Suggest Updates](#)
[Add A Review](#)

[Buy the Atlantic ICW Waterway Guide - The perfect cockpit companion when exploring your waterways!](#)

Facilities Information for Church St. Town Dock

Largest Vessel:	100 ft.
Total Slips:	10
Transient Slips:	10
Dock Type:	Fixed & Floating
Approach / Dockside Depth:	8.0 / 8.0 ft.
Dock Rate:	Maximum of 5 consecutive nights. Restrooms available at Visitors Center 8:00AM - 8:00PM Call ahead to confirm as prices are always subject to change.
Daily:	\$1.50 per ft.
Payment Methods:	VISA / MasterCard / Discover / CASH

What to Expect On-Site for Church St. Town Dock

Near Church St. Town Dock in Swansboro, NC

PROPOSAL

Bronze Program: \$3,500

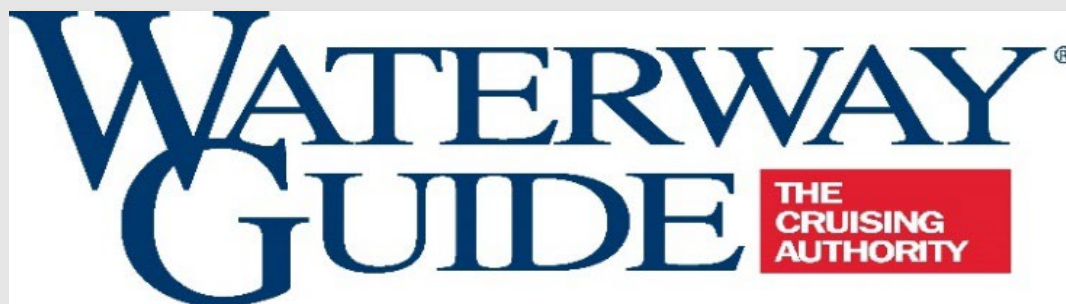
- Preferred Destination Tier 1
 - Assigned editor to write digital travel guide
 - Email blast to 35,000 boaters
 - Destination icon on WaterwayGuide.com
 - Destination page on WaterwayGuide.com and in WG App
 - Editorial enhancement across platforms
- Featured Marina Listing for Church St. Town Docks
 - Weighted search results
 - Ability to add photos, videos, custom marketing text, social media integration.

Silver Program: \$5,900

- Everything in Bronze PLUS:
 - (4) e-newsletter articles on Swansboro
 - (8) weeks of Newsletter placements
 - (1) Full Page Placement in the Atlantic ICW 2024 Waterway Guide
 - (1) Premium App Placement in the Swansboro editorial section of the WG App

Gold Program: \$9,500

- Everything in Silver PLUS:
 - (4) double truck placements in (4) regional Waterway Guides of your choice



Contact

Graham Jones, President
Waterway Guide Media

graham@waterwayguide.com

304-282-5931

RALEIGH MAGAZINE – PODCAST SPONSORSHIP MEDIA OVERVIEW



RALEIGH MAGAZINE PODCAST MARKETING

Raleigh Magazine // Mid-Roll Sponsor



Office Talk is a conversation hosted by RM Publisher Gina Stephens. Each Tuesday we talk with editors and/or writers on where we get our stories. Plus behind-the-scenes scoop on the conversations happening in our city.

TITLE SPONSOR

INCLUDES:

- 30-second pre-roll host-read dynamic ad (changed weekly or monthly)
- "Presented by (name of advertiser)" will appear on all print, digital promotion for the podcast.
- Advertiser logo on all videos shared on social media. (Instagram, Facebook, Twitter and LinkedIn)
- 300x250 square ad placed on raleighmag.com/office-talk
- 4 Episodes \$250 each/\$1,000 total. Reserved by the month.

MID-ROLL SPONSOR (2)

INCLUDES:

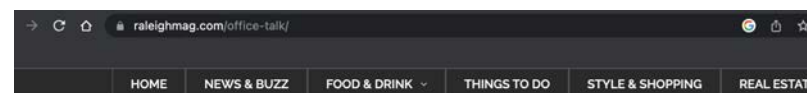
- 30-second mid-roll host-read dynamic ad.
- "Let's take a break. "Coming up we will talk about... But first, let me tell you about Campbell Law..."
- Ad can be changed monthly/weekly based on call-to-action or new messaging
- 4 Episodes \$200 each/\$800 total. Reserved by the month



LISTEN NOW



...or wherever you get your podcast



4 Episodes Per Month
2 Month Minimum
8 Episodes Total

Requesting - \$725 Additional to meet 2 month minimum

SWANSBORO WEDDING DESTINATION MARKETING PLAN



front row communications

Photo Shoot(s) // Content Development – To Promote Swansboro as a WEDDING DESTINATION

PRIMARY SHOOT LOCATION: Mattocks House Event Venue & Accommodation on Front Steet

- Swansboro's newest and most unique accommodation & event venue to date
- Accommodations for Bridal Party / Family – sleeps up to 14
- The Mattocks Pavilion– Rehearsal Dinner and/or Wedding Venue
- Historic Downtown – steps from service providers, shops, restaurants, live entertainment

DESTINATION MARKETING STRATEGY:

- Increase awareness of Swansboro to be seen as a coastal NC Wedding Destination
- Use STDA Funds to market and advertise more directly to the wedding and "brides-to-be" market, thus increasing potential for groups and wedding parties to book overnight stays in Swansboro
- Create, develop and nurture possible new opportunities in support of Swansboro local small business partners that sell goods and services that cater to weddings and special events.

ELEMENTS: Lifestyle Photo Shoot(s)

- Depict a bridal party, family, etc. both inside and outside the Mattocks House – where a prospective bride-to-be can connect with and imagine a wedding in Historic Downtown Swansboro.
- Partner with Samantha Ann Photo – an experienced local lifestyle photographer
- NOTE: Producing and Coordinating the Shoot – would be highly reliant on local Swansboro stakeholders coming together to recruit, style the talent ...the bride-to-be, family, plan and coordinate and stage the photo shoot itself to include props, food, etc.

ADDITIONAL TACTICS & STRATEGIES:

A new webpage on www.VisitSwansboro.org can be created and added to encompass all of the pertinent details – rounding out the content on one page.

- Advertising Campaign(s) – push out Facebook Ads and other possible ads for promotion.

INVESTMENT: TBD. Will be gathering the costs and follow up in next couple of weeks



STATUS UPDATES & COMMENTS





Status Updates & Comments

SWANSBORO 2023/2024 DESTINATION MARKETING & ADVERTISING PLAN – Approved

- Proposed and approved at April 2023 STDA Board Meeting.

DOWNTOWN MERCHANT & RESTAURANT GUIDE – Fall 2023 Refresh & Reprint

- Spring 2023 completed and distributed in April 2023
- Fall 2023 Refresh & Reprint will be completed just prior to 2023 Mullet Festival
- Randy's recommendation and request was to add some more color in the map – distinguishing merchants and restaurants. I will make sure this is completed.

SWANSBORO VISITOR BROCHURE – Currently planned for end of Summer 2023

- Researching "look/feel" and approach. Currently in development

OTHER ONSLOW COUNTY VISITOR GUIDES – Jacksonville/Onslow Visitor Guide

- I made an inquiry with the JTDA for a cost to add 4-6 Swansboro Pages to the next update and reprint. I will follow up as soon as I have the information.

SWANSBORO BY CANDLELIGHT 2023 – Planning for this event should begin in August 2023 Timeframe

- Per requests and preferences from last year - Anne Marie will focus exclusively on the Marketing/Advertising of the Event – working with Debbie Harnatkiewiz, of Bake Bottle & Brew and Leah Evans, of Salt Marsh Cottage.
- All other Event Planning tasks, such as Town of Swansboro Event Approval Forms, hiring and paying vendors with support of Swansboro Finance Director, Sonia Johnson, coordination with Seaside Arts Council for music sponsorship, event insurance, poster distribution – to be handled by the Downtown Merchants this year.

SWANSBORO FESTIVALS – Advertising & Marketing Partnership with Swansboro Parks & Recreation

- Per conversations with Director Anna Stanley, for the 2023/2024 fiscal year, we plan to continue to work together in Anne Marie's support in running Facebook Ads and any other ad placements that incorporate the strategy of promoting Swansboro as an overnight vacation destination in conjunction with Swansboro Festivals.

FACEBOOK AD REPORTS, PRINT & DIGITAL AD PLACEMENTS & EARNED MEDIA





Facebook Ad Campaigns – Overview // 2022-2023 Fiscal Year

Fall Fishing Getaway to Swansboro” Video Ad Campaign – Aug/Sept 2022 – COMPLETE

Target was men age 45+, travel intenders - **Raleigh & Charlotte, Hampton Roads, VA Markets**

“Plan Your Fall Getaway to Swansboro for Mullet Festival” Ad Campaign – September 2022 – COMPLETE

Target was age 45+ Festival goers, travel intenders - **Raleigh & Charlotte Markets**

“Join Us for Mullet Festival” Ad Campaign – October 2022 – COMPLETE

Target was age 21 +, **Local Swansboro and 50 mile radius, includes New Bern, Morehead City**

“Kick off the Holiday Shopping Season – Swansboro by Candlelight” Ad Campaign – October 2022 – COMPLETE

Target was women age 45+, shopping, holidays, travel intenders - **Raleigh & Charlotte Markets**

“Swansboro by Candlelight Winter Getaway Contest” Ad Campaign – November 2022 – COMPLETE

Target was women age 45+, shopping, holidays, travel intenders - **Raleigh Market**

“Swansboro by Candlelight Facebook Event” Ad Campaign – October 2022 – COMPLETE

Target was age 21 +, **Local Swansboro and 50 mile radius, includes New Bern, Morehead City**





Facebook Ad Campaigns – Overview // 2022-2023 Fiscal Year

Swansboro Holiday Flotilla - Ad Campaign – November 2022 – COMPLETE

Target was age 45+ Festival goers, travel intenders - **Raleigh & Charlotte Markets**

Swansboro Holiday Flotilla - Ad Campaign – November 2022 – COMPLETE

Target was age 21 +, **Local Swansboro and 50 mile radius, includes New Bern, Morehead City**

Swansboro Galentine's Day Getaway- Ad Campaign – February 2023 – COMPLETE

Target Women age 35 +, **Raleigh Metro Area**

Swansboro Spring 2023 General Video Ad Campaign – March & April 2023 - COMPLETE

Target M/W age 34 +, Travel Intenders, Outdoors, Income Top 25-50% **Raleigh Metro Area, Charlotte, Wash DC Metro, Hampton Roads, VA**

Find Your Adventure this Spring & Summer Video Campaign – April & May 2023 - COMPLETE

Target M/W age 34 +, Travel Intenders, Outdoors, Income Top 25-50% **Raleigh Metro Area, Charlotte, Wash DC Metro, Hampton Roads, VA**

Swansboro Arts by the Sea Festival – May & June 2023 – COMPLETE

Target M/W age 34 +, Travel Intenders, Arts, Festivals, Income Top 25-50% **Raleigh Metro Area, Charlotte, Wash DC Metro, Hampton Roads, VA**

Savor Summer Family Fun in Swansboro – June & July 2023 – ACTIVELY RUNNING

Target M/W age 34 +, Travel Intenders, Outdoors, Income Top 25-50% **Raleigh Metro Area, Charlotte, Wash DC Metro, Hampton Roads, VA**

Swansboro 4th of July Events & Festivities – ACTIVELY RUNNING



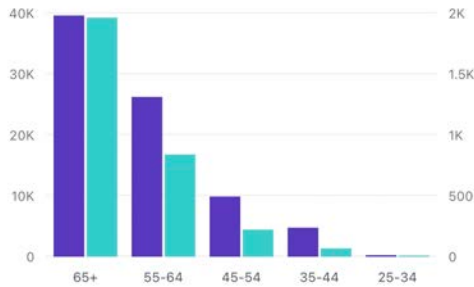
All Women Men

80,848

People Reached

3,100

Link clicks



Ads

Completed

RALEIGH METRO - Spring 2023 General Video Campaign Campaign - Copy Ad

1,779 Link clicks \$0.24 Cost per Link clicks \$429.78 Spent

Completed

CHARLOTTE - Spring 2023 General Video Campaign Ad - Copy

920 Link clicks \$0.24 Cost per Link clicks \$217.52 Spent

Completed

HAMPTON ROADS, RICHMOND, VA - Spring 2023 General Video Campaign Ca...

401 Link clicks \$0.26 Cost per Link clicks \$102.70 Spent



Visit Swansboro NC

Sponsored



Spring is here! Book your coastal family fun getaway in Swansboro, North Carolina!



visitswansboro.org

Sunset cruises, kayaking, shelling, fishing, eco tours

Book now

405

25 comments 50 shares

Countries Regions

North Carolina

Link clicks 2,153
Cost per Link clicks \$0.24
Reached 54,880
CTR 1.59%

Virginia

Link clicks 844
Cost per Link clicks \$0.24
Reached 22,816
CTR 1.59%

South Carolina

Link clicks 103
Cost per Link clicks \$0.27
Reached 3,152
CTR 1.38%

Learn about metrics

Age Gender Age & Gender

Women

Link clicks 2,127
Cost per Link clicks \$0.24
Reached 50,160
CTR 1.71%

Men

Link clicks 962
Cost per Link clicks \$0.24
Reached 30,224
CTR 1.36%

Uncategorized

Link clicks 11
Cost per Link clicks \$0.29
Reached 464
CTR 1.08%

Demographics

Maximum

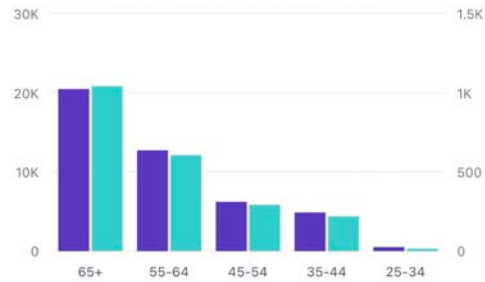
All Women Men

45,034

People Reached

2,186

Link clicks



Results

Link clicks	2,186
Cost per Link clicks	\$0.26
Amount spent	\$565.04
	/ \$850.00 lifetime budget
Reach	45,034
Impressions	93,563
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.26
Frequency	2.08
Unique link clicks	1,770

Find Your Adventure This Spring & Summer in Swansboro Campaign // April/May 2023



Visit Swansboro NC
Sponsored



Relax and find your adventure in coastal Swansboro, North Carolina this spring and summer! #VisitSwansboro



visitswansboro.org

Paddling, Sunset Cruises,
Eco Tours, Barrier Islands

Book now

220

11 comments 23 shares



Countries

Regions

North Carolina

Link clicks	1,199
Cost per Link clicks	\$0.26
Reached	26,993
CTR	2.09%

Virginia

Link clicks	537
Cost per Link clicks	\$0.26
Reached	11,080
CTR	2.44%

Maryland

Link clicks	326
Cost per Link clicks	\$0.25
Reached	4,792
CTR	3.22%

South Carolina

Link clicks	95
Cost per Link clicks	\$0.19
Reached	1,760
CTR	3.04%

Washington, District of Columbia

Link clicks	18
Cost per Link clicks	\$0.35
Reached	216
CTR	2.88%

West Virginia

Link clicks	2
Cost per Link clicks	\$0.50
Reached	88
CTR	1.27%

Demographics

Maximum

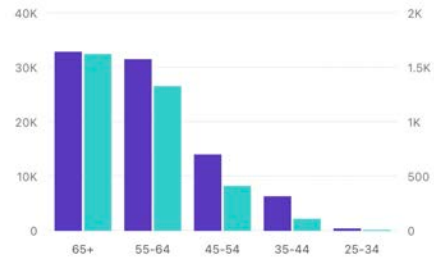
All Women Men

85,424

People Reached

3,489

Link clicks



Results

Link clicks	3,489
Cost per Link clicks	\$0.20
Amount spent	\$685.85
	/ \$685.85 lifetime budget
Reach	85,424
Impressions	178,751

Arts By the Sea – Drive In Markets Campaign – May/June 2023



Visit Swansboro NC

Sponsored ·



Don't miss a weekend in coastal NC to see some of the finest crafters in the Southeast!



visitswansboro.org

Getaway to Swansboro, NC for Arts by the Sea!

Learn more

You and ... 25 comments 142 shares

North Carolina

Link clicks	2,414
Cost per Link clicks	\$0.19
Reached	56,336
CTR	1.99%

Virginia

Link clicks	862
Cost per Link clicks	\$0.20
Reached	21,312
CTR	1.98%

Maryland

Link clicks	124
Cost per Link clicks	\$0.26
Reached	5,472
CTR	1.42%

South Carolina

Link clicks	80
Cost per Link clicks	\$0.22
Reached	2,064
CTR	1.76%

South Carolina

Link clicks	124
Cost per Link clicks	\$0.26
Reached	5,472
CTR	1.42%

South Carolina

Link clicks	80
Cost per Link clicks	\$0.22
Reached	2,064
CTR	1.76%

Washington, District of Columbia

Link clicks	6
Cost per Link clicks	\$0.20
Reached	192
CTR	1.90%

West Virginia

Link clicks	3
Cost per Link clicks	\$0.18
Reached	48
CTR	1.63%

Arts By the Sea – Local 60 Mile Radius Boosted Post Campaign – May/June 2023

Visit Swansboro NC
Sponsored • 🌐

👉 Join us on **SATURDAY, JUNE 10TH** from 9am to 5pm for **Swansboro Festivals** annual **ARTS BY THE SEA**! Family fun and live entertainment is on tap all day long! Enjoy our historic waterfront. Shop the amazing arts and craft vendors! 😊 Become a volunteer get involved in our local Swansboro ... See more



The poster for the Arts by the Sea Festival is vibrant and detailed. At the top, it says 'JUNE 10, 2023' and 'HISTORIC SWANSBORO'. The main title 'ARTS by the Sea' is in large, stylized letters. Below the title, it mentions 'Presented by TEAM SWANSBORO' and 'SANDERS Ford'. The poster also advertises 'WINE & Food TASTING' from 4:00 - 7:00 PM, with advance tickets at \$40.00 and gate tickets at \$50.00. A 'SHUTTLE SERVICE' is provided from Ward Farm. The 'ENTERTAINMENT' section lists various acts and their times: 11:00 AM Swansboro Dance Studio, 12:00 PM Coastal Kids Choir, 1:00 PM Jessica's Dance Academy, 2:00 PM Crystal Coast Dancers, 3:00 PM APSARA DANCERS-BELVIDANCE TROUPE, and 4:00 PM 2nd Marine Division Band. The bottom of the poster features a grid of logos for sponsors and partners, including local businesses and organizations like 'Big Red', 'Onslow', 'TideLand News', and 'Marine Federal'.

Visit Swansboro NC

Results From This Ad ⓘ

People reached

12,304

Post engagements

993

[View Detailed Results](#)

Our State Magazine // NC Coast Host Ads – April, May & June 2023 Issues

Our State
April 2023 Issue



Our State
May 2023 Issue



Our State
June 2023 Issue

NORTH
Swansboro
CAROLINA

Our State Magazine // Earned Media – Cover & Feature Story / June 2023 Issue



Our State June 2023 Issue – Cover & Feature Story

NOTE: *Earned* Media means that the Our State Magazine Editor chose the cover & story. STDA did not pay for this coverage.

Swansboro
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CAROLINA

Our State Magazine // Earned Media – Cover & Feature Story / June 2023 Issue



Our State June 2023 Issue – Hammocks Beach State Park // Huggins Island Trail

NOTE: *Earned Media* means that the Our State Magazine Editor chose the content.

STDA did not pay any \$ for this coverage.

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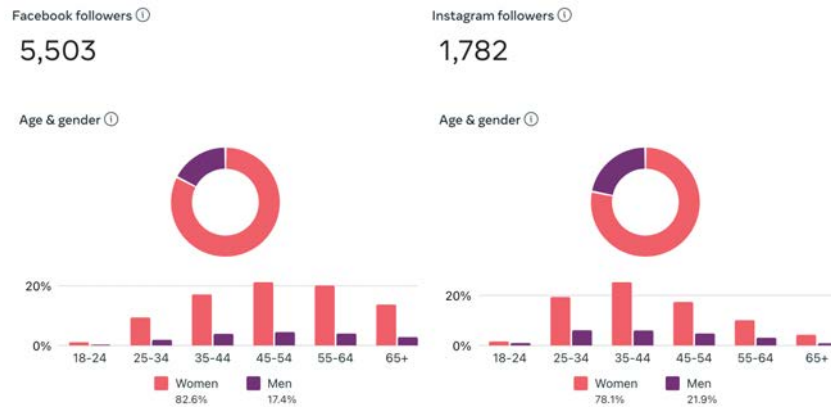
SOCIAL MEDIA STATS

Last 90 Days



Social Media Stats for Last 90 Days

@VisitSwansboro NC – Likes & Followers on Facebook & Instagram

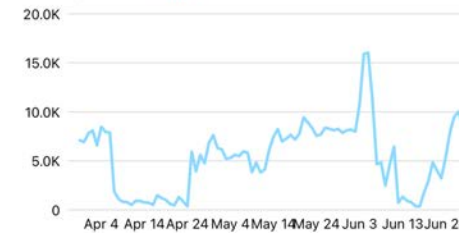


Facebook & Instagram Pages Reach

Reach

Facebook reach

207,248 ↑ 81.9%



Instagram reach

5,706 ↑ 10.8%



Export

Top Performing Organic Post – Followers were excited about the Kick Off to Swanfest!

Business Benchmarks – our posts are receiving a lot more content interactions than other pages! 😊

Highest reach on a post



Facebook post

It's Sunday Funday and we are ready for a live musical...

Jun 4, 2023, 9:08 AM

This post's reach (19,867) is **1,599%** higher than your median post reach (1,169) on Facebook.

Highest reactions on a post



Facebook post

It's Sunday Funday and we are ready for a live musical...

Jun 4, 2023, 9:08 AM

This post received **615%** more reactions (236 reactions) than your median post (33 reactions) on Facebook.

Highest comments on a post



Facebook post

It's Sunday Funday and we are ready for a live musical...

Jun 4, 2023, 9:08 AM

This post received **900%** more comments (20 comments) than your median post (2 comments) on Facebook.

Compare your performance against businesses in the Local Events category

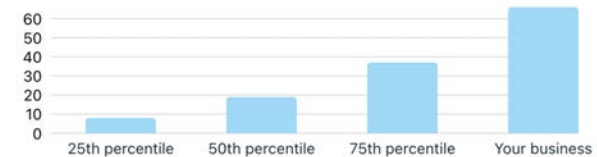
Results are based on businesses with similar organic 28-day reach in your category. [Ed](#)

Published content

66

Higher than others

How often your business published versus others in this category



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ADDENDUM #1

Marketing Budget Snapshot & Contingency Fund Snapshot as of 6.28.2023



STDA Marketing Budget Snapshot as of 6.28.2023

SWANSBORO TDA / FY 2022-2023 // APPROVED Marketing, Advertising, Tourism Support					
	Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
PRINT COLLATERAL	2023 Merchant Map Printing Estimate (based on prior years actual) (cost split between TDA and merchants)	600.00	0	600.00	8 1/2 x 14 size double gate, 5,000 quantity, specs: 80# gloss text - in market piece produce in Spring (April 2023) UPDATED ESTIMATE of 3.17.23 - \$634 (delivered) (per piece print cost - 11.5 cents) Reprint in August 2022 - Expense paid from Downtown Merchants Fund
PRINT COLLATERAL	2023 Trifold Visitor Brochure Printing Estimate	1,400.00	0	1,400.00	9 x 16 size double gate, 5,000 or 8,000 quantity, specs: 4/4 80# semi gloss (per piece print cost - 14 cents) UPDATED PRINT & SHIP ESTIMATES IN PROCESS AS OF 3.17.23
SHIPPING COSTS	2023 Visitor Brochure - Shipping to NC Welcome Centers	400.00	0	400.00	Conservative estimated shipping costs - February 2022 timeframe
WEBSITE	Web Design City - 2022/2023 Annual website hosting	840.00	840	0.00	COMPLETE
PRINT AD	2022/2023 Our State Magazine Coast Host 1/6 Page Print Ads	6,670.00	6670	0.00	CONTRACT SIGNED 6/8/22: 5 ADS: \$1334/each - Sept 22, Oct 22, Mar 23, May, 23, Jun 23
DIGITAL ADS	2022/2023 Our State - Sunday Mornings Sponsored Eblasts	2,590.00	2590	0.00	CONTRACT SIGNED 6/8/22: 2 EBLASTS: \$1295/each - Sept 14, Nov 27; 1 more to sign up for (depending on STDA promotional items budget/need)
PRINT AD	2022/2023 Raleigh Magazine - Travel Section	3,000.00	3000	0.00	CONTRACT SIGNED: 2 Branded Editorials and 1 1/6 Page Ad
MEMBERSHIP	2023 NC Coast Host Membership Dues	350.00	350	0.00	COMPLETE
PRINT AD	2023 Emerald Isle Barefoot Guide - comes out in March 2023	888.00	765	123.00	CONTRACT SIGNED: Comes up in October 2022 for March 2023 pub date
PRINT AD	2022-2023 Bluewater Beacon Real Estate Guide	940.00	1100	-160.00	CONTRACT SIGNED 5.23.22 (going to print in June 2022)
DIGITAL ADS	2022/2023 Facebook Advertising - STDA + Parks & Recs Grant \$3600 - STDA // \$1200 - Parks & Rec Grant	4,800.00	4385	435.00	Spent and Remaining to Date - As of 6.28.23 - any balance remaining, I will roll over into 2023/2024 budget
PRINT AD	Swansboro Area Chamber Directory - Full Page Ad	1,000.00	1100	-100.00	COMPLETE December timeframe
PROMOTIONAL ITEMS	Swansboro Bags	1,295.00	851.52	443.48	COMPLETE
VIDEO	OAJ Airport 2021/2022 - LCD Video - Things to Do in Swansboro	5,000.00	5000	0.00	COMPLETE AMB Updating Video with NEW Photos from 2021 & 2022
MARKETING & ADVERTISING TOTAL		29,773.00	26,631.52	3,141.48	
SERVICES	Retainer Fee @ \$1833/month	21,996.00	21996	0.00	All Inclusive Monthly Fee
SERVICES	Marketing Promotions Contingency Budget	4,400.00	2,351.25	2,048.75	Applied to video production, visitor guide design, ad design requiring Adobe format
GRAND TOTAL		56,169.00	50,978.77	5,190.23	



STDA Marketing Contingency Budget Snapshot as of 6.28.2023

2022/2023 Approved Marketing Contingency Budget	4,400.00			
Fall 2022 Downtown Merchant Guide Refresh & Update + Candlelight Poster Design & Video Productions / Sight Sound Media	450.00	Front Row Invoice		
Raleigh Magazine - Remnant Ad Purchase Oct 2022 Issue	375.00	PAID by STDA		
Mullet Festival - Drone Photo & Video (Dini Photo)	250.00	PAID by STDA		
Sight Sound Media - Flotilla Square Format Video	150.00	Front Row Invoice		
Candlelight Photography (Samantha Ann Photo)	401.25	Front Row Invoice		
Ad Design & Updated Logo Vectors	300.00	Front Row Invoice - November 2022		
Spring 2023 Downtown Merchant Guide Refresh & Update	225.00	Front Row Invoice - March 2023		
Blue Water Beacon Ad Creative	200.00	Front Row Invoice - May/June 2023		
SPENT AS OF 6.28.23	2,351.25			
REMAINING BALANCE from \$4400	2,048.75			
ADD Balance Remaining from Promotional Bag Purchase Budget of \$1295	443.48			
GRAND TOTAL REMAINING BALANCE AS OF 6.28.23	2,492.23	Planned to spend towards the Visitor Brochure Creative & Misc. Remaining funds - we can roll over into 2023/2024		