



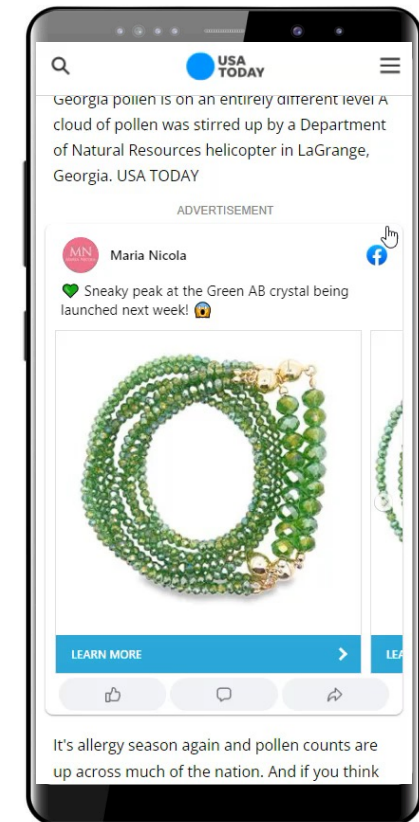
NORTH  
*Swansboro*  
CAROLINA

2024 DIGITAL MARKETING PLAN



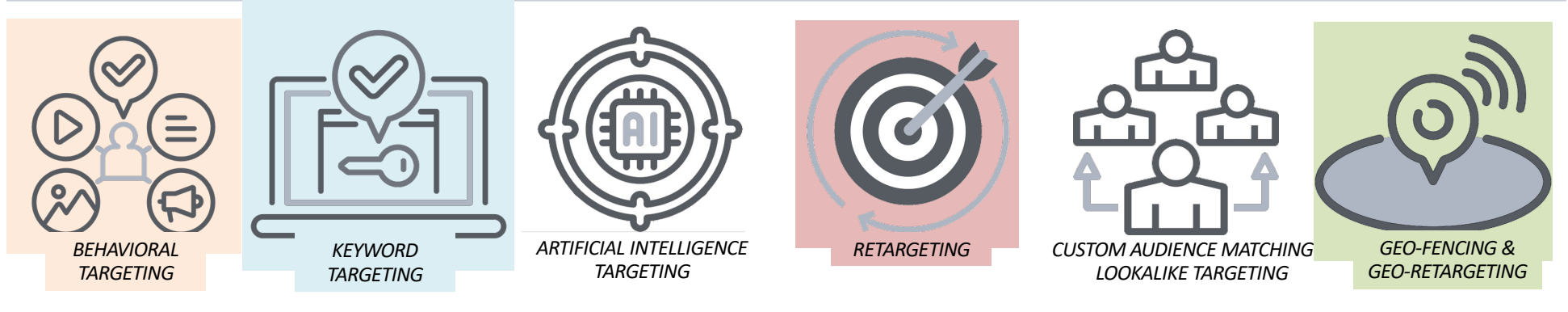
## Social Mirror Ads

*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.

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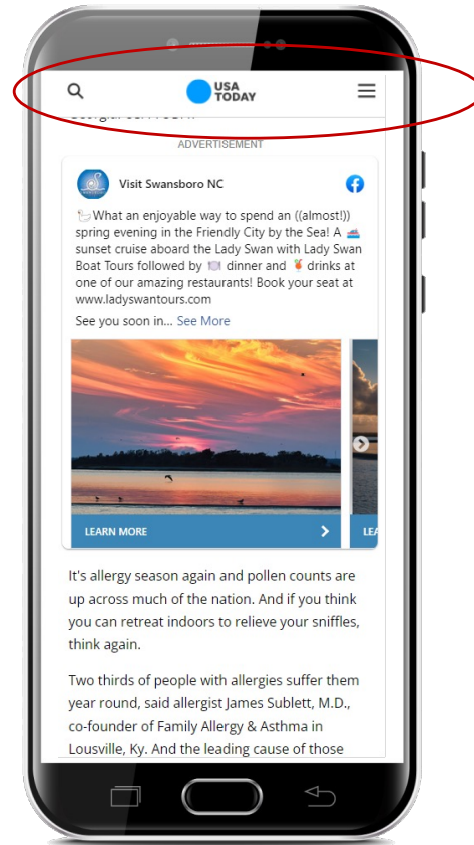


We can geo-fence stores, buildings, neighborhoods – any physical location and draw a radius around it and show ads to people while they are inside that geo-fence.

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.

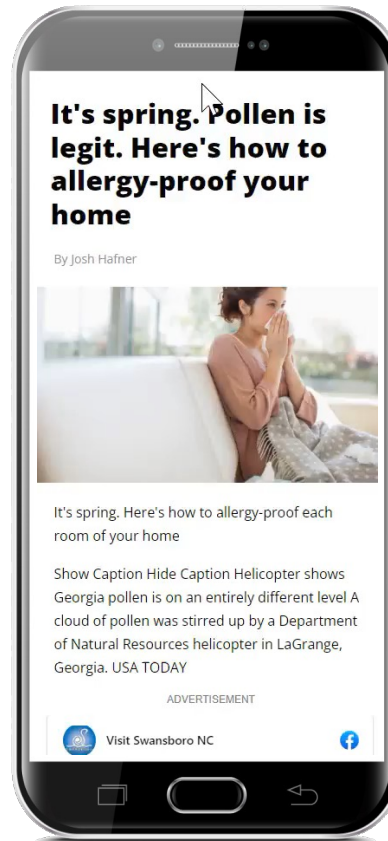


**Example shows the Social Mirror ad inserted on a website**



**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	<b>\$3,500/mo.</b> 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 2<sup>nd</sup> 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**