Paid Social Media.

Owned, Paid & Earned Media

Successful Social Media marketing is planned in the shared region between **Owned**, **Paid**, and **Earned** marketing.

We believe a platform-agnostic approach to planning: rather than focus on platforms we will plan for messages and then select the right methods for communication.

Owned

Content Marketing
Comm. Management

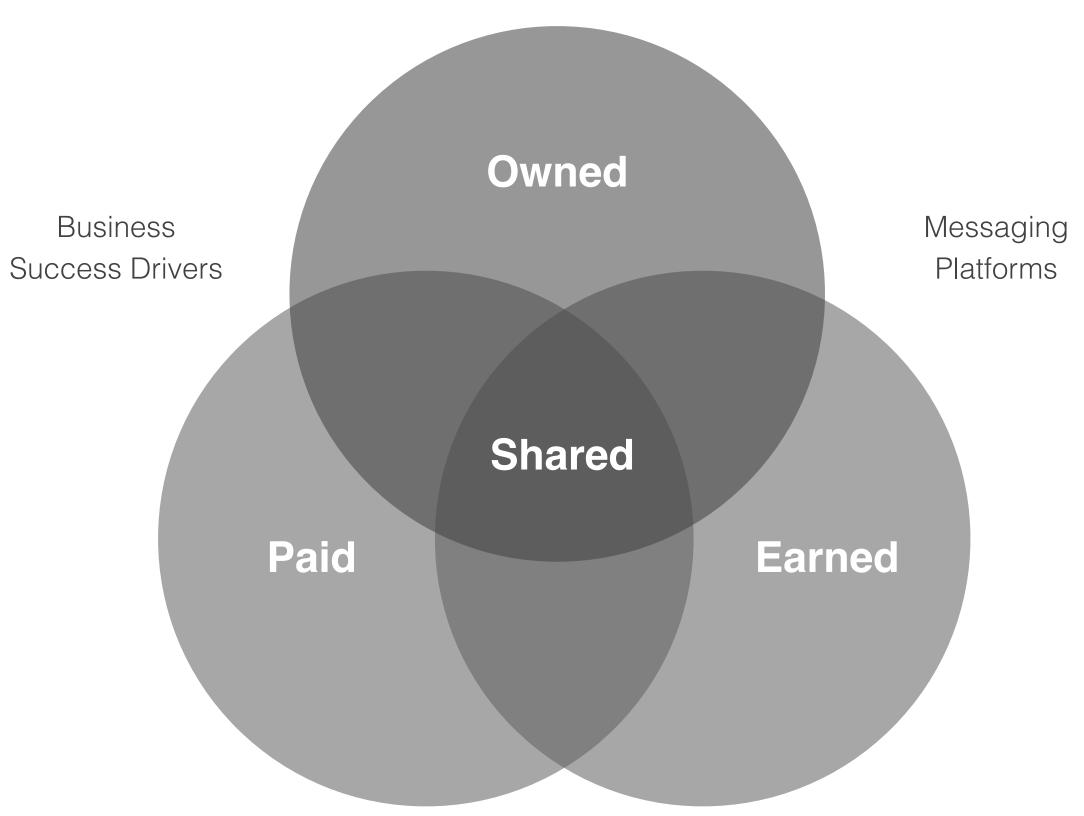
Paid

Content Boosting
Full-funnel Advertising
Partnerships

Earned

Influencer Marketing

CORE STRATEGIC IDEA

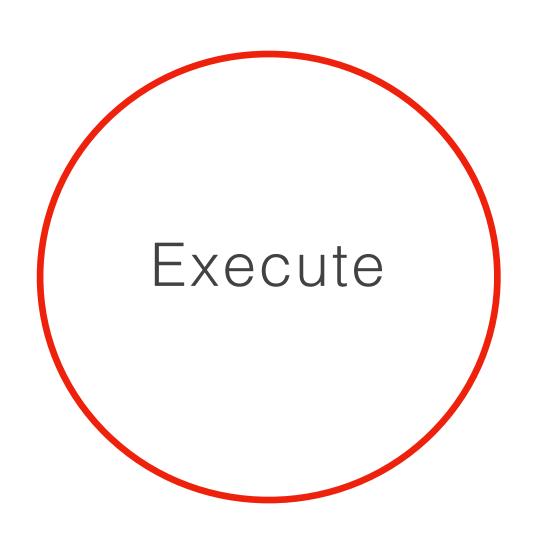






Paid Social: Overview









Strategize.

Social Media Strategy

Objective

What are you trying to achieve?

Example: Increase visitation in the off-season with a focus on increasing length of stay & frequency of visitation.

Social Strategy

How will you achieve your objectives via paid social media?

Tell your brand's story by highlighting the things that make it a standout destination; use call to actions that lead to bookings.

Social Tactics

Content Development & Engagement

- 1. Giveaways
- 2. Surprise & Delight
- 3. Social-first production

Boosting Posts

- 1. Top performers
- 2. CTAs to actionable landing pages
- 3. Promote user generated content; add a CTA

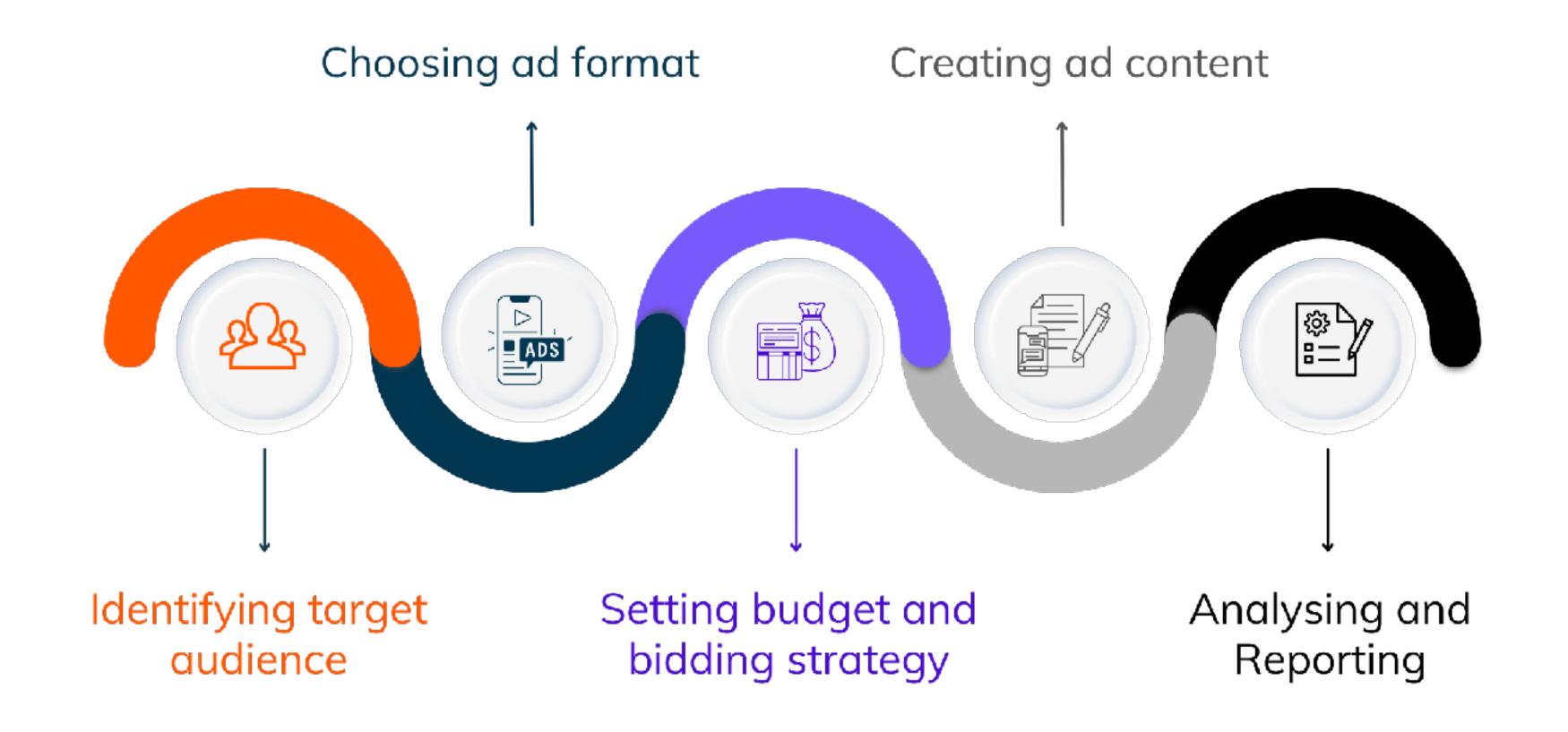
Retargeting

- 1. Email lists
- 2. Engaged users on social and website
- 3. Geo-fencing



Execute.

Paid Ad Management

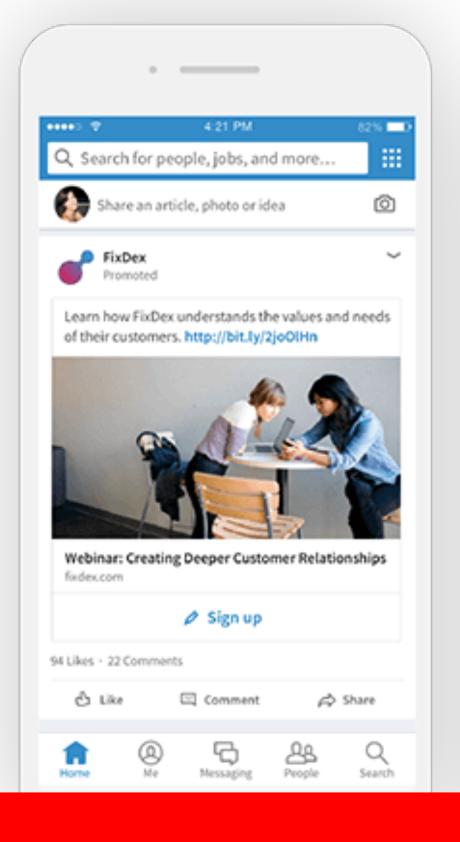


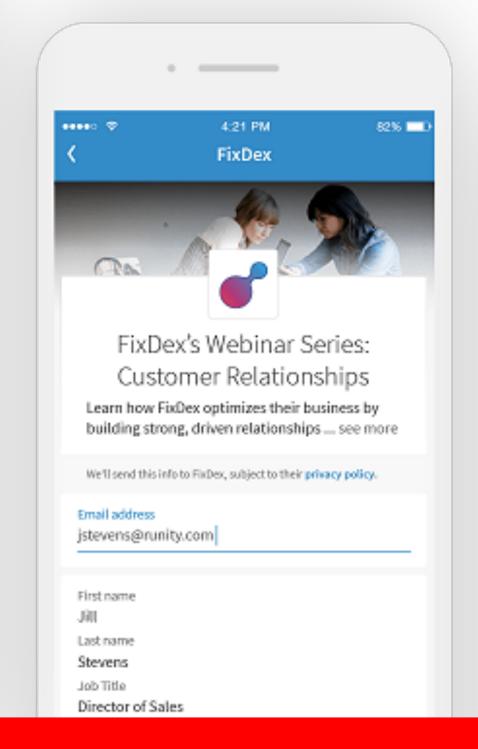


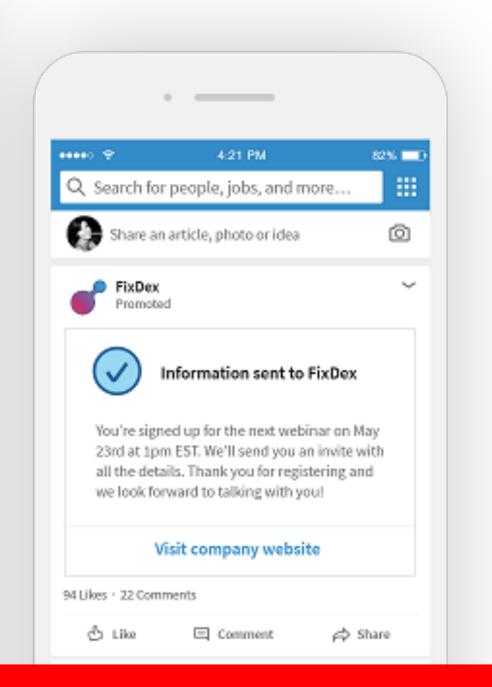


Lead Generation LinkedIn:

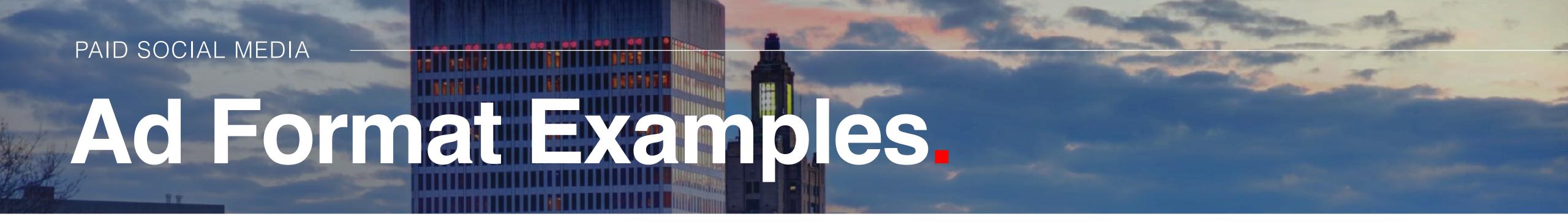
- These ads take Sponsored Content to the next step and include a contact information form that potential group planners can fill out on their mobile or desktop device.
 - This will allow the social team to work in conjunction with media for strategic lead generation.





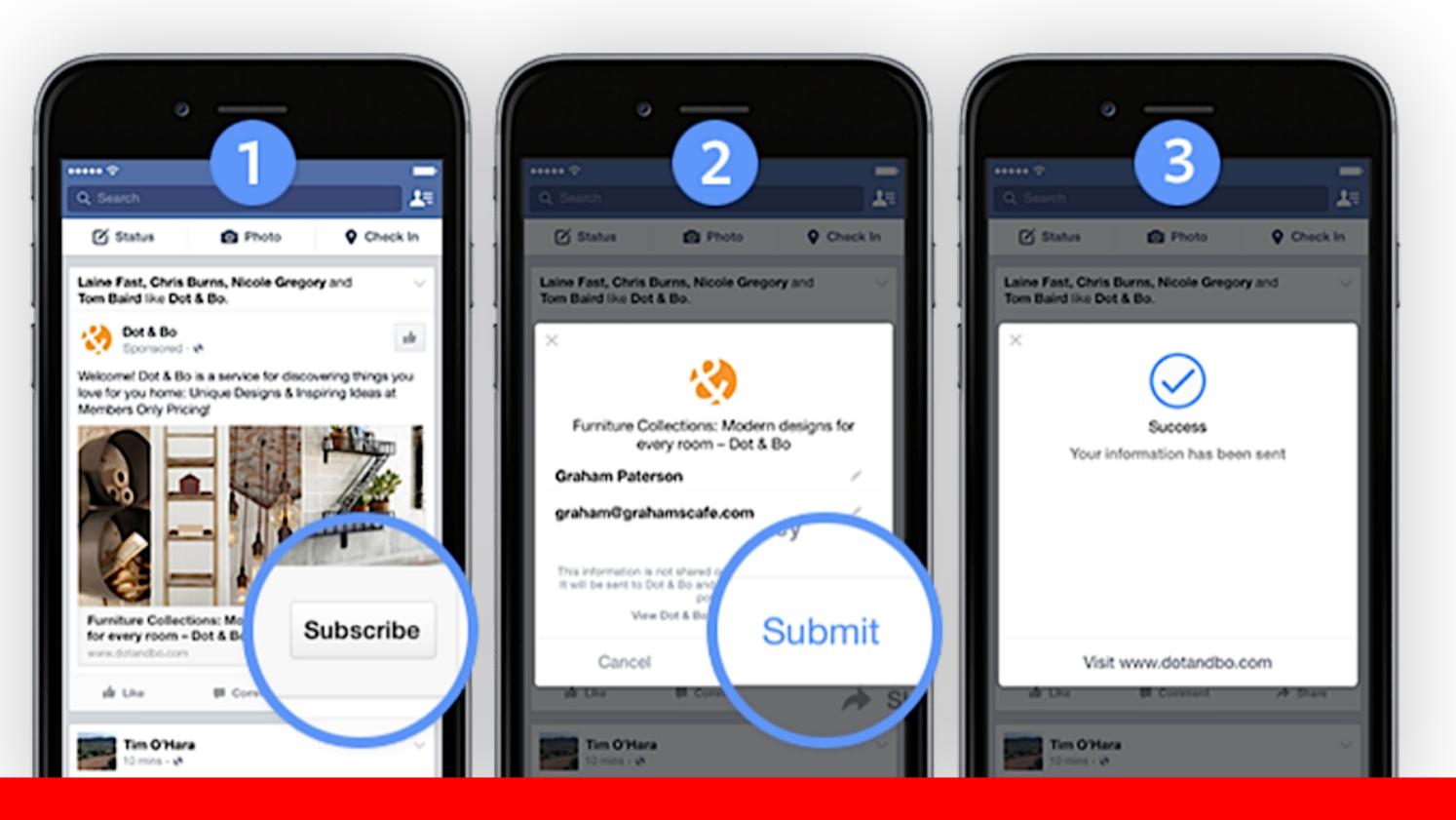






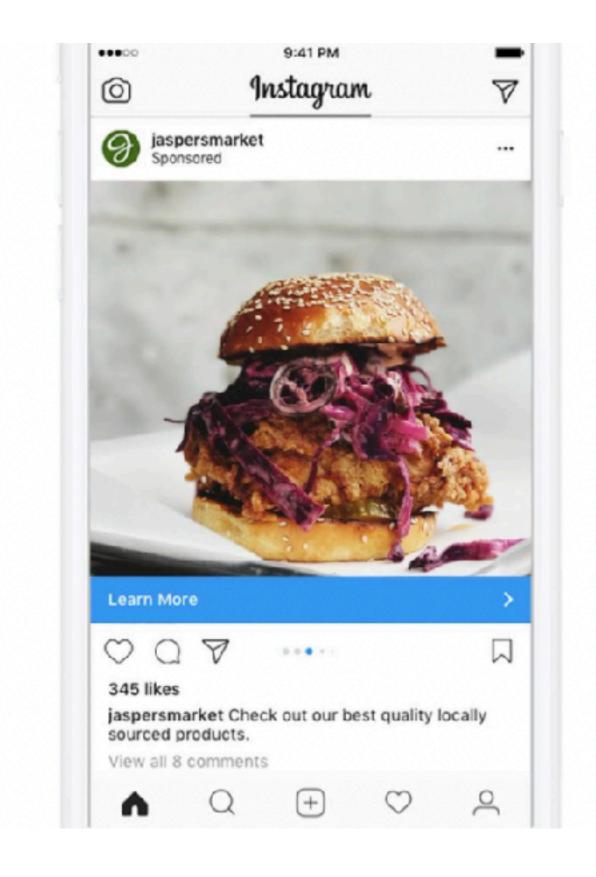
Lead Generation Ads Facebook:

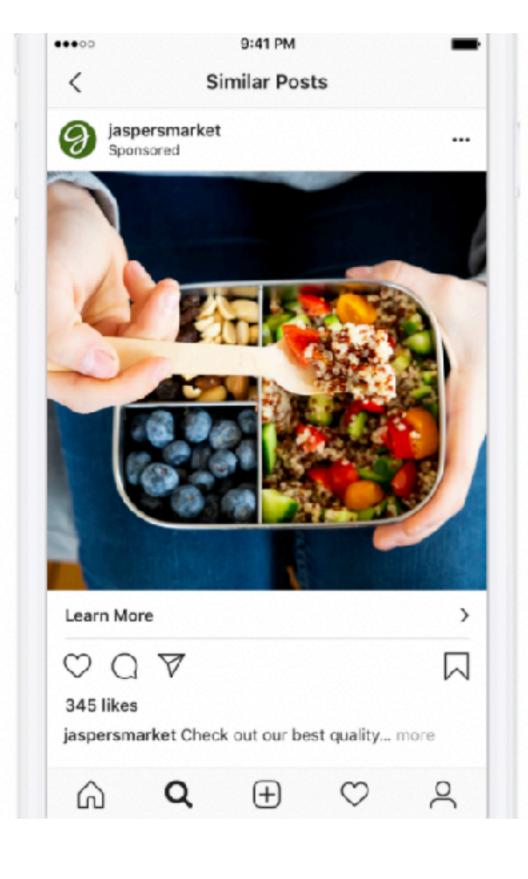
 Keeping with the trend of engaging within the Facebook app, Lead Generation ads can be launched as a secondary method to capture potential group planner's contact information

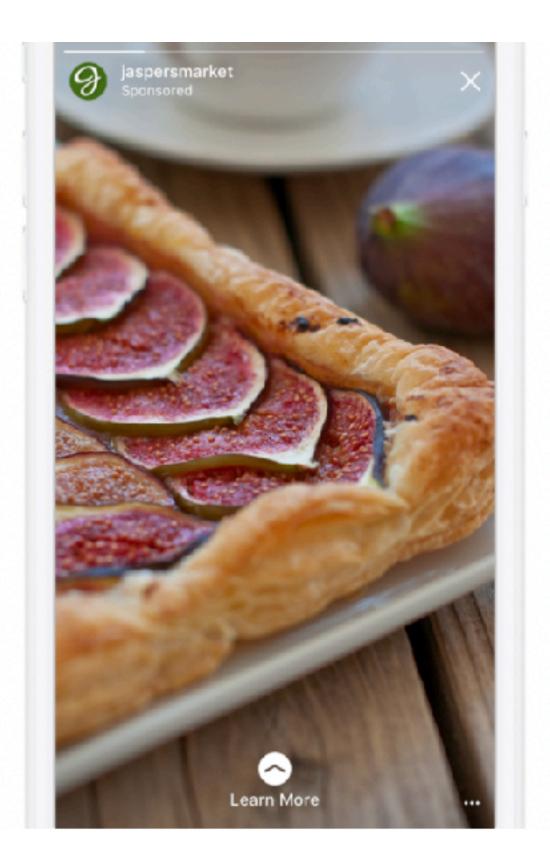


Instagram Ad Placements

These ads can bring the brand and property to life by incorporating carousel images, video, and static images.







Instagram Feed

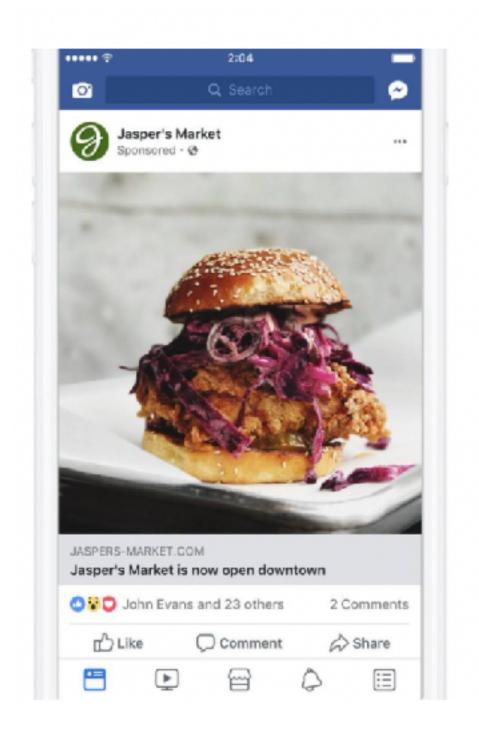
Instagram Explore

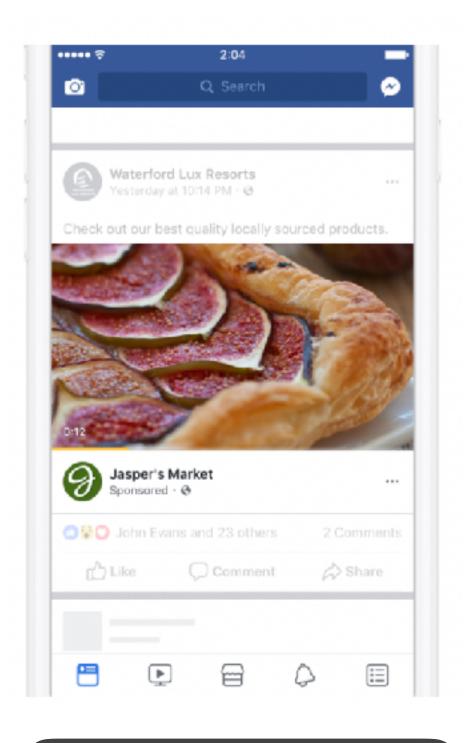
Instagram Stories

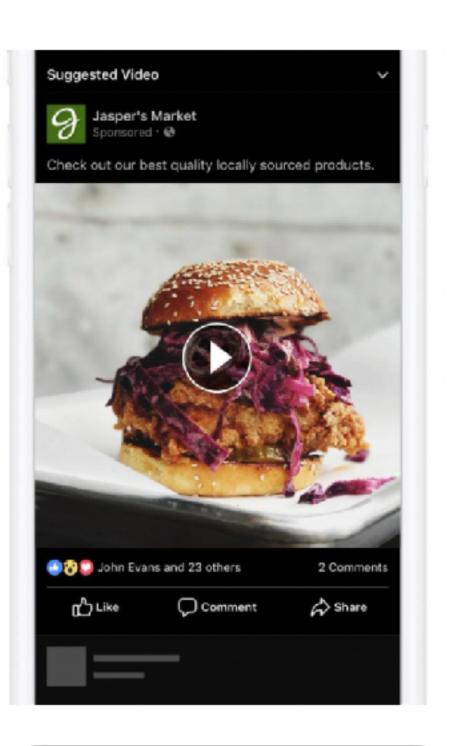


Facebook Ad Placements

These ads can bring the brand and property to life by incorporating carousel images, video, and static images.









Facebook News Feed

In-Stream

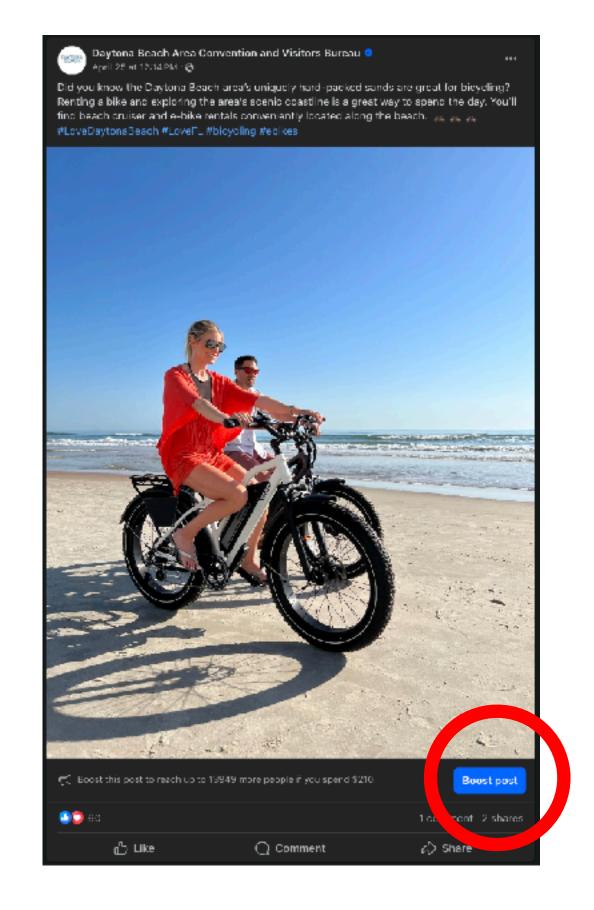
Facebook Video Feeds

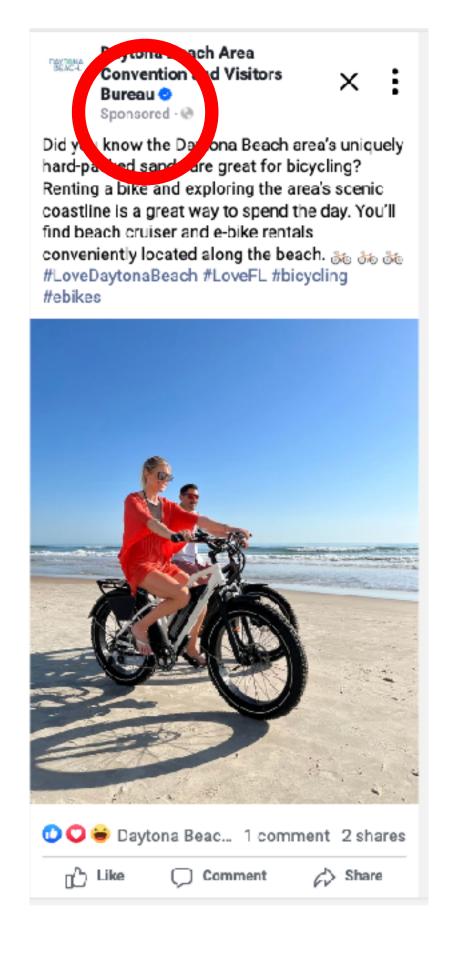
Facebook Stories



Boosted Posts

Boosted posts are like giving your regular post a power-up by paying the social media platform to show it to more people.







Analyze.

Performance Tracking & Reporting

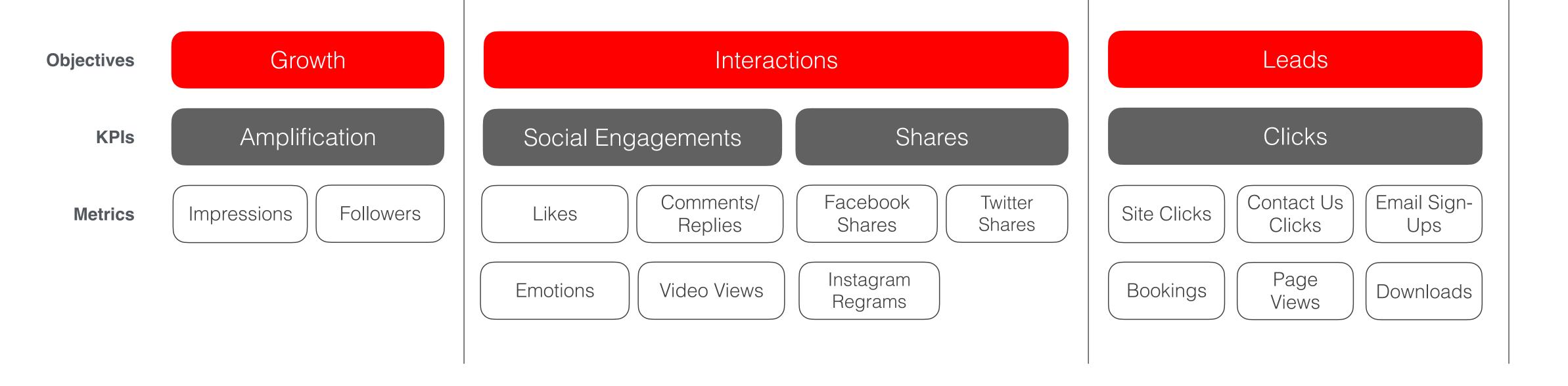








To measure success against the goals and objective, as well as determine social media penetration and effectiveness, below is an outline of the measurement matrix to be used for reporting purposes.





Example: 2023-2024 Social KPIs

PLATFORM	KPI	FY 2022-2023	FY 2023-2024 GOAL	% CHANGE
FACEBOOK	CTR	1.95%	2.50%	28.21%
	CPC	\$0.39	\$0.31	-20.51%
	AD RECALL LIFT	14.13%	16%	13.23%
	СРМ	\$0.04	\$0.03	-33.33%
INSTAGRAM	CTR	0.49%	1.48%	66.89%
	CPC	\$1.07	\$0.90	-15.89%
	AD RECALL LIFT	7.55%	9%	19.21%
	СРМ	\$0.04	\$0.03	-25.00%

Thank You.

Let's Discuss.



Appendix.

Paid Ad Strategy Development

Engagement

Drive clicks and engagement from Google Ads, Organic Search, and Social Ads, leading back to website and social profiles. This creates our audience.

Convert Lead

High-quality content and well-designed landing pages convert visitors' into potential clients via booked calls, messages, and form submissions.

Drive Referrals

Stay in front of past customer with targeted social campaigns designed to drive repeat business, reviews, and referrals



Traffic & Awareness

SEARCH: Organic (SEO) and paid (Google Ads). SOCIAL:
Organic (posting content) and paid (Facebook & Instagram Advertising).
LISTS: Create targeting from database.

Retarget & Nurture

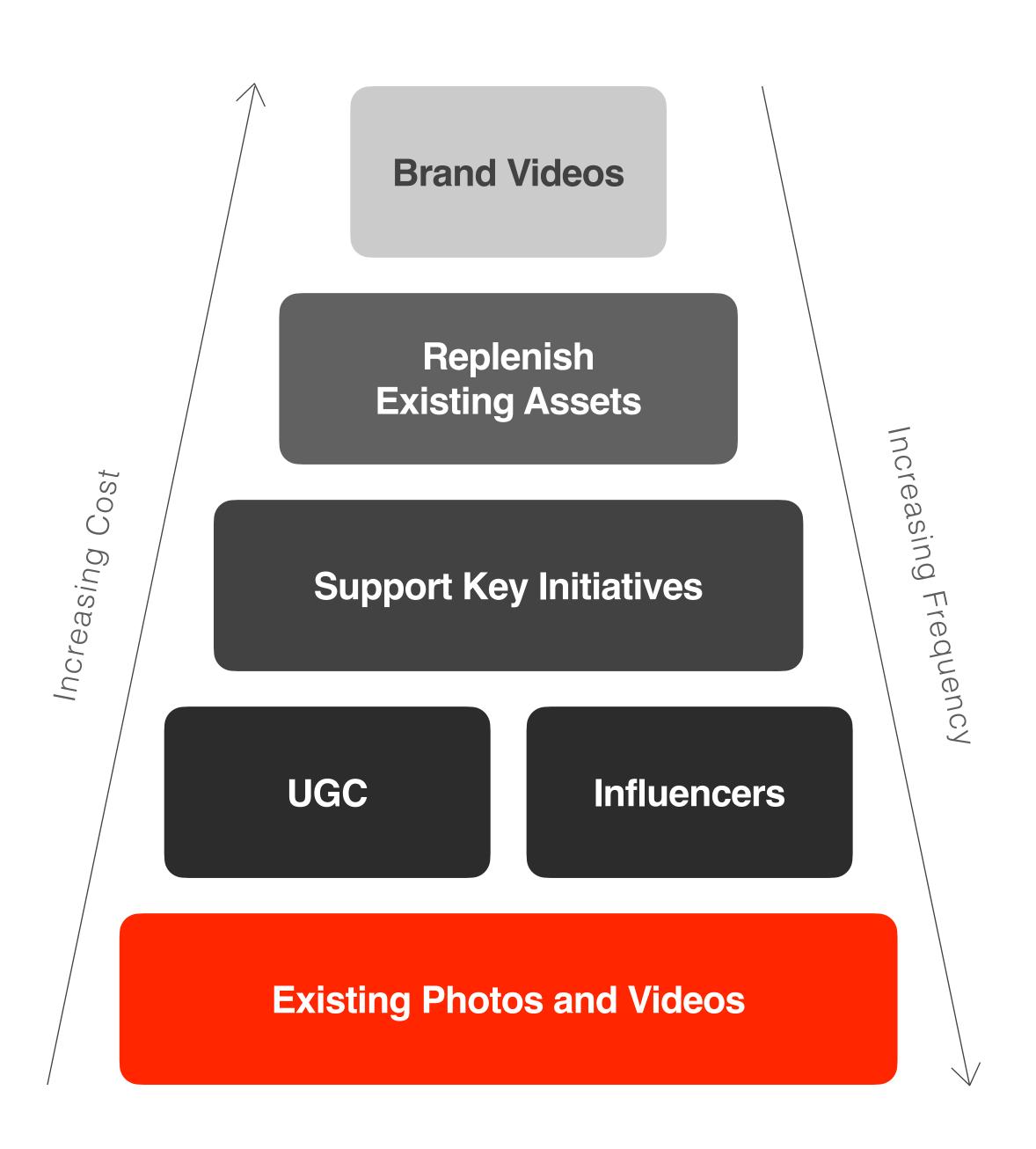
Continue to market directly to our engaged audience on Facebook & Instagram with retargeting campaigns. Messaging tailored to the prospect's interest & journey.

Nurture & Close

The new lead is nurtured through the sales process using content-driven marketing automation emails.







Premium Video Shoots
(1-2 per year)

Photo Shoots(2-3 per year)

Brand Campaigns(3-5 per year)

Shared Assets

Existing Assets



Ad Creative Examples

Story Ads

