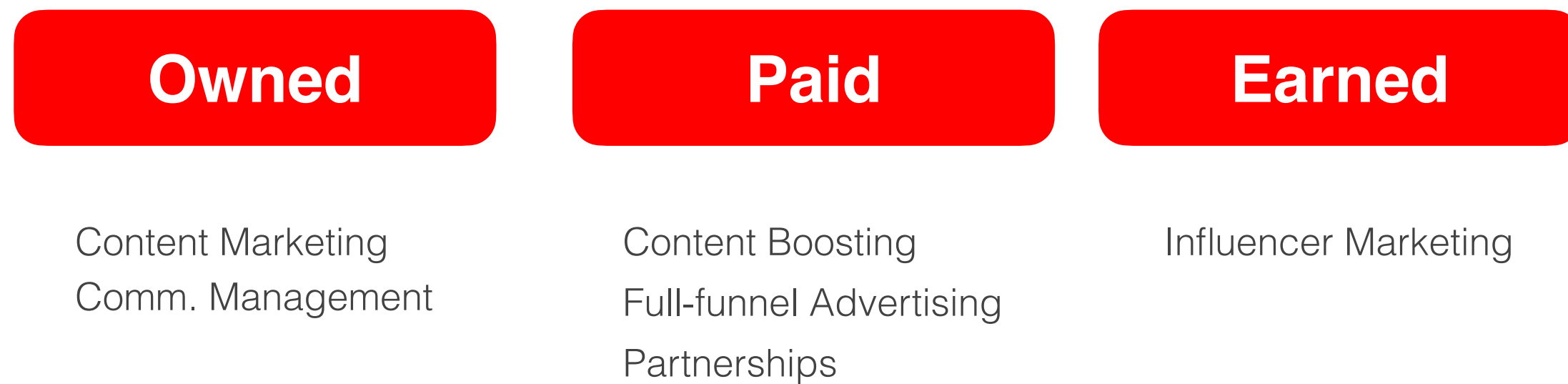

Paid Social Media.



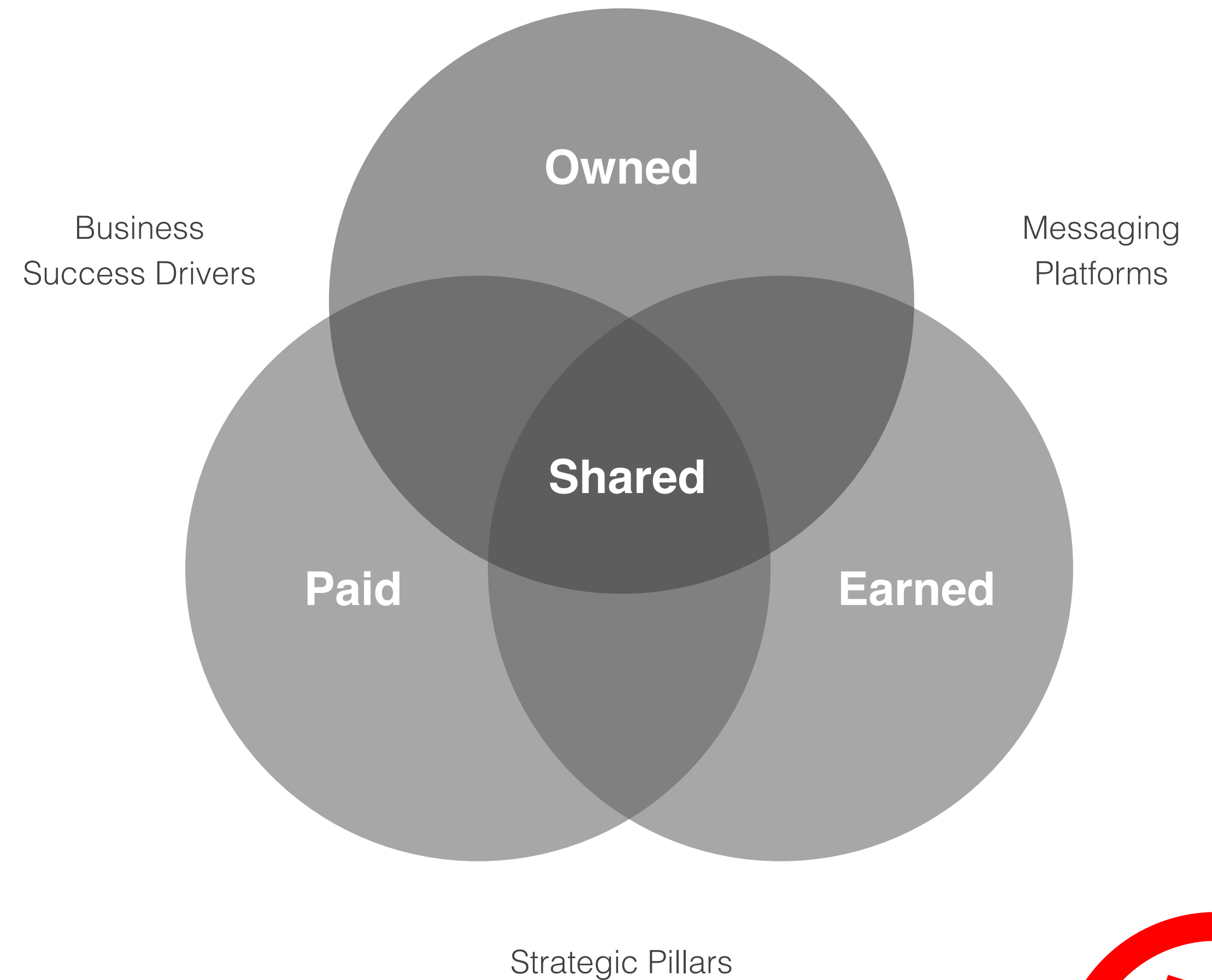
Owned, Paid & Earned Media

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.



CORE STRATEGIC IDEA



Paid Social: Overview.

Strategize

Execute

Analyze



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

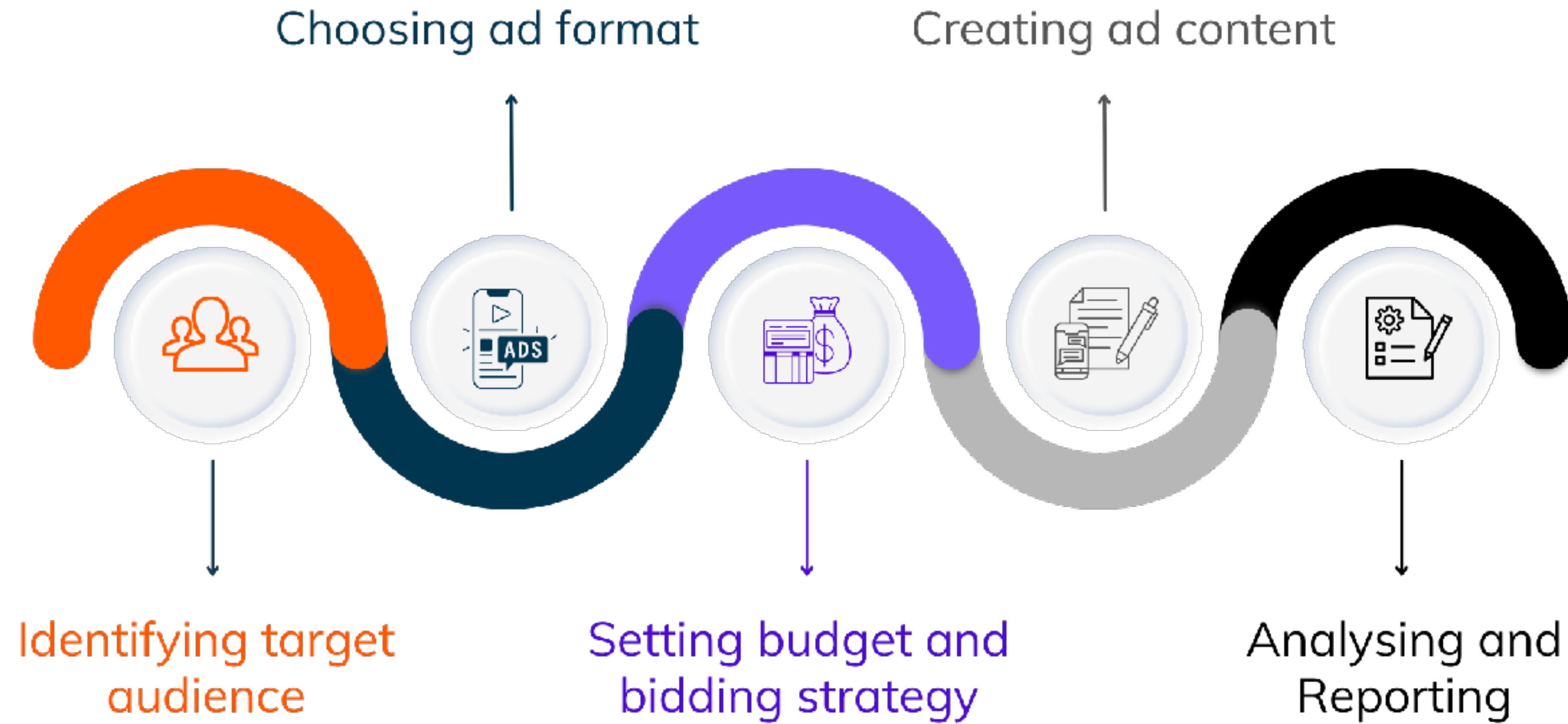
1. Email lists
2. Engaged users on social and website
3. Geo-fencing



Execute.



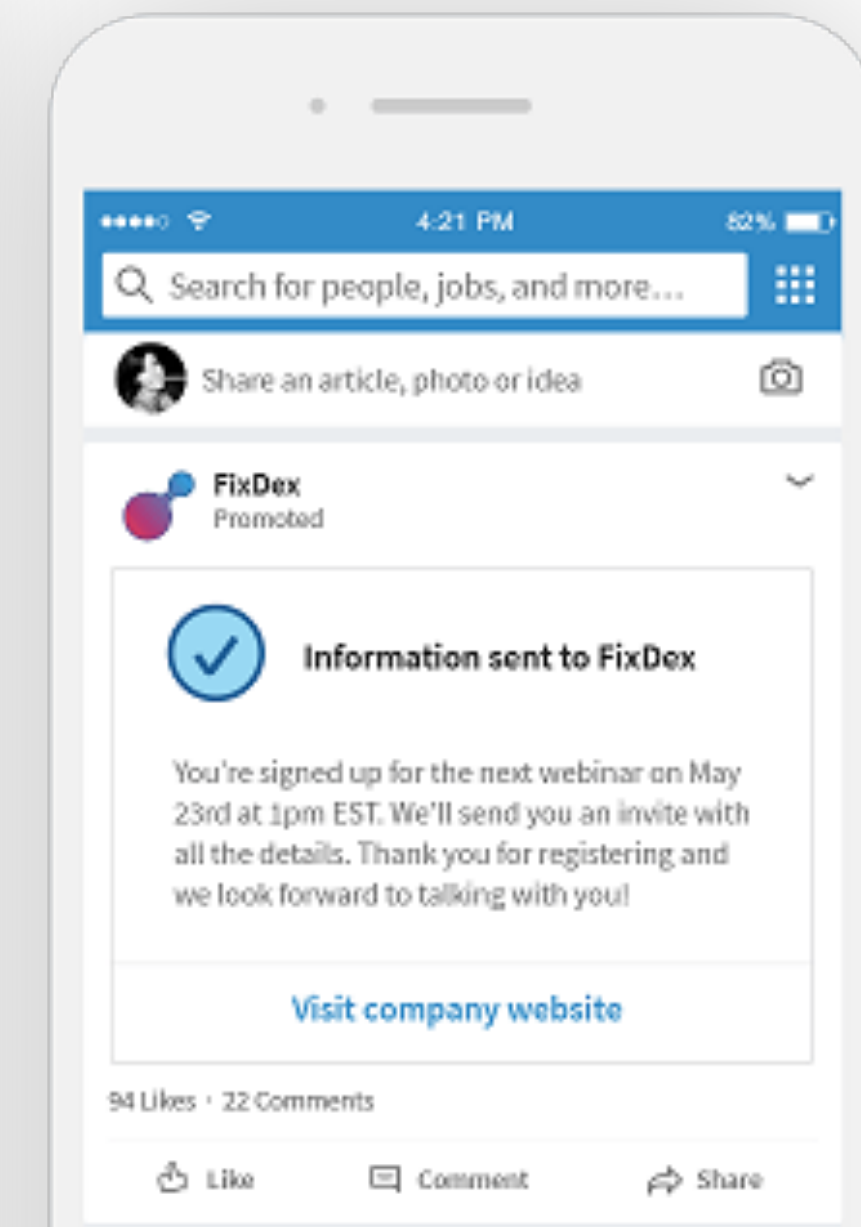
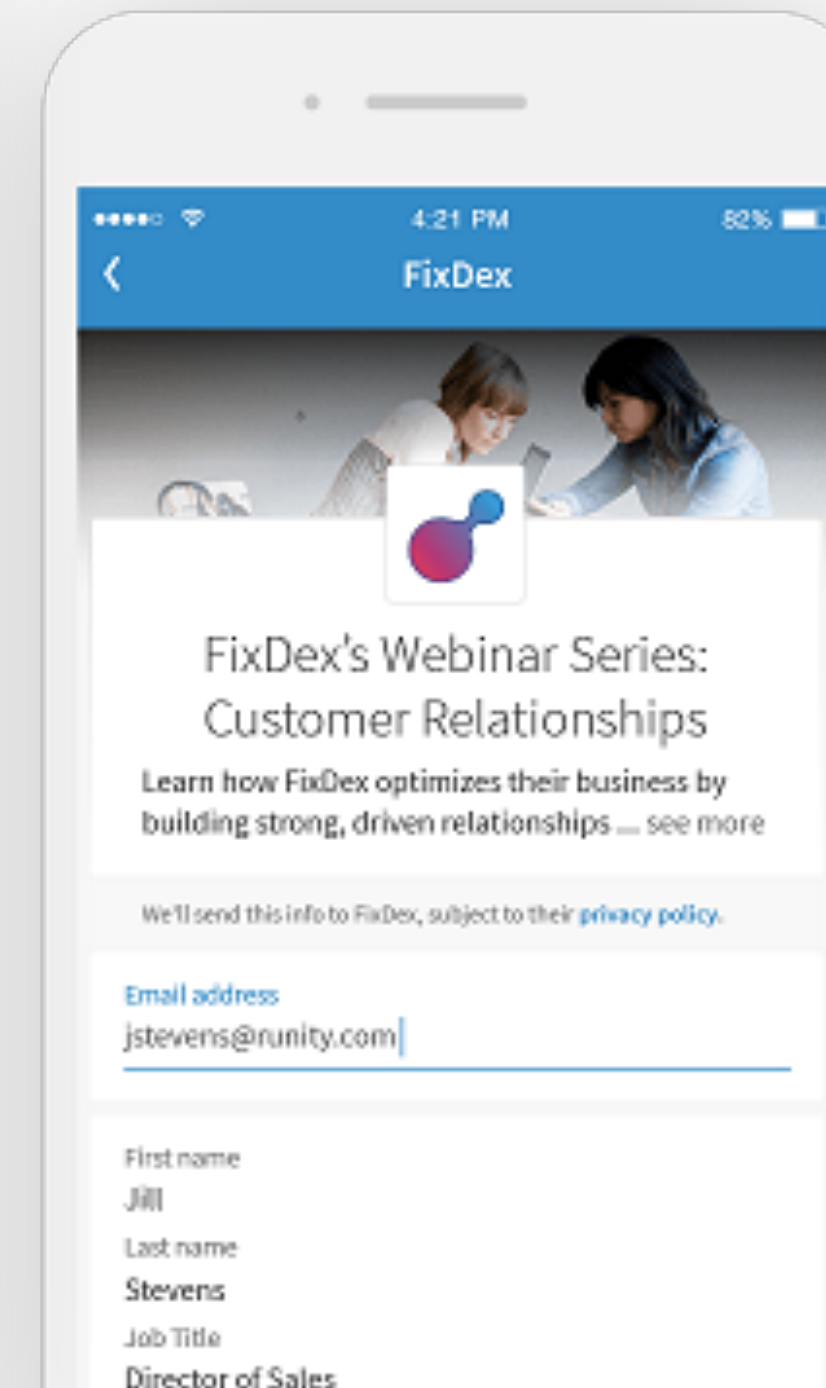
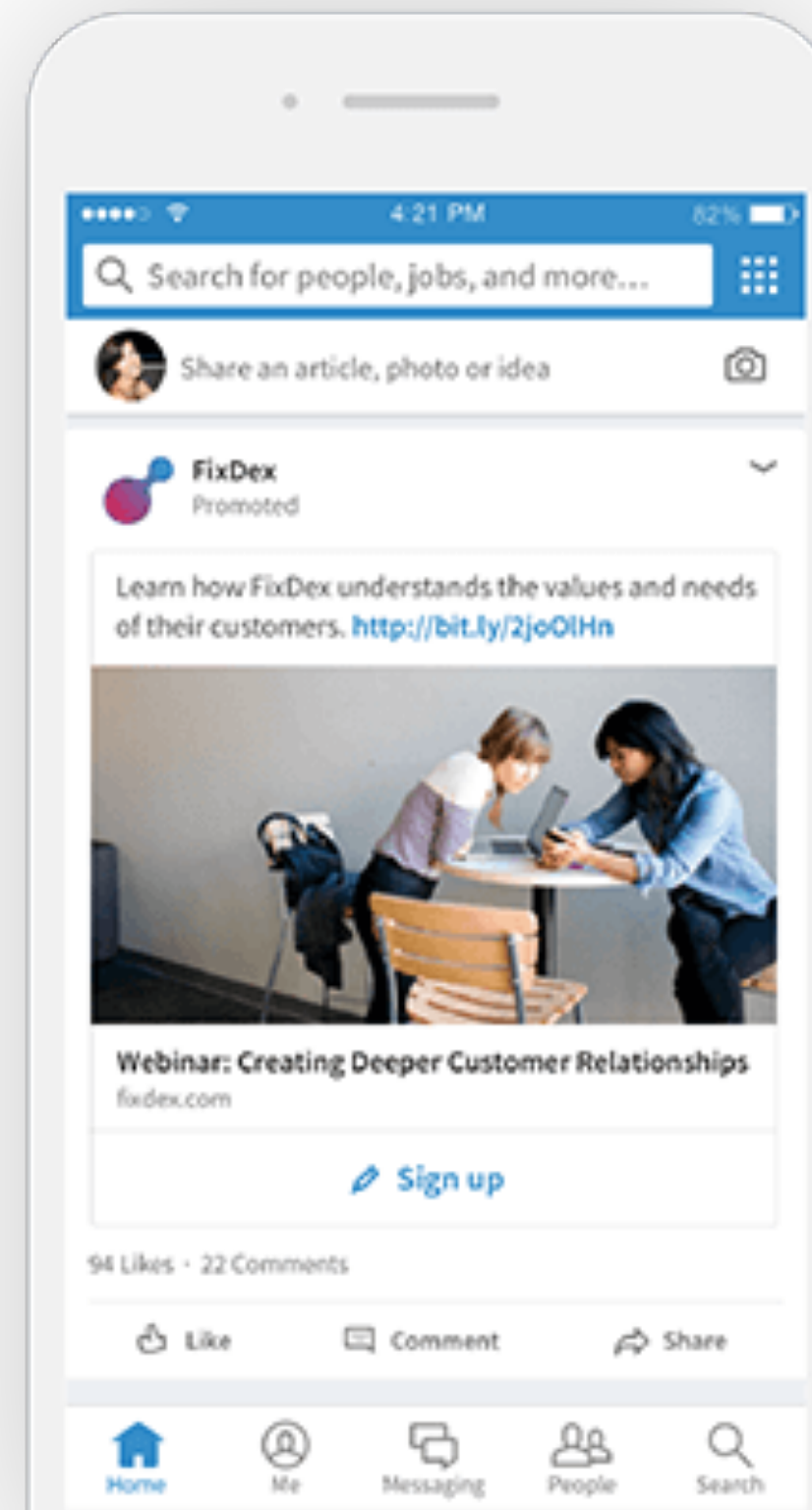
Paid Ad Management



Ad Format Examples.

■ Lead Generation LinkedIn:

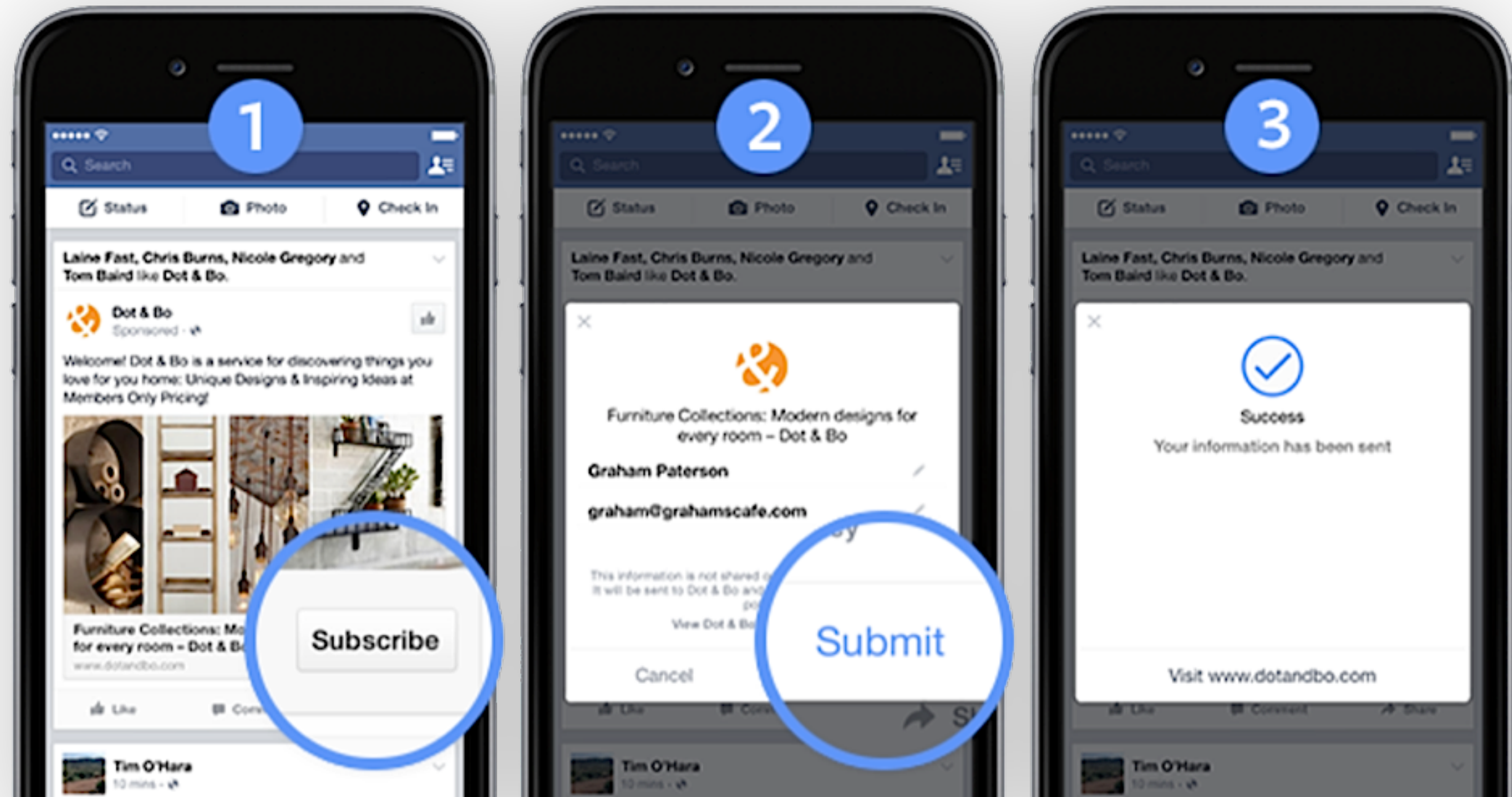
- These ads take Sponsored Content to the next step and include a contact information form that potential group planners can fill out on their mobile or desktop device.
 - This will allow the social team to work in conjunction with media for strategic lead generation.



Ad Format Examples.

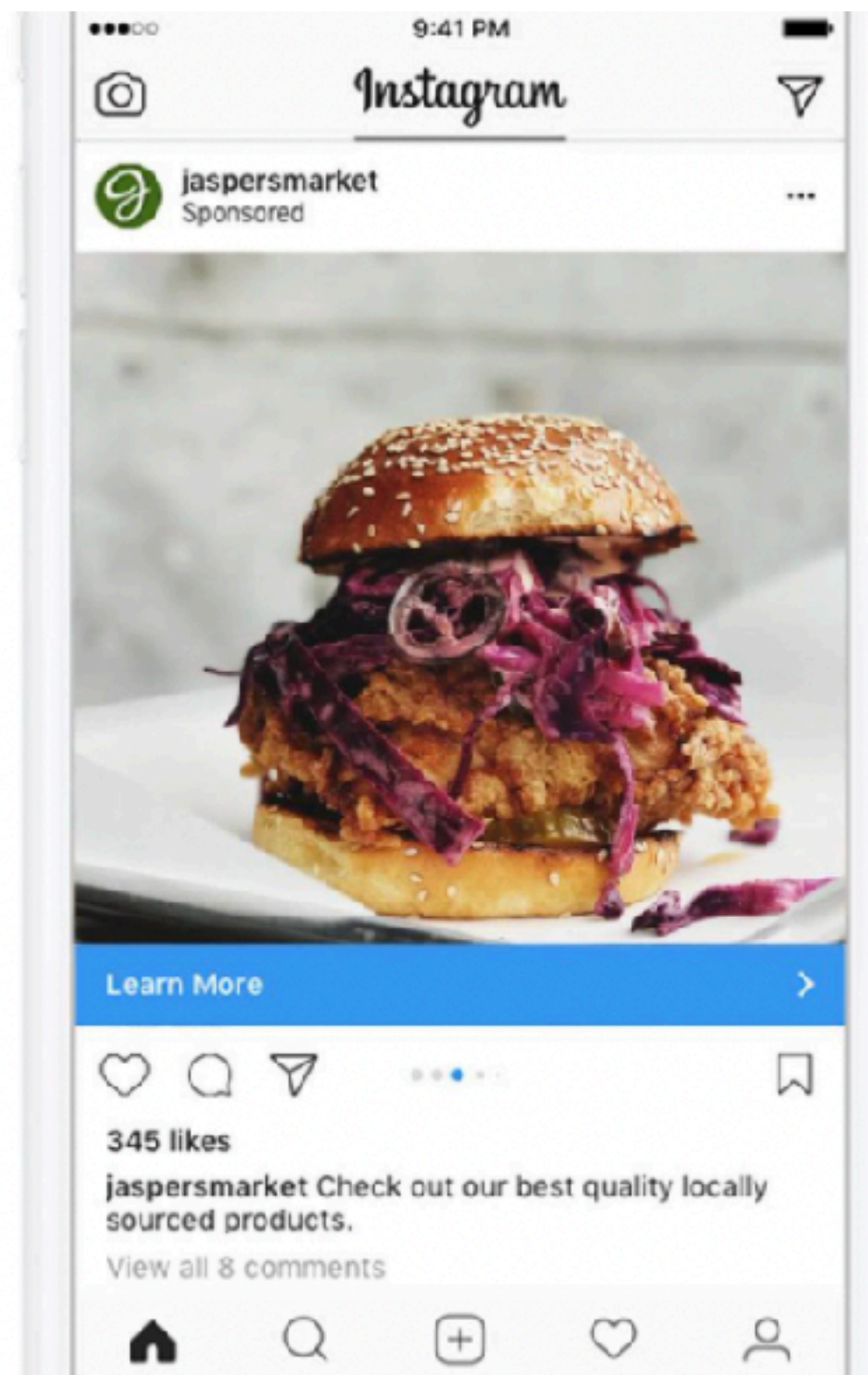
■ Lead Generation Ads Facebook:

- 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

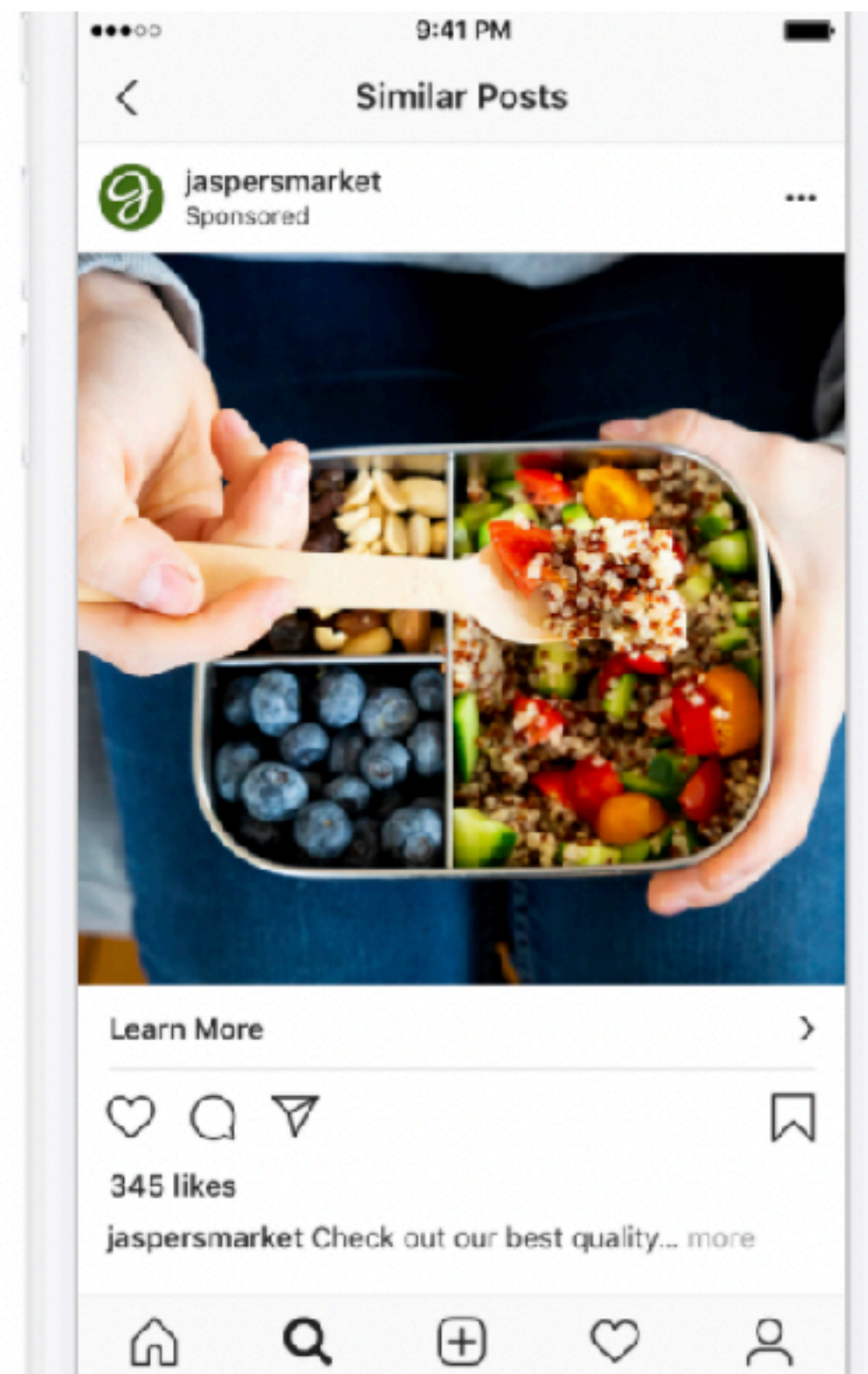


Instagram Ad Placements

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



Instagram Feed



Instagram Explore



Instagram Stories

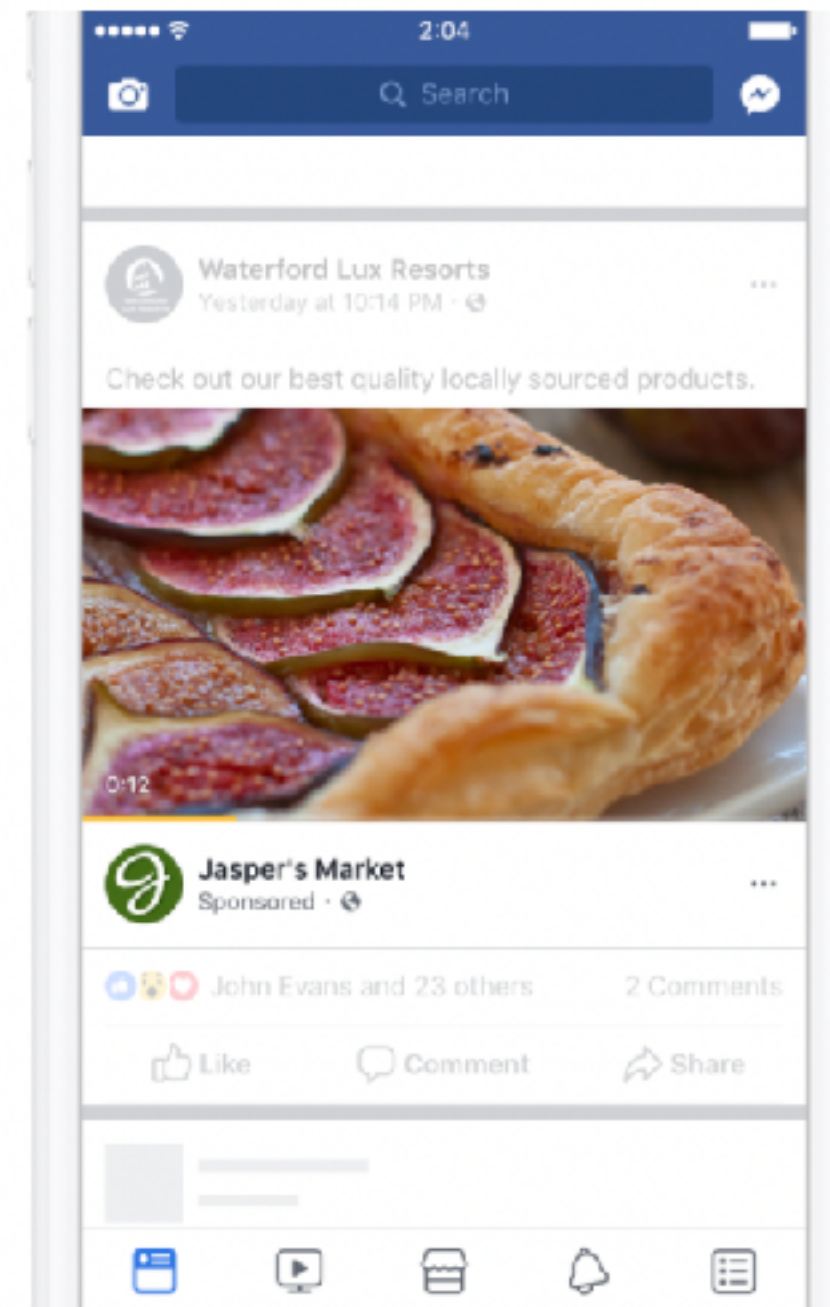


Facebook Ad Placements

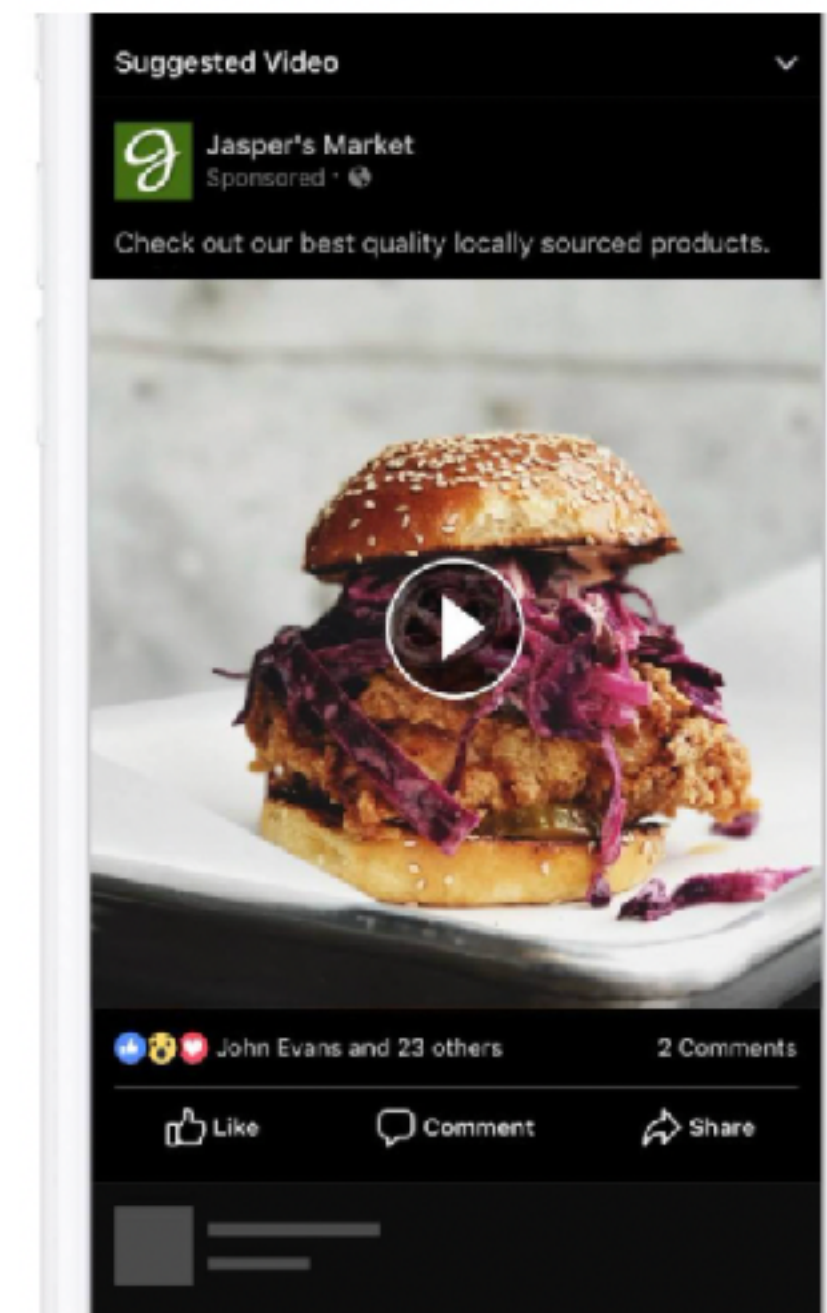
- These ads can bring the brand and property to life by incorporating carousel images, video, and static images.



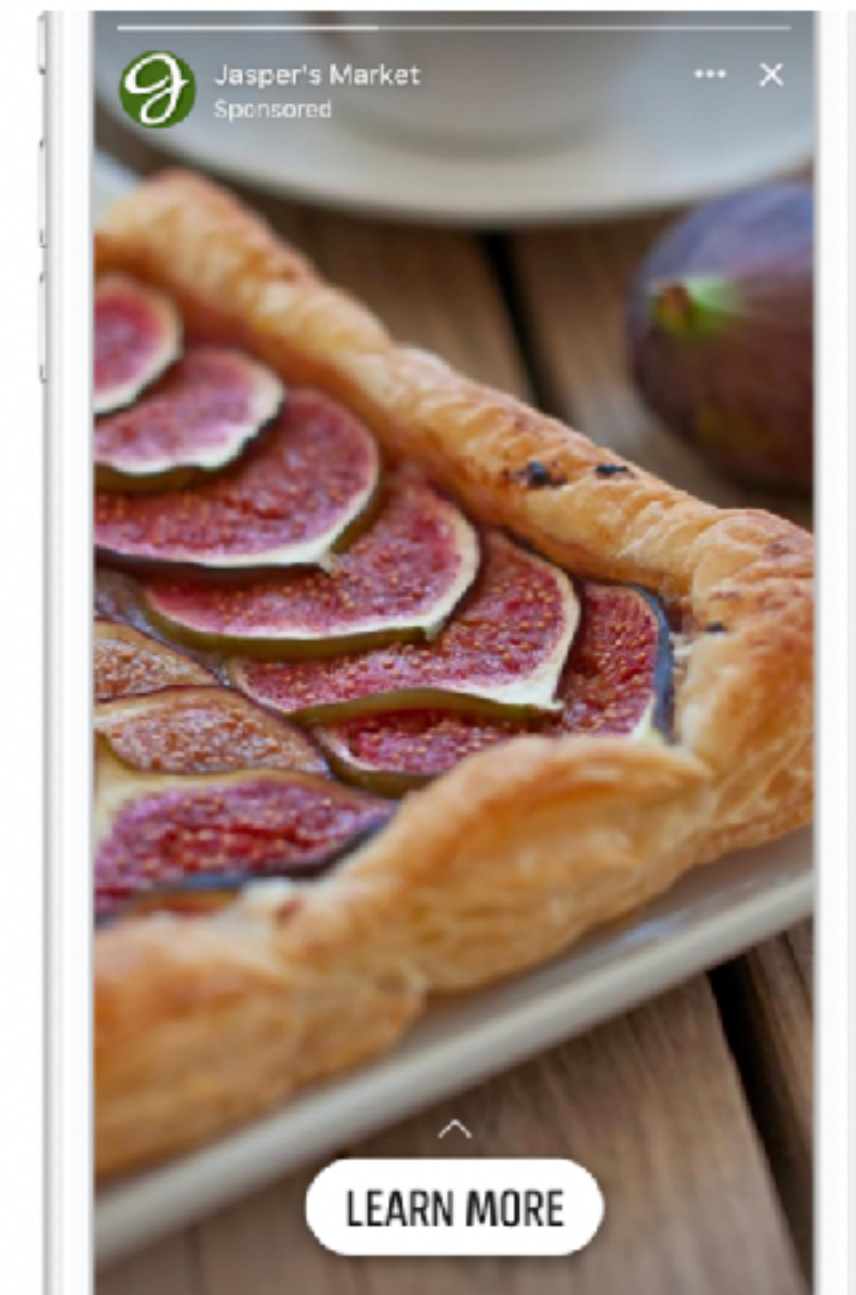
Facebook News Feed



In-Stream



Facebook Video Feeds

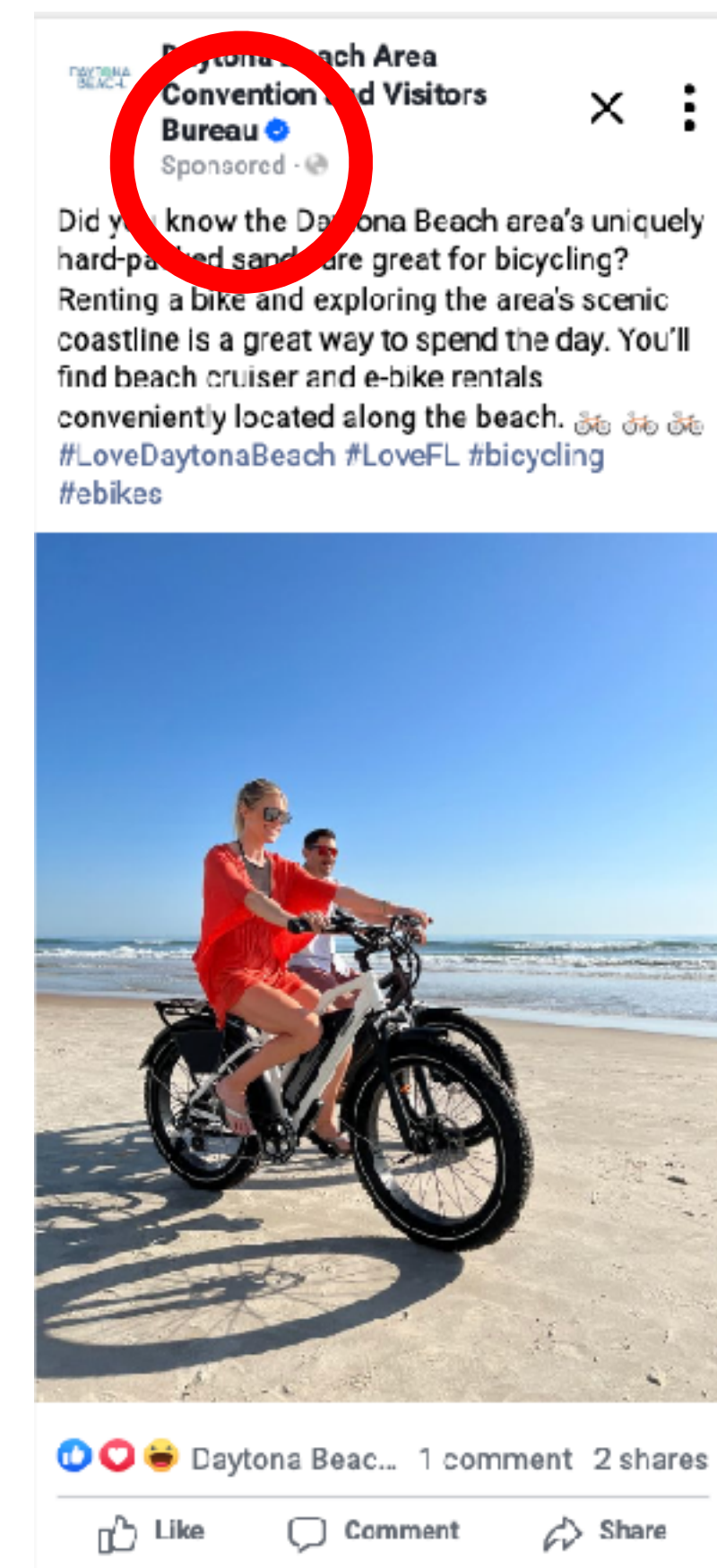
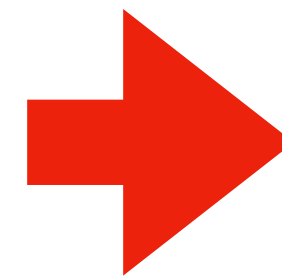


Facebook Stories



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.

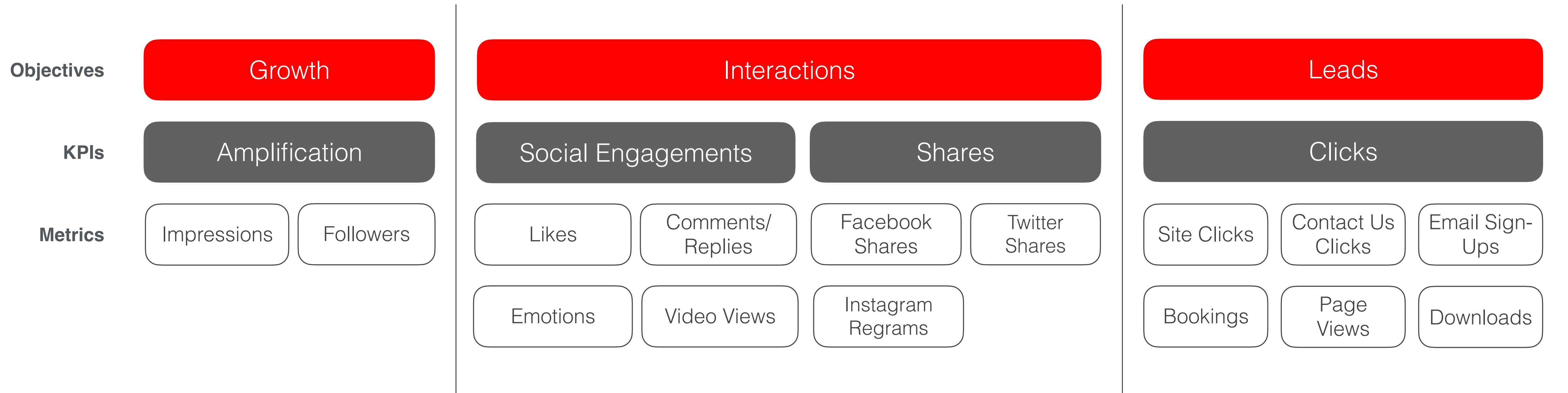


Performance Tracking & Reporting



Measurement Matrix

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%
	CPM	\$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%
	CPM	\$0.04	\$0.03	-25.00%

Thank You.

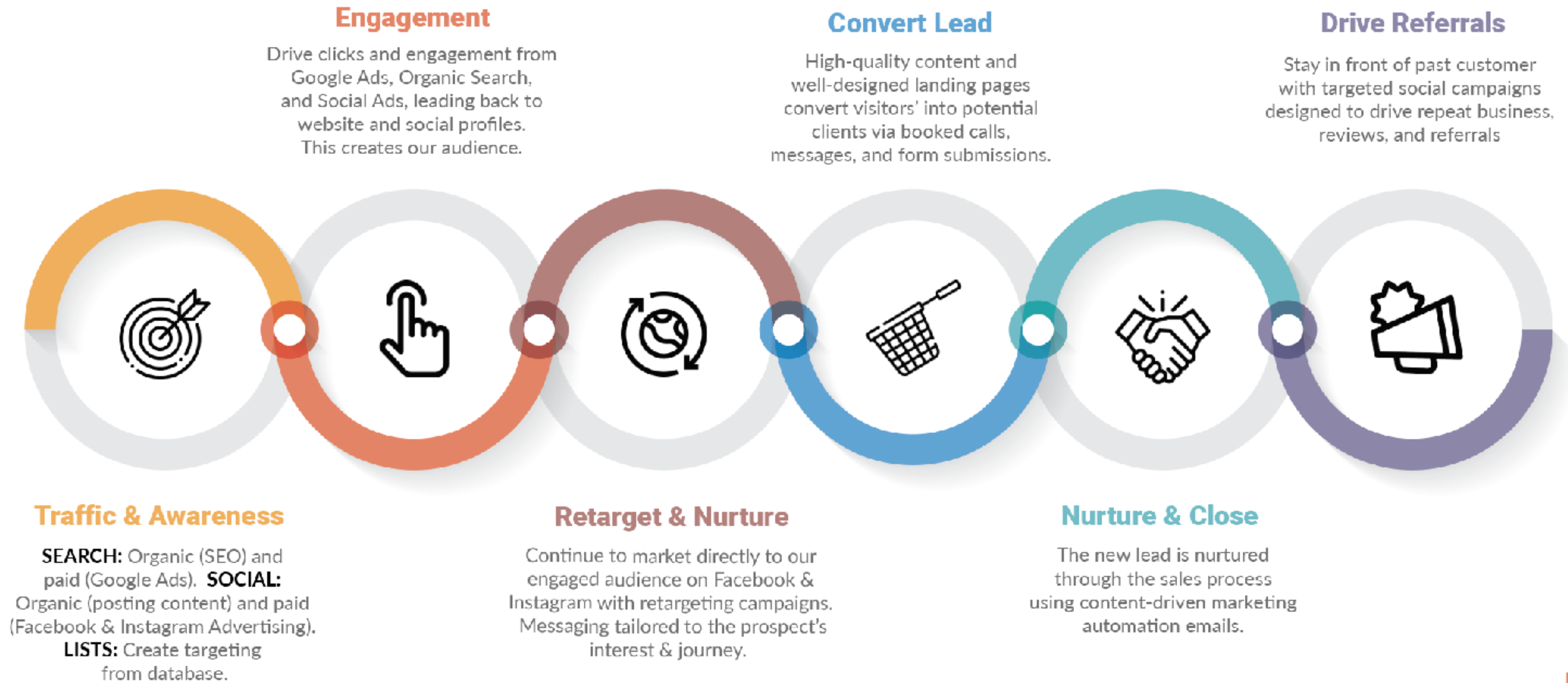
Let's Discuss.



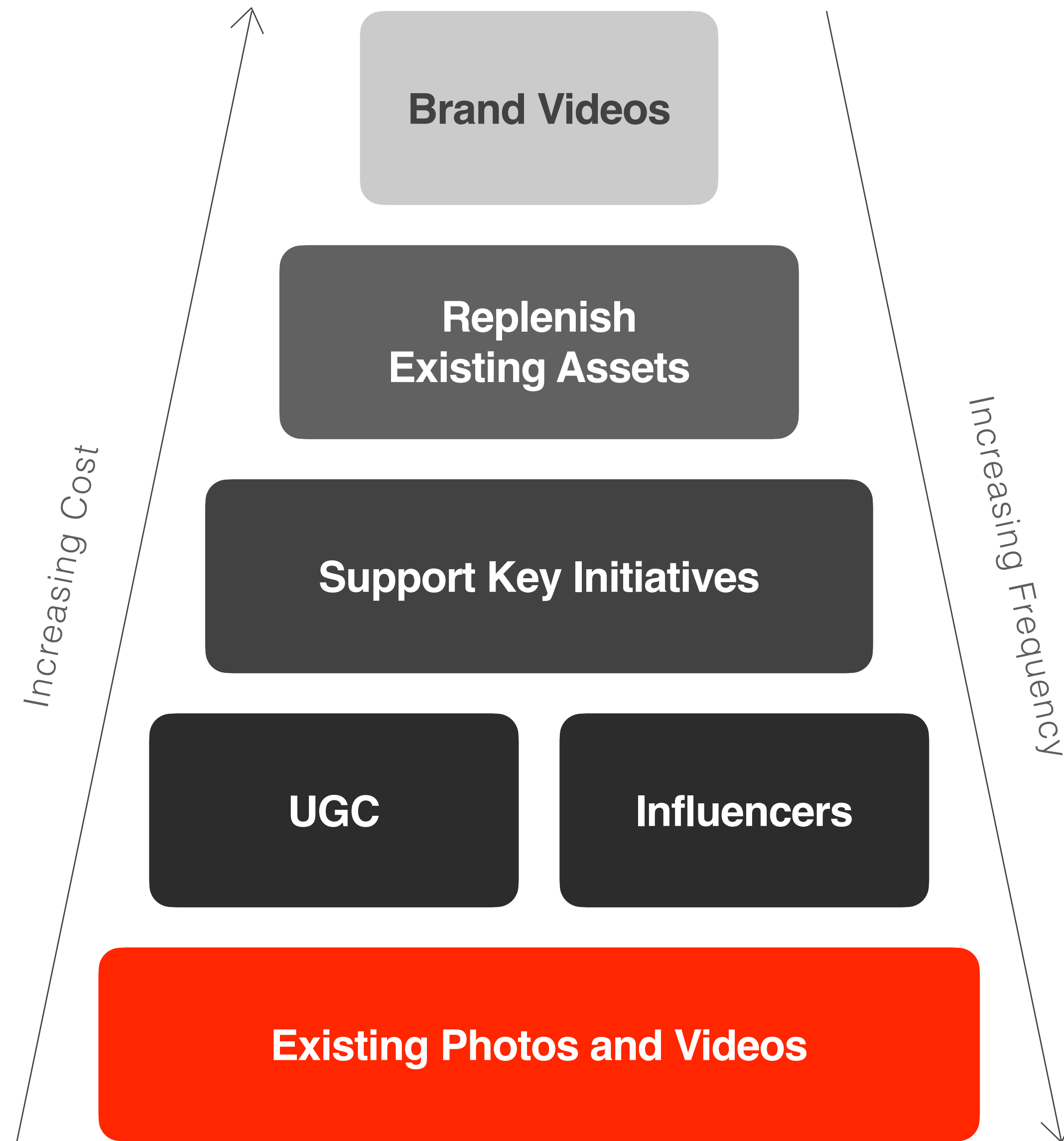
Appendix.



Paid Ad Strategy Development



Content Replenishment.



- **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

