

# MARKETING RECAP REAL FUN BEACH MARCH 2021



[VisitPanamaCityBeach.com](http://VisitPanamaCityBeach.com)



## PUBLIC RELATIONS HIGHLIGHTS

- **Travel Girl** shared news of Panama City Beach's UNwineD festival.
- **Southern Living** included Panama City Beach in a list of the south's best outdoor adventures in 2021.
- **Families Fly Free** shared a roundup of fun things to do in Panama City Beach.
- **Fishing Booker** included Panama City Beach in a roundup of top spring fishing sports in the United States.

## PRESS RELEASES

- Patience and Perseverance Prevail in New Episode of "Chasin' The Sun"



881,230 likes



43.1k followers



73k followers

## MARKETING

### March Marketing

Our "always on" digital campaign continues into April 2021 to support Spring travel planning! We will continue partnerships with YouTube, Trip Advisor, Pandora, BuzzFeed and Thrillist. Tactics include our Brand Station, Sponsored Listening campaign, display banners, pre-roll ads, native and Google Discovery ads. Starting in April – we will ramp up more custom content campaigns with Style Blueprint and introduce a new custom content partner, Tiny Beans/Red Tricycle. Social media channels, Facebook and Instagram, will continue with our refreshed Make It Yours, Visitors Guide Campaign, FB Poll ads and our Events Carousel. Pinterest will also continue this month. This month, we will continue to promote UnwineD through digital and social media to drive ticket sales. We will also begin promotion of this event through local TV and drive market radio.

### Misc. Projects

- Spring Q2 Mother's Day Campaign
- Q2 Digital Media Refresh + New Creative
- Beach Safety Rack Card
- Brand Guidelines Refresh
- UNwineD Email
- Weddings (Talking Dog)

### Current Print Ad Insertions

VISIT Florida Magazine (Annual)  
Florida Golf Alliance (Jan-June)

Florida Saltwater Fishing Regulations (Jan-June)  
Sports Events (Dec – Annual)  
Coastal Living (Spring)

### Email Insertions

Sports Travel (3/16)  
Sports ETA (Feb-April)

## Sports Workshop Collateral:



The Visit Panama City Beach Sports and Special Events Team will be holding a n individual workshop for any partners interested in being a part of the events.





## REAL. FUN. SOCIAL STATS. TOP SOCIAL POSTS OF THE MONTH

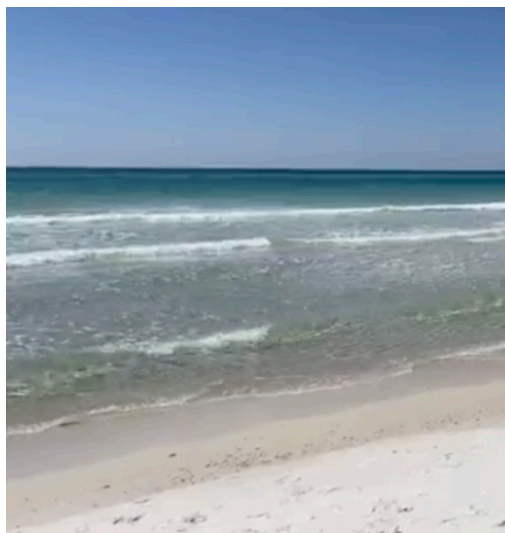
### Instagram

"We're not the only ones excited for the weekend!"  
Likes: 2.6K Comments: 35 Impressions: 34K



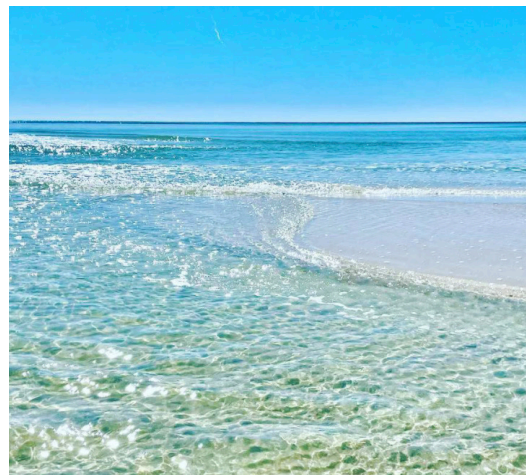
### Facebook Live

"Nothing but blue skies and sunny vibes"  
Likes: 3.9k Comments: 1,032 Reach: 133,790



### Twitter

"PCB Views #FridayFeeling"  
Likes: 116 Retweets: 13 Impressions: 5.7K



## MARCH FOCUS: SPRING EVENTS REFRESHER

In March, we began focusing on preparing collateral for events that are now returning. This includes things like billboards, an events rack card and program ads.

Seabreeze Jazz Fest Program Ad:



News Herald Entertainer Ad:

