

MARKETING RECAP REAL FUN BEACH

NOVEMBER 2021

VisitPanamaCityBeach.com



920,097 likes



42.5k followers



79.3k followers

PUBLIC RELATIONS HIGHLIGHTS

- **Florida Currents** shared Panama City Beach's beach renourishment project in an article titled "Adding Sand to Combat Erosion."
- **Panama City News Herald** featured Panama City Beach's Sports Complex in their article "Panama City Beach Sports Complex announces advertising partnership with GEICO."
- **Panama City News Herald** announced Panama City Beach's Beach Home for the Holidays festival in their in their article "See Josh Turner live, hunt for free swag and more at Beach Home for the Holidays in PCB."
- **Travel Awaits** included Panama City Beach in their roundup of "11 Spectacular Florida Beaches Our Writers Love."

MARKETING

November Marketing

Our "always on" digital campaign continues in December to support Winter travel planning with our tried and true partners and tactics that have proven to deliver results. Partners include Trip Advisor and Pandora. Tactics include native, display banners, pre-roll ads, competitive conquering and our Brand Station. This month, we are running Competitive Conquering and Holiday messaging across digital channels. Social media channels, Facebook and Instagram, will continue with our updated Make It Yours messaging, Holiday, Winter Residents, Competitive Conquering campaigns. We will be promoting the Beach Ball drop event on social as well.

Misc. Projects

- Brand Guidelines
- Print + Digital Media Insertions
- PCB EDA Video Project
- Make It Yours Q1 Refresh
- Double Red Flag Creative Update
- Decor By The Shore Creative Update
- New Year's Eve Creative
- UNwined Creative

Current Print Ad Insertions

Sports ETA E-mails
Lindy's Sports Annual
Florida Golf Alliance (July-December)
Saltwater Fishing Guide (July-December)
Reunions Magazine

Decor by the Shore Refresh



In November, Visit Panama City Beach refreshed the passports and website for the popular Decor by the Shore coastal shopping trail. Decor by the Shore features 15 local shops and shows off some of the unique coastal style furniture and home decor Panama City Beach has to offer.



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

Instagram

"Crystal clear views today. Russell-Fields
City Pier"

Likes: 1.8K Comments: 25 Impressions: 19.6K



Facebook Live

"It's a beautiful day at the #RealFunBeach!
Tune in for a live view"

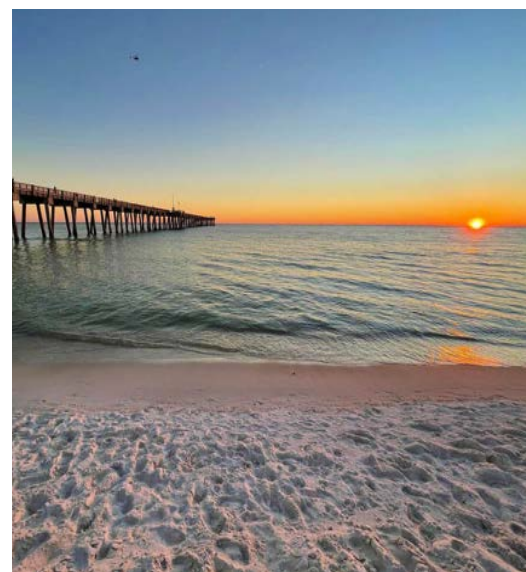
Likes: 8.1k Comments: 328 Reach: 50,867



Twitter

"PCB sunsets are pretty shows"

Likes: 78 Retweets: 7 Impressions: 4.0K



NOVEMBER FOCUS: WINTER AND SPRING EVENT SUPPORT

In the month of November, Visit Panama City Beach worked on the creative for several winter and spring events including the New Year's Eve Beach Ball Drop and the Mardi Gras and Music Festival. The marketing department is supporting the events by creating billboards, posters, online ads, social media posts, press releases, eblasts, signage and various other event related items.

Posters



Billboards

