

Clicks to Customer:

The Local Advantage of Digital Advertising

68% of travelers visit
a destinations website
before booking their trip
-Expedia Group



It takes a team to do what we do – These are the wonderful people behind the scenes that create the magic

DTN

Through conversation, insights, and collaboration we strive to connect local business partners with potential customers. Through opportunity, visibility and expertise.

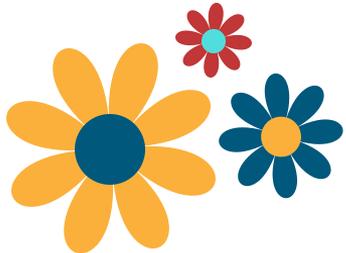
We may not have all the answers but what we do know is that the community is what it is because of all of you – Each and every one of you is the magic of Daytona Beach.

(Let's keep not knowing all of the answers between us, ok?)

– John Wanamaker



Half of the money I spend on advertising is wasted...the trouble is I don't know which half



Why Digital?



Photo – Max Beach Resort

We all know that having an online presence is critical.

- **Broader Reach and Targeting**
- **Real-Time Feedback**
- **Any Budget, Any Size Business Can Benefit**
- **Credibility**
- **Last but Not Least**

Ok, we get it. Digital is important – So now what?

Let's break it down



Photo –Daytona Aquarium Rainforest Adventure

Know your audience – It’s easy to say your audience is “everyone.” And sometimes, that might be true.

Stay Consistent – This was mentioned this earlier, and it’s worth repeating: consistency builds trust and recognition.

Content Marketing – Don’t forget to talk about your business—often. Not just during peak seasons or randomly. Your best customer is a returning one.

AI – How to start



AI is most powerful when it augments human creativity and judgment, not replaces it. Think of it as a co-pilot—you're still in control.

Start Small – Use an AI tool to help with content. Website, blogs, social media posts and more. Don't lose your personal touch. Be authentic.

YouTube – There are tutorials that can really show you a multitude of ways to use AI.

- Hubspot Marketing
 - How to use AI to start, build and grow your small business
 - 7 Latest AI for business strategies

Email Marketing – Personalize email content

- Mailchimp for example is a tool that uses AI

Don't lose yourself. AI is not perfect, and it can be very obvious when used. Try free tools before you invest.



VS



What makes a well-crafted ad?

- **Be Authentic and Real** – Present yourself as the genuine, personal, and relatable service that sets you apart.
(Let's be honest—we can usually spot a stock photo from a mile away.)
- **Be Straightforward** – Over-the-top claims don't translate into a great customer experience. Keep it honest and clear.
- **Use High-Quality Images** – Real customers, real elk, candid moments—these are the kinds of visuals people connect with.
- **Set the Tone** – If your business offers a more casual experience, reflect that in your language.
“Time for an adventure? Let's go!” vs. “Book your trip today and explore new destinations.”
- **Don't Forget the Call to Action** – Always guide your audience on what to do next. Whether it's booking, subscribing, or visiting, make it easy and obvious.

The Opportunity



In less than 90
days...

61k

Direct Website
Referrals from DTN
placements

\$0.10

CPC in June

2.7 mil

Impressions
served

Amazing! Here are some other crazy facts!

In 12 months...

9+Mil

Users came to the
Daytona Beach
website

17 Mil

Pageviews

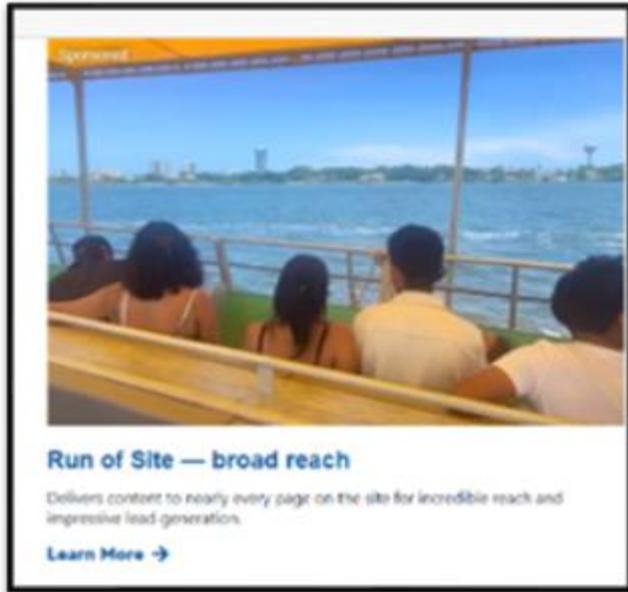
1.1 Mil

Users came
from organic
searches

Featured Ad Placements Available to You



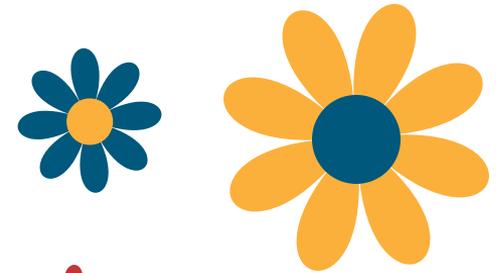
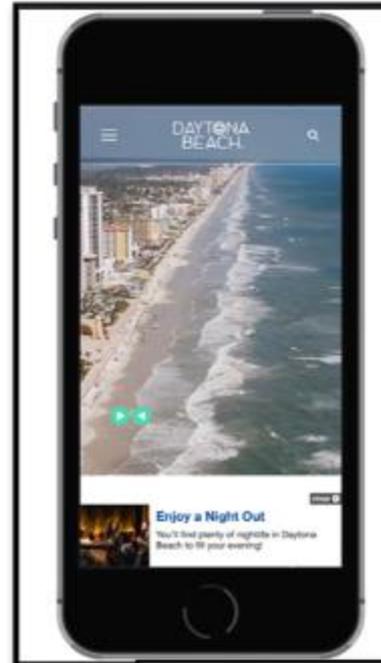
Paid Content on DaytonaBeach.com



Run of Site — broad reach

Delivers content to nearly every page on the site for incredible reach and impressive lead generation.

[Learn More →](#)

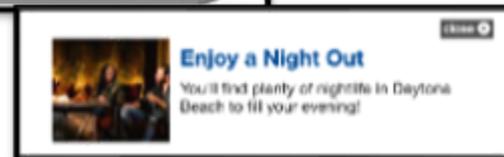


Spotlights — site-wide delivery

These little gems run on pages across the site for incredible reach.

[Learn More →](#)

Get noticed across the whole site – reach thousands of travelers wherever they explore

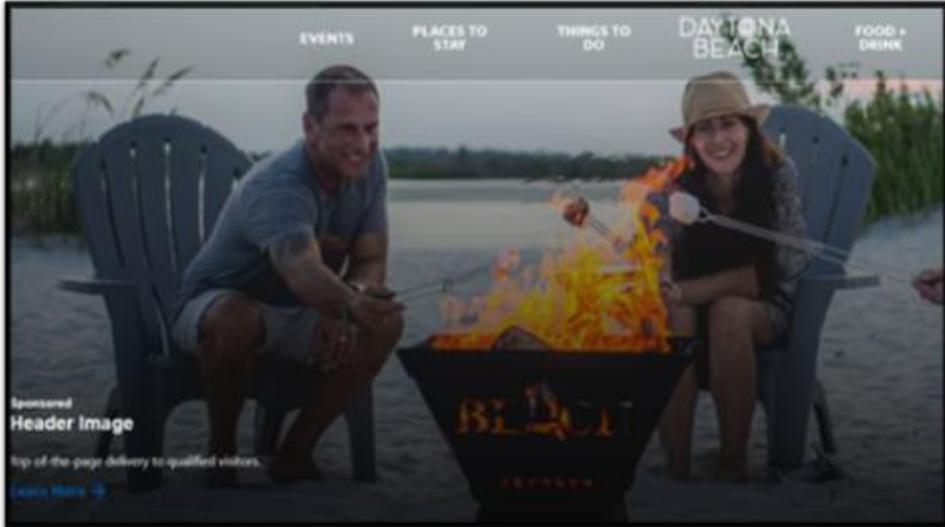


Enjoy a Night Out

You'll find plenty of nightlife in Daytona Beach to fill your evening!

[Close](#)

Paid Content on Daytonabeach.com



Page specific high visibility placements

Be seen in the right place, at the right time, by the right people.



Featured

Mulligan's Lagoon - Pizza, Pub, and Putt

2504 South Atlantic Avenue
Daytona Beach Shores, FL 32118

Quickview

Visit Website

Sponsored

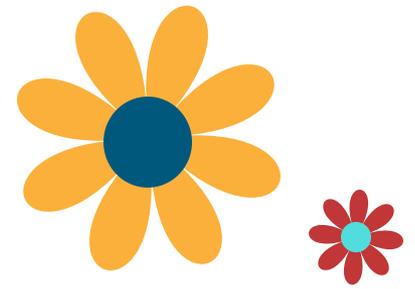
Premium Page Sponsor

Delivers your message to users based on visitor interest via a high-impact, highly visible placement. Bundles sold with run-of-site placements for a return lead-generating digital.

Learn More



DTN Marketing Solutions



Listing details 7 accurate 33 not found 21 possible errors

Listing site	Business name	Address	Website	Phone
Yelp	Kirks Fly Shop	230 E Elkhorn Ave Estes Park, CO 80517	www.kirksflyshop.com/	(970) 577-0790
Google	Kirks Mountain Adventures	230 E Elkhorn Ave Estes Park, CO 80517	http://www.kirksmoun...	(970) 577-0790
Facebook	Kirk's Mountain Adventures	230 E Elkhorn Ave Estes Park, CO 80517	http://www.kirksmoun...	
Bing	Kirks Mountain Adventures	230 E Elkhorn Ave Estes Park, CO 80517	http://www.kirksmoun...	+1 970-577-0790

[+ View 57 more](#)

Data provider accuracy

Alert! As a business you cannot afford to have wrong information on even one of these major data providers. This incorrect information will be distributed to literally hundreds of online sources including review sites, directories, social sites, search engines, GPS services and more.

neustar / Localize Contains errors **FOURSQUARE** Contains errors

5 stars Sep 29, 2024
 Loved it! We had a 2-hour ride with our guide Michael who was super welcoming and friendly! He showed us the coolest spots on the trail and kept things fun and entertaining the whole time! We'd love ...
[Full review by Oceane L.](#)

5 stars Sep 29, 2024
 We are horse lovers from Kentucky. Well, my wife and 10-year-old daughter are. I like horses just fine and have only been on horseback a couple times. I thought it would be a great surprise to do a g...
[Full review by ehorine](#)

5 stars Sep 27, 2024
 The National Park Stables guided horseback ride into the Rocky Mountain National Park was terrific. Our guide, Michael was engaging and personal. The horses are well cared for and easy to ride. The ...
[Full review by OCBB](#)

Keep your brand consistent and relevant across the internet with Listing, Social and Reputation Management

Improves trust and findability

One final quote:

"The destination website is the best employee you will ever have, it knows all the answers and is available 24/7" - Scott Beck

Questions?