



Advertising Plan

FACEBOOK: \$10k

Awareness Campaigns

1. Western WA Boaters, 40-65+ y/o from Blaine to Westport
2. Boaters in WA, Northern Oregon and Northern Idaho (excluding Western WA), 40-65+ y/o

Retargeting Campaign

1. Previous attendees and site visitors of Seattle Boat Show, Anacortes Boat Show, and other NMTA events

Event Responses

1. Driving interest and RSVPs to the Facebook event page.

WEB (DISPLAY): \$5k

Awareness Campaigns

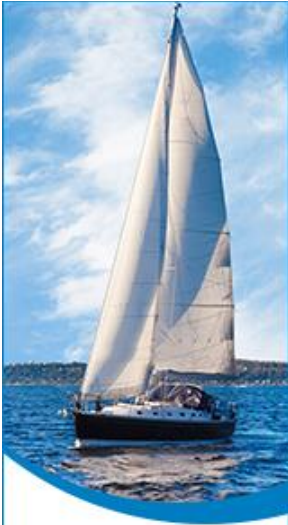
1. Targeting Western WA Boaters
2. Retargeting previous attendees and site visitors of Seattle Boat Show, Anacortes Boat Show, and other NMTA events
3. Lookalike audience to retargeting visitors of our event websites. Finding new people who are similar to our site visitors.

OTHER

1. Four Eblasts to 50k+ subscribers of NMTA Boat Shows Email List
2. Facebook and Instagram social media promotions across all NMTA Accounts
3. 50 Yard Signs along main roads in Anacortes
4. Press Release

Ad Creative Examples on Next Page

Display Ads



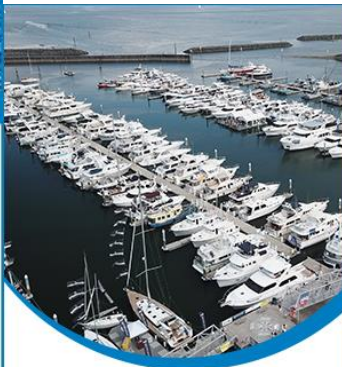
ADVENTURES
BEGIN HERE

May 21 - 22

Cap Sante Marina,
Anacortes, WA

FREE
Admission

[LEARN MORE](#)



ADVENTURES BEGIN HERE

May 21 - 22

Cap Sante Marina, Anacortes, WA

FREE Admission

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YOUR SPRING BOATING
DESTINATION

May 21 - 22

Cap Sante Marina,
Anacortes, WA

FREE Admission

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THE NORTHWEST'S
SPRING BOAT SALE IS BACK!

May 21 - 22

Cap Sante Marina, Anacortes, WA

FREE Admission

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YOUR SPRING
BOATING
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Facebook Ads

