



Featuring



## 2024 Advertising & Marketing Plan

Anacortes Boat & Yacht Show and Trawlerfest have once again joined forces for this year's event! What does this mean for your business? **Twice as much advertising!**

Below are the details for the campaign managed by NMTA and the Anacortes Chamber of Commerce. Trawlerfest/AIM is running a similar campaign with similar reach and frequency in addition to this plan (details below). Ads delivered by Trawlerfest appear as "Trawlerfest at Anacortes Boat & Yacht Show" and ads delivered by NMTA & the Anacortes Chamber of Commerce appear as "Anacortes Boat & Yacht Show featuring Trawlerfest".

**NMTA Advertising Budget: \$20k**

**AIM Advertising Budget: \$20k**

### NMTA Advertising Buy Overview

**TOTAL BUDGET: \$20k**

**DIGITAL: \$14k**

**Summary:** This year's NMTA digital advertising plan focuses on boaters from Alaska and British Columbia to Southern California, and east to northern Idaho, with the bulk of the campaign focused between Bellingham and Olympia, WA and Seattle-Tacoma DMA. These audiences include boaters and watercraft owners as well as others who show signs of being interested in similar activities.

Below you can find an overview of the advertising spend across all platforms.

**WEB (DISPLAY) ADS: \$5000**

- SBS & ABAYS Website Visitors, Social Media Profile Visitors, Email List Retargeting
- Retargeting List Lookalike Audience
- Demographic & Interest Targeting: Boating & Watercrafts

- Seattle-Tacoma DMA/Western WA
- Eastern-WA/Northern Idaho
- Portland DMA
- Alaska
- Canada – Saltwater including Vancouver Island destinations, Victoria, Vancouver
- California Coast, (High Net Worth, Low Bid Cap)
- USA (High Net Worth, Low Bid Cap)
- Anacortes (50 miles) – High Net Worth
- Outdoor Recreation Enthusiasts – Seattle-Tacoma DMA

### **FACEBOOK ADS: \$6000**

- Demographic & Interest Targeting: Boating & Watercrafts
  - Seattle-Tacoma DMA/Western WA
  - Eastern-WA/Northern Idaho
  - Portland DMA
  - Alaska
  - Canada – Saltwater including Vancouver Island destinations, Victoria, Vancouver
  - California Coast, (High Net Worth, Low Bid Cap)
  - USA (High Net Worth, Low Bid Cap)
- Boaters Lookalike Audience
- NMTA and SBS Page Fans, Email List, Website Visitors (Retargeting)
- Event Responses & Boosted Posts to Page Fans
- Anacortes within 40 miles High Net Worth broad reach (no interest targeting)

*Digital Ad Creative Examples on last page of this document.*

### **GOOGLE SEARCH: \$3,000**

- Bidding on hundreds of Google search keywords and phrases such as “boats”, “boating”, “boat show”, “boats for sale”, “sailboat”, “fishing boat”, “trawlers for sale”, etc.

### **TRADITIONAL: \$6k**

#### **PRINT:**

- NW Yachting - April & May issues, ½ page 4C
- 48 North
  - April & May: ½ pg 4C Island
- Pacific Yachting – April and May issues, Full Page Color

## AIM \$20k Advertising Buy Overview

This campaign is advised by NMTA, but delivered by AIM on AIM platforms.

Trawlerfest and Active Interest Media Group not only bring a robust boating education series back to this year's event that by itself attracts attendees, but also the ability to greatly expand the show's reach across AIM's many publications. Trawlerfest is owned and operated by Active Interest Media, a media company that produces consumer and trade events, websites, films and TV shows, and magazines including boating publications such as Power & Motoryacht, Soundings, SAIL, Yachts International, Anglers Journal, Soundings Trade Only and Passagemaker.

<b>Products &amp; Services</b>	<b>Title/Target</b>	<b>Goal</b>	<b>Status</b>
<i>Web Display - ROS w/ Targeting</i>	<i>AIM Titles (Non-Marine)</i>	<i>60K Imp</i>	<i>Running</i>
<i>Web Display - Off-site w/ Interest layers</i>	<i>N/A</i>	<i>800K Imp</i>	<i>Running</i>
<i>Web Display - ROA Targeting</i>	<i>PMY, PSM, SND</i>	<i>800K Imp</i>	<i>Running</i>
<i>Web Display - Look-A-Like, Programmatic Modeling w./ Geo</i>	<i>N/A</i>	<i>800K Imp</i>	<i>Running</i>
<i>Newsletter - Press Announcements &amp; Events</i>	<i>ANJ, PMY, PSM, SAL, SND</i>	<i>120K Imp</i>	<i>4/8, 5/10</i>
<i>Newsletter - BOTM Banners</i>	<i>ANJ, PMY, PSM, SAL, SND, TOT</i>	<i>80K Imp</i>	<i>4/29, 4/30</i>
<i>Eblast(s) - Geo Target w/ second deployment follow-up to non opens</i>	<i>PMY, PSM, SAL, SND</i>	<i>TBD</i>	<i>5/13/2024</i>
<i>Paid Social - Meta All, FBCA (18 total ad sets)</i>	<i>PMY, PSM, SAL, SND</i>	<i>450K Imp</i>	<i>Running</i>
<i>Trawler Talk Podcast Sponsorship</i>	<i>Passagemaker</i>	<i>N/A</i>	<i>4/24/2024</i>
<i>Power &amp; Motoryacht Podcast Sponsorship</i>	<i>Power &amp; Motoryacht</i>	<i>N/A</i>	<i>4/9/2024</i>

**EMAIL:**

- Four Designated Eblasts promoting the event to SBS and ABAYS past attendees list of 52k+ emails
- Email Sent promoting Trawlerfest and ABAYS to past Boat Show University & Boating Seminar Classes
- Emails sent to regional Trawlerfest and AIM subscribers

**OTHER**

- Social Media Promotion on ABY&S, Seattle Boat Show, NMTA, Anacortes Chamber & Experience Anacortes Facebook and Instagram accounts.
- Approximately 2k printed Show Guides for distribution at the event.
- 300 Posters printed and distributed to Anacortes Chamber of Commerce, 137 WA & OR NMTA businesses for display, 13 West Marine stores, 117 NMTA members that have previously exhibited at ABAYS 18, 19, 20, 21, 22,23

**Ad Creative Examples**

Note: We have both static ads and animated GIF ads running. These are just a few examples of the ad creative that is deployed.

