



## 2026 Advertising & Marketing Plan

The advertising and marketing campaign for the Anacortes Boat & Yacht Show featuring Trawlerfest is structured across three integrated media categories designed to maximize regional awareness, high-intent audience reach, and exhibitor exposure.

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### 1. NMTA Media Buy

**Budget: \$35,000 (Up from \$23,000 in 2025)**

NMTA leads a full-funnel marketing campaign promoting the show across regional and digital channels, including paid social, Google Search, YouTube, programmatic display, and print advertising.

#### New for 2026

NMTA has partnered with AdMark Services to manage media buying, campaign coordination, optimization, and execution. AdMark Services also manages the media buy for Seattle Boat Show.

AdMark Services is a Seattle-based agency specializing in integrated media strategy and performance-driven campaigns across digital, search, social, video, broadcast, and hyperlocal advertising. Their focus is on reaching high-intent regional audiences through data-driven targeting and ongoing optimization across channels.

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#### Budget Allocation

Channel	Budget
Paid Social (Meta: Facebook & Instagram)	\$12,750
Google Search & YouTube	\$12,490

<b>Channel</b>	<b>Budget</b>
Programmatic Display	\$8,125
Print Advertising	\$1,635
<b>Total</b>	<b>\$35,000</b>

\*Budget allocations may be adjusted slightly based on performance and optimization throughout the campaign period.

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### **Campaign Schedule**

<b>Flight</b>	<b>Dates</b>	<b>Duration</b>
<b>Flight 1</b>	April 16 – May 1	16 Days
<b>Flight 2</b>	May 2 – May 16	15 Days

**Flight 1** focuses on core awareness.

**Flight 2** launches with increased daily investment, as engagement and ticket purchase intent typically accelerate closer to the show. Flight 2 also expands reach and frequency through additional programmatic display advertising.

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### **Channels & Strategy**

#### **Paid Social – Meta (Facebook & Instagram)**

Targeted campaigns designed to drive awareness, engagement, and ticket conversions across Facebook and Instagram feeds, stories, reels, and audience networks.

#### **Targeting**

- Geographic: Anacortes, Arlington, Bellingham, Port Angeles, and Seattle (+25 miles each)
  - Interests: Boating, fishing, yachting, yacht clubs, yacht charter, motorboats, luxury yachts, boat shows, and recreational fishing
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## **Google Search & YouTube**

Search campaigns target high-intent users researching boating events, boat shows, yacht brands, fishing, and marine recreation in the Pacific Northwest.

YouTube extends reach through video placements alongside boating, fishing, and outdoor lifestyle content.

### **Targeting**

- High-intent search queries (boat shows, yacht events, fishing trips, and marine brands)
  - Video audiences consuming boating, fishing, and outdoor recreation content
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## **Programmatic Display**

Programmatic advertising expands reach across premium websites, mobile apps, and regional media networks.

### **Purpose**

- Increase brand awareness
  - Reinforce messaging frequency
  - Retarget website visitors and engaged users
  - Extend visibility across regional lifestyle and marine audiences
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## **Print Advertising**

Print placements provide premium regional exposure through established boating publications aligned with the show's core audience.

### **Publications Include**

- 48° North (48° North Sailing Magazine)
  - Nautical Northwest Magazine
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## **2. Firecrown Media Buy Purchased by NMTA**

**Budget: \$20,000**

Additional media placements purchased through Firecrown Media/Trawlerfest to extend reach beyond traditional advertising and directly engage highly qualified boating audiences.

Firecrown Media operates a large-scale enthusiast media network spanning marine, aviation, and lifestyle industries, with a portfolio of trusted digital platforms, newsletters, and editorial brands.

This campaign specifically targets Firecrown's established subscriber base—millions of highly engaged boaters, cruisers, anglers, and yacht owners actively consuming marine content and responding to industry advertising.

**Placements Include**

- Digital display across marine-focused platforms
  - Newsletter integrations to opted-in subscriber audiences
  - Homepage and editorial placements within marine content
  - Sponsored and native content opportunities
  - Cross-platform exposure across trusted boating and fishing publications
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**3. Trawlerfest Media Buy Managed by Firecrown Media**

The 2026 Trawlerfest marketing campaign is designed to drive awareness, attendance, and exhibitor visibility through a multi-channel promotional strategy across the Firecrown Marine portfolio.

**Campaign Includes**

- Editorial eNewsletter promotions across relevant marine titles
- Custom email deployments to targeted opt-in audiences
- Paid social media campaigns (Facebook & Instagram) promoting the event, seminars, ticket sales, and exhibitor participation
- Website and digital display advertising across Firecrown Marine properties
- Organic social media support, including reels, event promotion, and exhibitor highlights

- Dedicated event landing pages and ongoing audience engagement leading up to the show

### **Budget Allocation Focus**

- Paid social amplification
- Email marketing and audience targeting
- Digital display advertising
- Event content creation and promotional support

The campaign maintains consistent audience engagement throughout the promotional cycle while increasing visibility for both the event and participating exhibitors.

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### **Branding & Naming Conventions**

- Trawlerfest-managed advertising will appear as:  
**“Trawlerfest at Anacortes Boat & Yacht Show”**
  - NMTA and the Anacortes Chamber of Commerce campaigns will appear as:  
**“Anacortes Boat & Yacht Show featuring Trawlerfest”**
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### **Email Marketing**

- Four designated eblasts promoting the event to the Seattle Boat Show and ABAYS past attendee list of 52,000+ email subscribers beginning April 16
  - Email promotion of Trawlerfest and ABAYS sent to past Boat Show University and boating seminar attendees
  - Emails distributed to regional Trawlerfest and Firecrown subscriber audiences
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### **Additional Marketing Support**

#### **Social Media**

Promotion across:

- ABY&S Facebook and Instagram
- Seattle Boat Show Facebook and Instagram

- NMTA Facebook and Instagram
- Anacortes Chamber Facebook and Instagram
- Experience Anacortes Facebook and Instagram

### Printed Materials

- 1,250 printed Show Guides distributed onsite during the event

### Poster Distribution

300 posters printed and distributed, including:

- 30 to the Anacortes Chamber of Commerce
- 138 to Washington and Oregon NMTA businesses for display
- 13 to West Marine store locations
- 122 to NMTA member businesses likely to display, including past ABAYS exhibitors from 2018–2023

### Creative Examples

