

# THE DESTINATION GUIDE TO THE GALAXY OF DIGITAL MARKETING



**THE SLIDESHOW**



# ABOUT US

As a media company, VistaGraphics has evolved from publishing destination marketing publications, starting in the 1980s and 90s, to now publishing in 14 mid-Atlantic destinations while managing hundreds of highly targeted digital campaigns for over 200 destination marketers and visitor intercept marketers under our VistaDigital brand.

Our evolution includes the addition of lifestyle magazine coupled with the right digital strategies. This line-up includes well-known brands such as Coastal Virginia Magazine, Lynchburg Living Magazine and Outer Banks Coastal Life.





**EMAIL MARKETING**

---

**PROGRAMMATIC DIGITAL  
DISPLAY**

---

**DEVICE ID & GEOFENCING**

---

**STREAMING TELEVISION**

---

**AD MESSENGER**

---

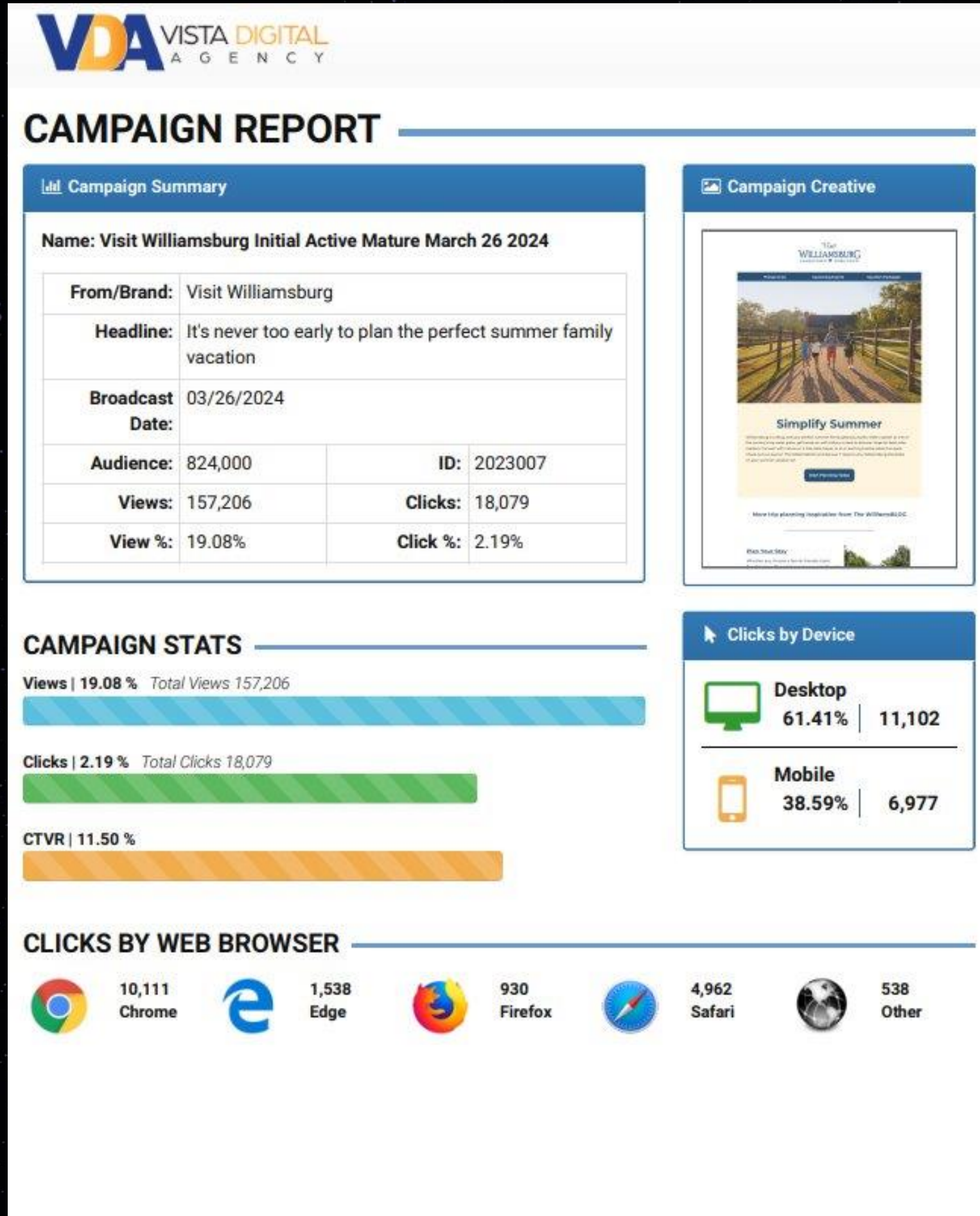


# E-MAIL MARKETING

**E-mail marketing** is communicating with your prospective or returning visitors via... e-mail. Returning visitors have subscribed to internal communications. Prospective visitors can be identified via large databases of opt-in data.

- The first thing people look at in the morning is their phone. The second is their e-mail.
- 80% of consumers prefer e-mail as their primary communication channel.
- E-mail marketing metrics are 30x higher than any other form of digital marketing.
- CLEAN DATA means opt-in, permission based, verified and bot-free.
- Personalized e-mails get a 50% higher response.





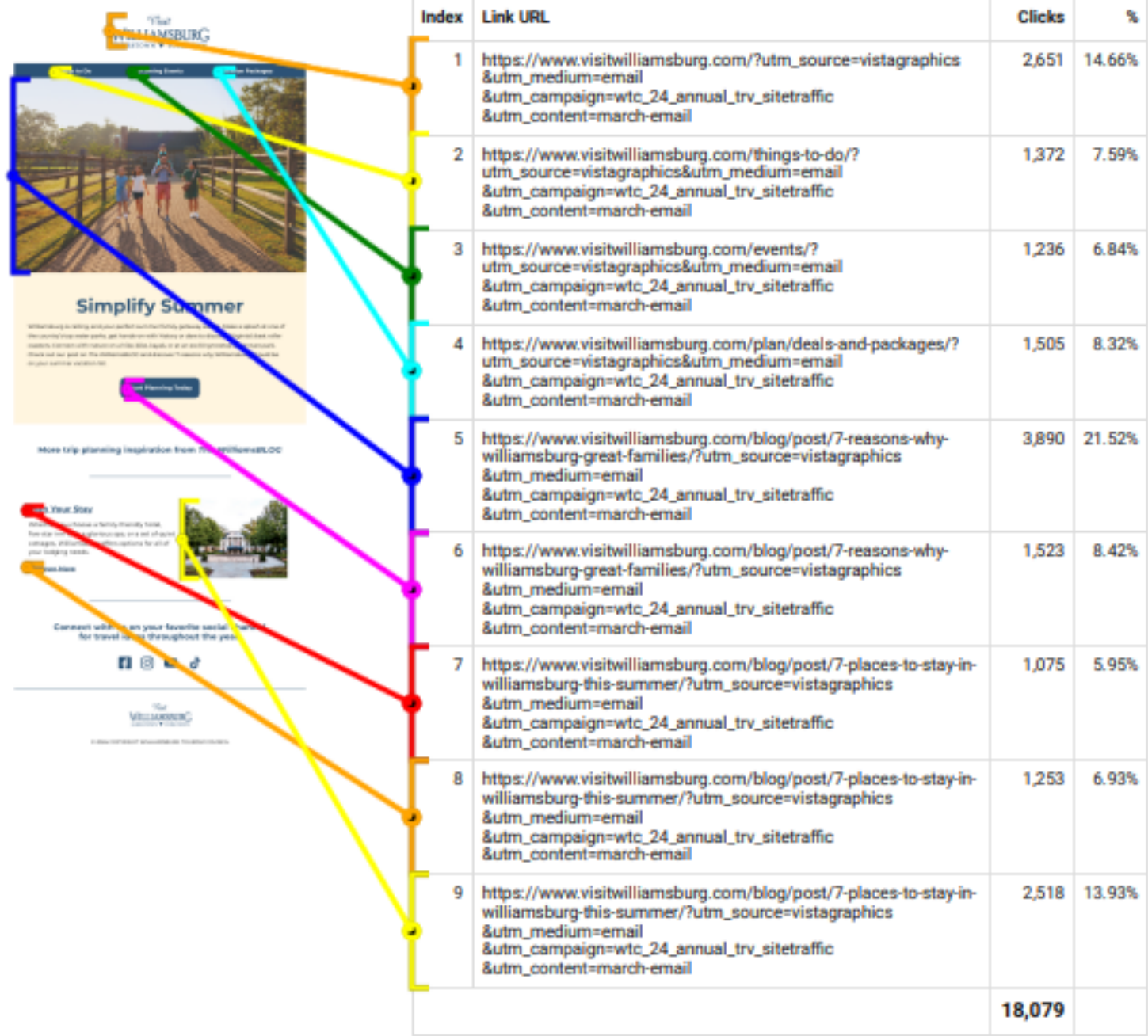
- Challenges:
  - Visit Williamsburg needed a strong and reliable digital campaign that would increase the occupancy rate.
- Our solution:
  - Advanced Audience Targeting
  - Custom Emails
  - Omni-Channel Integration
- Project Summary
  - VistaDigital Agency successfully designed, launched, and tracked the Visit Williamsburg Email Marketing and Omni-Channel Integration campaigns. Since starting Email Marketing, the **occupancy rate has increased to 53%**. Visit Williamsburg was able to connect with their ideal audiences on a deeper level, retarget them and have a **95% overall ROI**. By implementing this solution, VistaDigital Agency helped Visit Williamsburg improve their online functionality, streamline content management, and provide a better user experience for their customers and franchisees.

In 2024, E-mail marketing sent 112,574 high quality visitors to VisitWilliamsburg.com with a budget of \$119,052.

That is a cost of \$1.05 per qualified visitor spending time on your website.



## LINK SUMMARY



## LINK SUMMARY





# PROGRAMMATIC DIGITAL DISPLAY

Probably the most commonly thought of form of digital marketing is programmatic digital or target display advertising.

**Programmatic digital** are the digital ads or digital billboards on every major website and app.

The most advantageous marketing use is you can pinpoint your audiences with a variety of tactics





# Quality Differentiators between Programmatic Providers

- **Impression Screening-** Verify impressions are screened to ensure they are real people and not bot traffic
- **Day Parting-** Verify hours that impressions are served. Our common practice is we excluded 12am-5am as we don't want to serve ads to someone half asleep
- **Frequency Caps-** Verify and set. Our common practice is not to exceed 3 ads within a 8 hour time period to a single user. You want to get in front of the user enough to have brand recall but not too much that they feel spammed.
- **Above the Fold-** Verify strategy of where the ads are shown? Above the fold, below the fold, or unknown?





# Cont. Quality Differentiators between Programmatic Providers

- **Brand Safety Measures-** What sites are ads shown? There should be a specific number of top sites that ads are shown
- **Specifically for Geofencing and Device ID-** How granular can the fences be? They should be able to get down to a few meters.
- **Reporting-** Verify the frequency of reports delivered and how in depth the reports are.
- The use of tactics makes or breaks campaigns, in example, there are specific top funnel strategies and more mid-funnel strategies





# 1. RETARGETING

Retargeting is a digital advertising strategy that tracks users who have previously visited a website or product. After leaving, they are shown targeted ads across various other websites or platforms they visit, reinforcing the brand message and increasing the likelihood of conversion.

For example, if someone visits the *Coastal Virginia Magazine WineFest* website and explores ticket options or event details, they might then see targeted ads related to the festival on other platforms they visit, like social media or websites.

2025 Coastal Virginia Magazine WineFest

Jan 18, 2025 at 1:00 PM EST - Jan 19, 2025 at 6:00 PM EST

Hampton Roads Convention Center Virginia  
Coastal Virginia Magazine

\$35.00 - \$95.00 (\$38.85 - \$102.81 with fees)

Get Tickets

Event Details

2025 Coastal Virginia Magazine WineFest

When: January 18, 2025 (1-7 p.m.) | January 19, 2025 (1-6 p.m.)

Where: Hampton Roads Convention Center (1610 Coliseum Dr, Hampton, VA 23666)

Celebrate good times with Virginia wines at the 2025 *Coastal Virginia Magazine WineFest* January 18-19 at the Hampton Roads Convention Center. With statewide wineries, cideries, distilleries, breweries and local cuisine, guests can experience the full taste of Coastal Virginia! Plus, there will be live entertainment by The Chris Sacks Band (Saturday), Lewis McGee (Sunday), and Colonial DJs (all weekend). Shop from a plethora of craft vendors and enjoy the best that our wonderful region has to offer.

You must be 21 or older to attend. IDs required, No exceptions.

TICKET OPTIONS:

Note:

- DELUXE TASTING TICKET: Saturday: \$70 (advanced), \$80 (at door) | Sunday: \$60 (advanced), \$50 (at door) plus processing fees
  - Includes:
    - General Admission Entry at 1:00 p.m.
    - Sampling from all wineries, cideries, and distilleries
    - 5 vouchers redeemable for either food from restaurant partners and/or beer from the cash beer garden

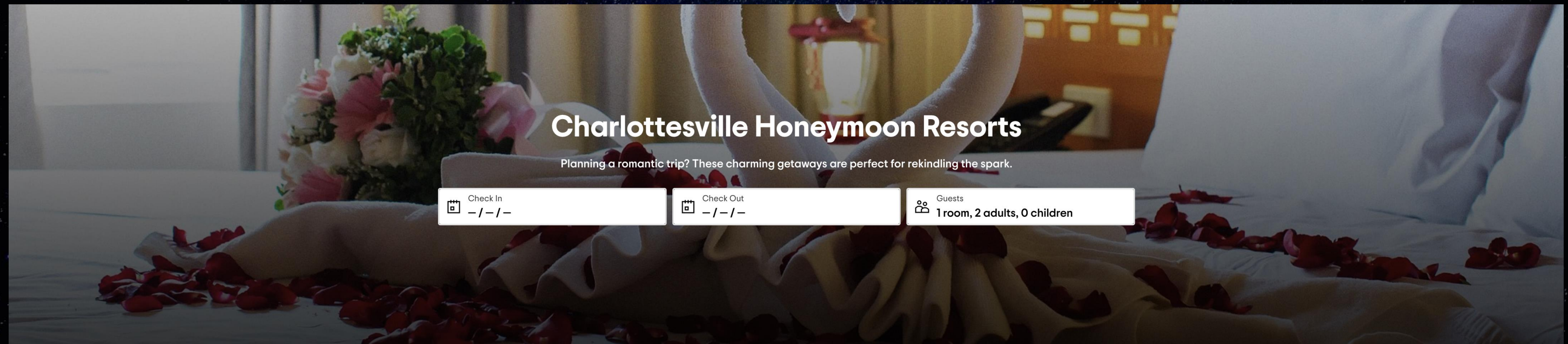




## 2. CONTEXTUAL

Contextual targeting involves delivering ads to someone who has read about or looked at information that is relevant to your product and you know they would most likely be interested.

For example: A user researching honeymoon resorts in Charlottesville might see ads for local hotels and resorts offering romantic packages, exclusive experiences like wine tastings or spa treatments, and travel services such as car rentals or private tours.





# 3. DEMOGRAPHIC

Demographic targeting involves selecting specific characteristics like age, gender, and geographic location to tailor digital ad delivery. By focusing on these factors, advertisers can reach the most relevant audience, ensuring their ads are seen by individuals most likely to engage with their product or service.





# 4. GEOFENCING

Geofencing (Micro-proximity) technology uses satellite GPS to track the location and movement of devices without accessing any personal data. This technology enables digital ads to be delivered across websites, apps, or streaming TV platforms, targeting those visiting geofences or address levels within specific geographic zones.

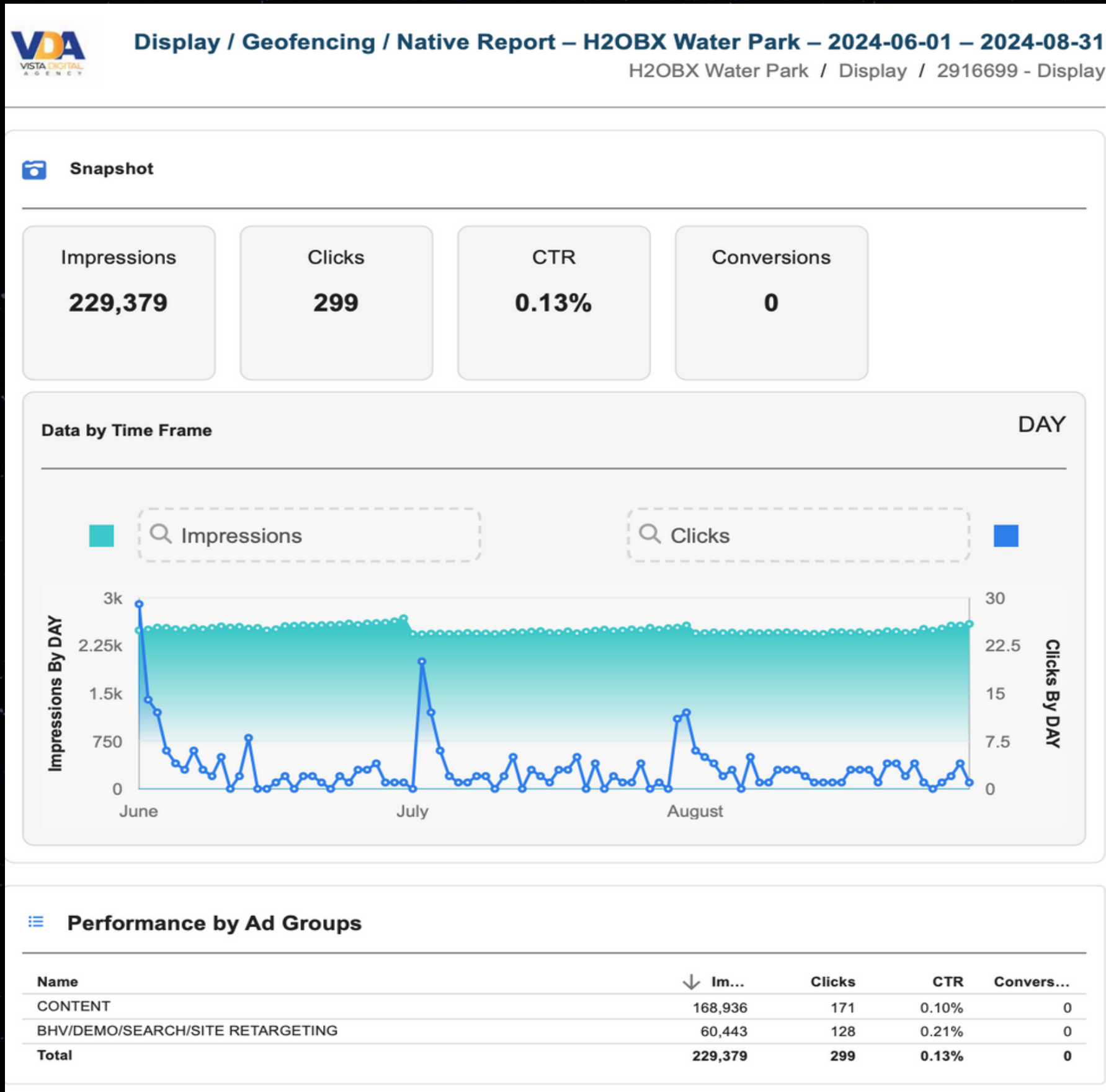
Most campaigns consist of 20-50 geofences whereas ads are served to those devices while they are in a specified area.

Reporting of geofencing provides valuable foot traffic attribution, offering insights into actual visits to a location based on ads delivered.





# CASE STUDY: H2OBX – Display tactics

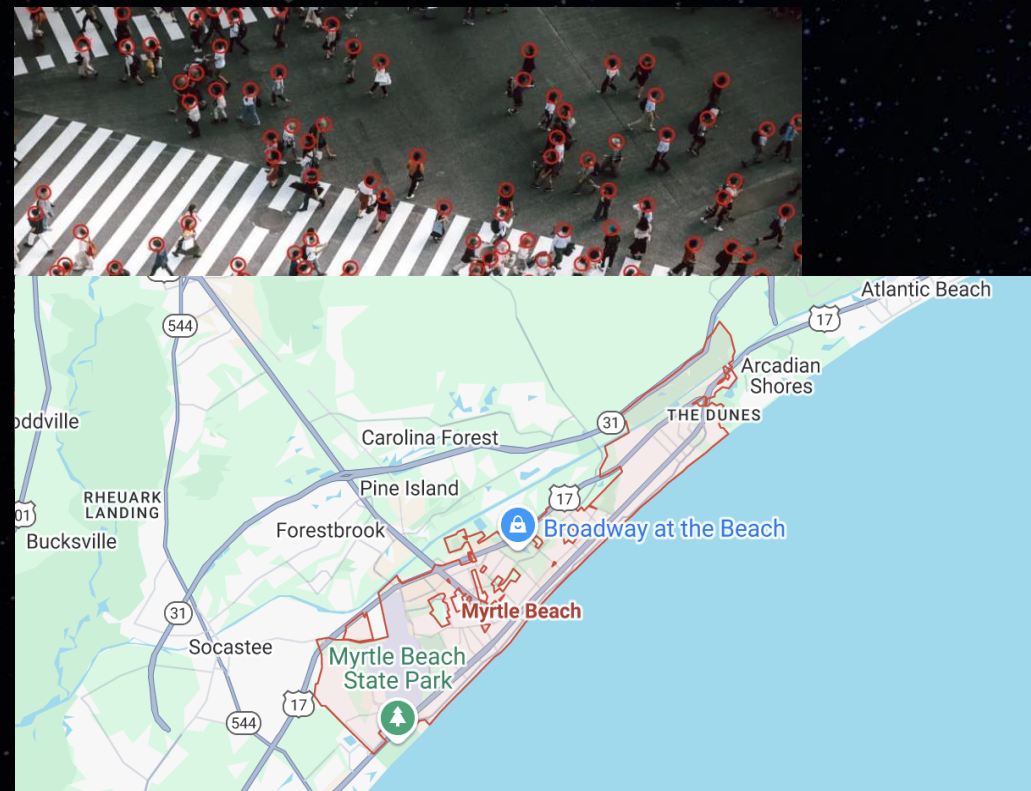


- Objective:
  - The goal of this display campaign was to send ads to people while they were on the Outer Banks.
- Target Markets:
  - Families that are vacationing on the barrier islands.
  - Families traveling with children who enjoy water parks and outdoor activities.
- Project Summary
  - The digital ads ran during June-August 2024. Served on apps/ websites such as USA Today, Yahoo, Spotify.
  - Above average **Click though Rate .13 (average is .08)**



# DEVICE ID

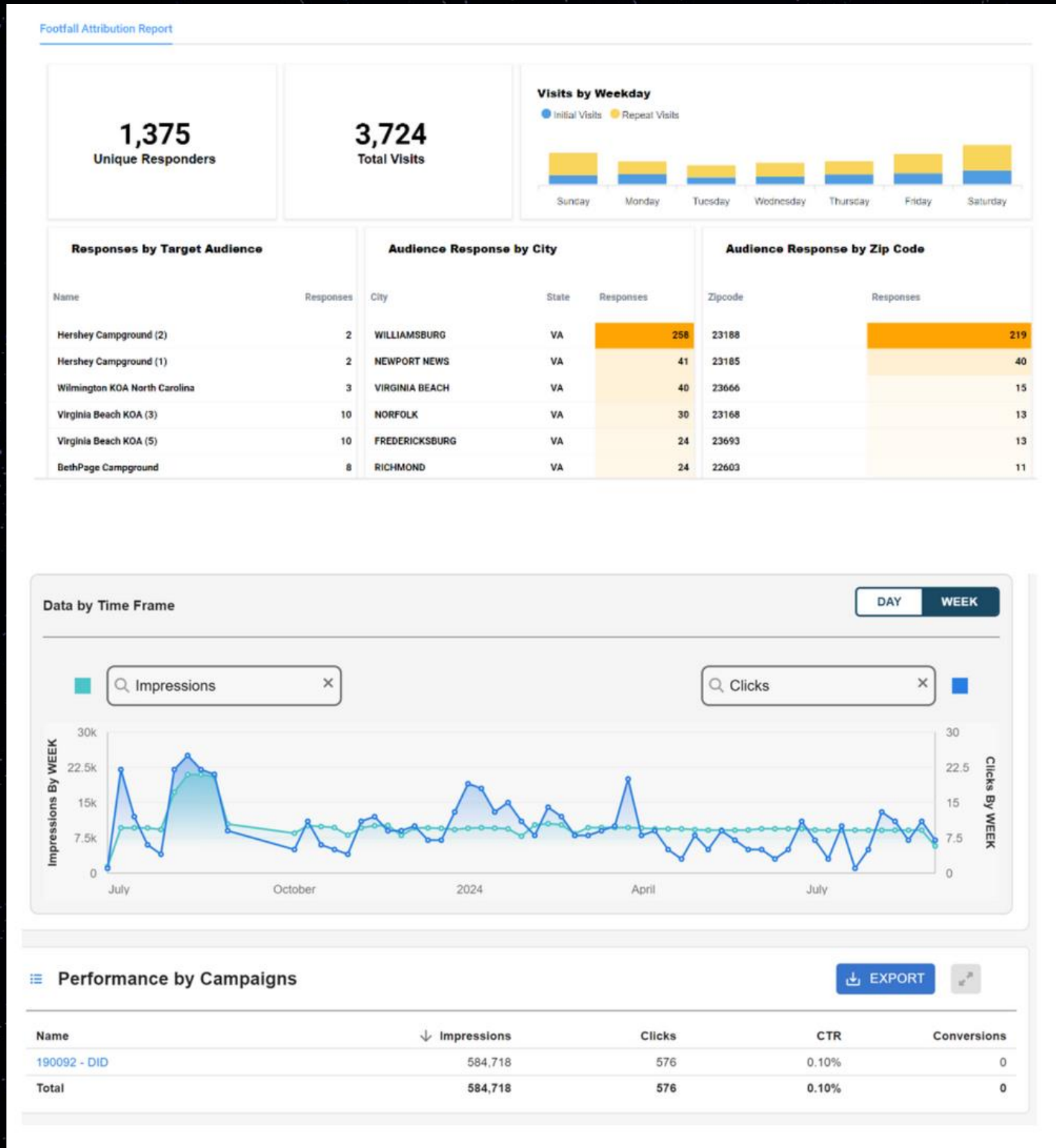
Device ID works much like geofencing however it is based upon past device patterns. This technology can look at the historical satellite data to identify devices within locations from up to one year prior.



For example: If you're looking to convince Myrtle Beach residents that Virginia Beach is a better vacation destination, you can use Device ID targeting. This method analyzes historical satellite data to identify devices that were in certain Myrtle Beach geofences up to a year ago, allowing you to serve highly targeted ads to those users, showcasing the unique attractions and events Virginia Beach has to offer. You can also select certain geographic segments of audiences and deliver ads.



# CASE STUDY: WILLIAMSBURG CAMPGROUND – Device ID



- Project Summary

- The Williamsburg Campground has been owned by the same family for 50 years. After many decades, they decided to drop the KOA brand and rebrand as the independent Williamsburg Campground.
- They took advantage of Device ID technology and sent digital ads to all the campers that stayed at the Williamsburg Campground in the last 12 months as well as at nearby competitor campgrounds in the last 12 months.
- During the first year of this digital campaign, **7,743 families** camped at the Williamsburg Campground that had seen one of their Device ID digital ads.



# STREAMING TELEVISION

**Streaming television ads** are tv ads on internet connected devices. OTT/ CTV stands for Over the Top Connected TV. Internet connected devices are Roku, Firestick, or Apple TV and the streaming services can be Netflix, Hulu, Amazon Prime, Disney+, Paramount, HBO Max and 30+ others.

- Can be as affordable as \$1,000 per month.
- Reporting includes viewer demographics, website visitation, foot traffic attribution, video completion rate and what streaming channels your ads are being seen on.
- An affordable way to have TV advertising while targeting the correct audience and geography with deliverable results and metrics.





- Project Summary

- City of Newport News The City of Newport News did a complete revamp of their website and started a city-wide scorecard that measures the success of any tax dollars spent. In 2024, we identified **27,267 visitors** physically visiting the Newport News Visitor Center, the Virginia Living Museum, City Center or Patrick Henry Mall. These same visitors received a digital ad while at a hotel or resort in Williamsburg, VA, Amtrak stations on I-95 and I-64, the Norfolk Zoo, the Virginia Beach Boardwalk, or the Norfolk Airport. An additional **20,546 visitors** spent a significant amount of time on the new website [www.VisitNewportNews.com](http://www.VisitNewportNews.com)

Streaming Television **139,019 TV spots** have been placed within streaming television programming Of those, **135,334 TV spots** were **completed by the viewer**. The remaining were 'skipped' by the viewer prior to completion. Popular Streaming Channels that the Newport News Television spot is being viewed on:

Sling TV  
 Fox News  
 Pluto TV  
 WVEC TV  
 Greensboro News  
 MLB  
 Roku  
 Fubo TV  
 CBS  
 The CW Network

In addition, more than 440,377 programmatic display ads have been delivered.

Popular Websites Ads are being seen on:

Solitaire  
 Woodoku  
 Happy Color  
 Crossword  
 USA  
 MLB  
 Daily Mail  
 Detroit Free Press  
 Sudoku  
 Yahoo  
 Wavy TV 10

| Top Performing Channels |                                 |               |   |
|-------------------------|---------------------------------|---------------|---|
| Channel                 |                                 | ↓ Impressions |   |
|                         | Daily Mail                      | 14,072        |   |
|                         | Tumblr                          | 10,210        |   |
|                         | SmartNews                       | 7,429         |   |
|                         | Moco Space                      | 2,269         |   |
|                         | LiveXLive                       | 2,141         |   |
|                         | Podcast Addict                  | 2,088         |   |
|                         | WKYC-TV                         | 1,082         |   |
|                         | MSN                             | 908           |   |
|                         | Tapataik                        | 735           |   |
|                         | iHeartRadio                     | 609           |   |
|                         | WeatherBug                      | 491           |   |
|                         | Yahoo                           | 472           |   |
|                         | Call Recorder Automatic         | 391           |   |
|                         | Huffington Post                 | 366           |   |
| 21921                   | Elkton, Maryland                | 2,252         | 7 |
| 99515                   | Anchorage, Alaska               | 2,145         | 6 |
| 28405                   | Wilmington, North Carolina      | 707           | 6 |
| 17036                   | Hummelstown, Pennsylvania       | 9,239         | 5 |
| 19107                   | Philadelphia, Pennsylvania      | 6,613         | 5 |
| 22664                   | Woodstock, Virginia             | 3,848         | 5 |
| 08109                   | Pennsauken, New Jersey          | 1,212         | 5 |
| 89048                   | Pahrump, Nevada                 | 960           | 5 |
| 73099                   | Yukon, Oklahoma                 | 496           | 5 |
| 37923                   | Knoxville, Tennessee            | 3,838         | 4 |
| 19132                   | Philadelphia, Pennsylvania      | 2,688         | 4 |
| 20011                   | Washington, District of Colu... | 1,538         | 4 |
| 23223                   | Richmond, Virginia              | 1,429         | 4 |
| 37110                   | McMinnville, Tennessee          | 1,176         | 4 |
| 19131                   | Philadelphia, Pennsylvania      | 1,097         | 4 |
| 17032                   | Halifax, Pennsylvania           | 1,057         | 4 |
| 19142                   | Philadelphia, Pennsylvania      | 546           | 4 |
| 64106                   | Kansas City, Missouri           | 496           | 4 |
| 19382                   | West Chester, Pennsylvania      | 3,887         | 3 |
| 23454                   | Virginia Beach, Virginia        | 2,878         | 3 |
| 11208                   | Brooklyn, New York              | 1,633         | 3 |
| 17543                   | Lititz, Pennsylvania            | 1,597         | 3 |
| 23502                   | Norfolk, Virginia               | 1,403         | 3 |
| 27253                   | Graham, North Carolina          | 1,135         | 3 |
| 66064                   | Osawatomie, Kansas              | 975           | 3 |

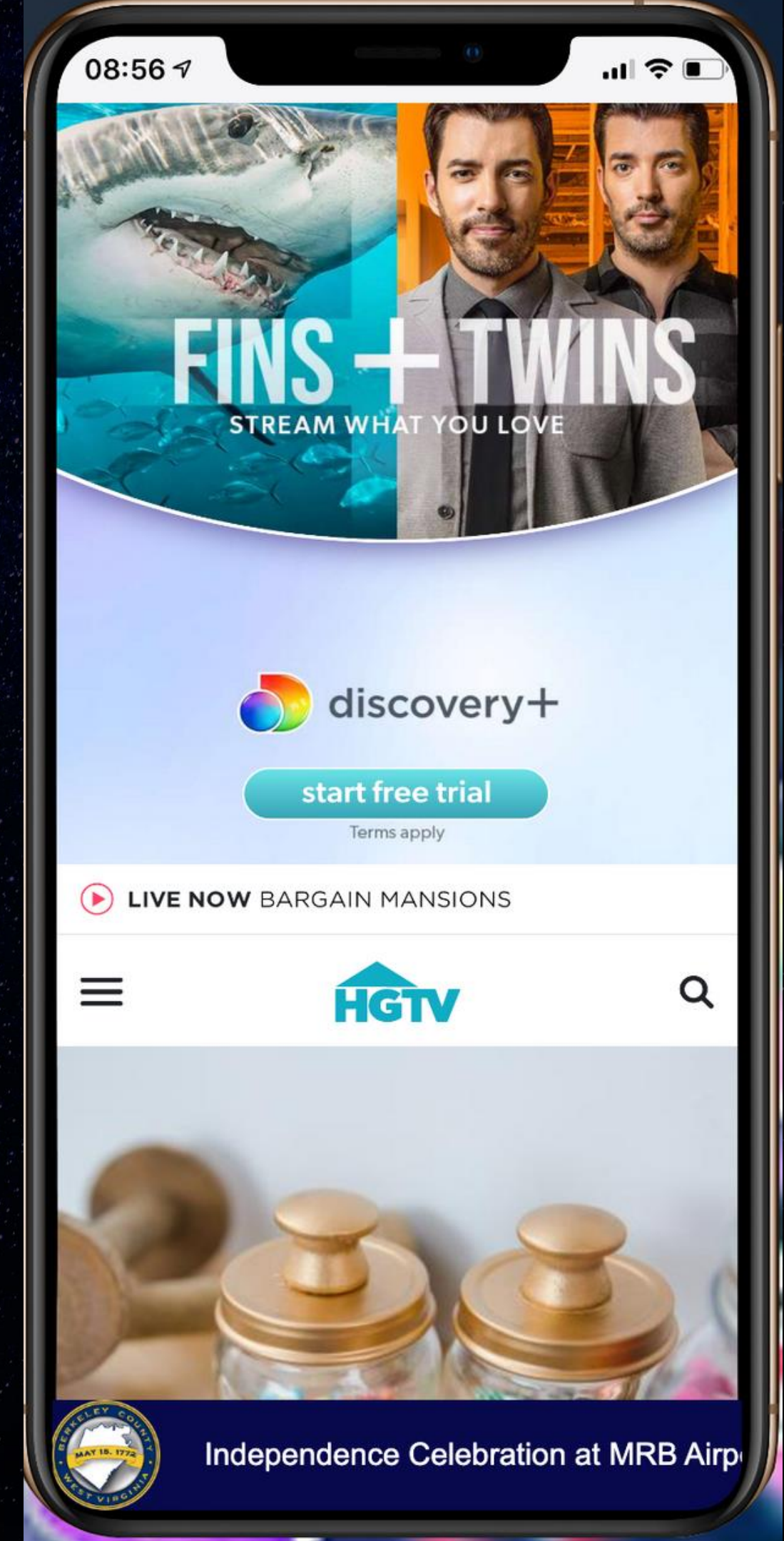


# AD MESSENGER

**Ad messenger ads** are the ticker-tape style ads that run along the bottom of mobile devices.

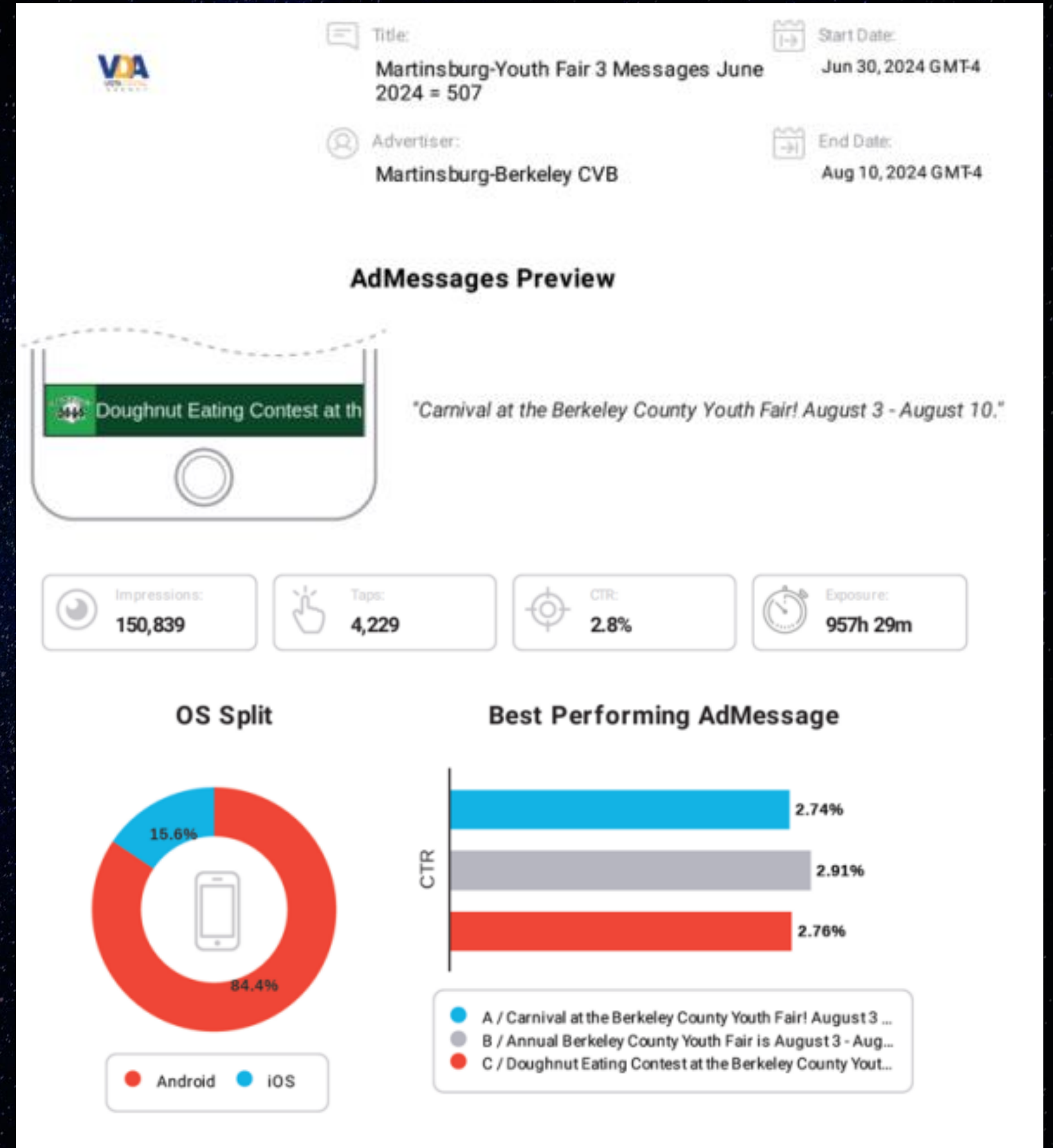
- Unique delivery of digital messaging.
- High click through rate due to uniqueness.
- Affordable with easy creation.
- One of the few digital marketing options that allows for targeting of a geographic radius.

See Page 30





- Project Summary
  - Martinsburg-Berkeley, West Virginia. Martinsburg-Berkeley, WV is a small historic town neighboring northern Virginia.
  - They are home to several fun events and want to make sure these events are promoted to their eastern neighbors across the Virginia border.
  - Over **150,000 Ad Messenger ads** were delivered and more than **4,000 people visited** the event's website with a click thru rate (CTR) of **2.8%**.
  - **It's also just not that hard to talk people into attending a doughnut eating contest!** 🍩 😊





# A MILLION DIFFERENT OPTIONS FOR DIGITAL MARKETING

Digital marketing can feel like a galaxy of information and tactics with no end in sight. While we have all been in this room listening to me talk – something new is being developed!

It will certainly never be perfect. And it's always guaranteed to be different. And if it's not changing, it probably wasn't digital marketing in the first place.



# QUESTION & ANSWERS





**How much more effective is e-mail marketing than other forms of digital?**

**Answer: 30x**



# What's a cookie?

*Answer: a tag that follows a user's behavior on the Internet. Now requires permissions but did not previously.*



# What does OTT/ CTV stand for?

*Answer: Over the Top Connected TV .*



**What type of digital ads can be uniquely delivered via a radius?**

*Answer: Ad Messenger ticker tape ads.*



# What kind of cat does Eileen have?

Answer: *Chonk-sized*



# CONTACT US

Eileen Sperry  
Eileen@vgnet.com  
757-773-4075

Paul Brannock  
paul@vgnet.com  
757-639-3655

Jay Bellamy  
jay@vgnet.com  
252-202-4015

