



# MARKETING OPPORTUNITIES MEDIA KIT

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CARIBOO  
CHILCOTIN  
COAST 

[landwithoutlimits.com](http://landwithoutlimits.com)



# ABOUT

We invite and welcome visitors, who embrace, celebrate and respect our vibrant destination, our heritage, people and cultures; and we advance innovative, sustainable visitor economy solutions that increase business intelligence and performance; so that our residents, local businesses, communities and region thrive..

## WHY PARTNER WITH CARIBOO CHILCOTIN COAST TOURISM MARKETING ASSOCIATION?

Our mission is to conscientiously steward our region's tourism assets; to support responsible growth of the tourism sector, ensuring a sustainable equilibrium between our socio-cultural, economic and natural environment, while being inclusive of all Cariboo Chilcotin Coast citizens.

### STATS FROM THE PAST YEAR\*



Website traffic



303,687

Social Impressions



12,6M



4.3M

Top User Locations



BC  
Alberta  
Ontario

Nuxalk Nation | Eric Berger



\*Annual Report April 1st 2020 - March 31st 2021

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CARIBOO  
CHILCOTIN  
COAST 



Winter Riding | Bridge Lake | Michael Bednar

# SOCIAL MEDIA ADVERTISING PARTNERSHIP CAMPAIGN

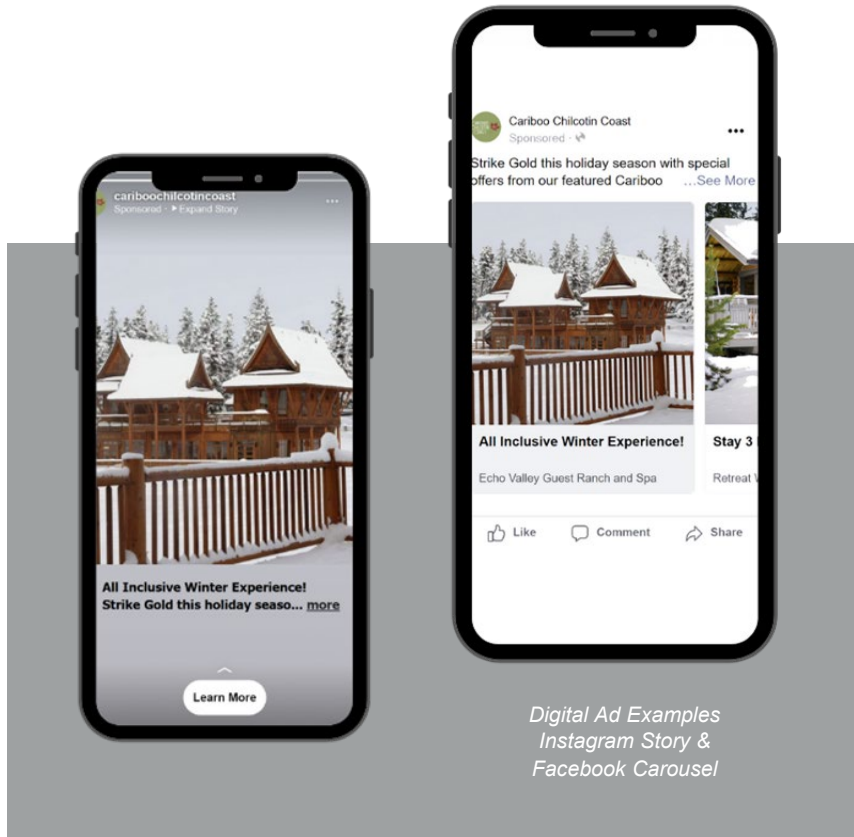


# SOCIAL MEDIA ADVERTISING PARTNERSHIP CAMPAIGN

Put the spotlight on your business with the help of the Cariboo Chilcotin Coast Social Media Advertising Partnership program.

Leverage your \$500 investment into your choice of a \$5000 Holiday or \$8000 Spring Facebook / Instagram Campaign. We will place your \$500 exclusively for your business for one week and then we will match your \$500 investment, in a dedicated campaign to extend the reach 10-15X of our regular MRDT special offers campaign, for 5 or 8 weeks in market!

The campaign will be managed by the  **WEB ADVISORS** as our advertising agency of record.



## 🎯 OBJECTIVE

- **Reach** responsible travellers
- **Engage** users with relevant content
- **Facilitate click** thrus to participating partner pages on landwithoutlimits.com and individual websites for further information and sales conversion
- **Increase awareness** and provide information about the Cariboo Chilcotin Coast as a tourism destination
- **Provide warm Facebook leads** of qualified site visitors familiar with our region to your business for remarketing through your own Facebook Ads Account. *NOTE: We are able to facilitate set-up of your Facebook Pixel and Advertising Accounts for your remarketing purposes through our FREE Digital Competitiveness Bundle program.*

## 🕒 TIMING

Shoulder Season  
November 2021 - March 2022

## 📍 TARGET MARKETS

Key British Columbia markets including: Lower Mainland, Northern BC, Thompson Okanagan markets of Kamloops, Kelowna, Merritt and Vernon, as well as in the Cariboo Chilcotin Coast region.

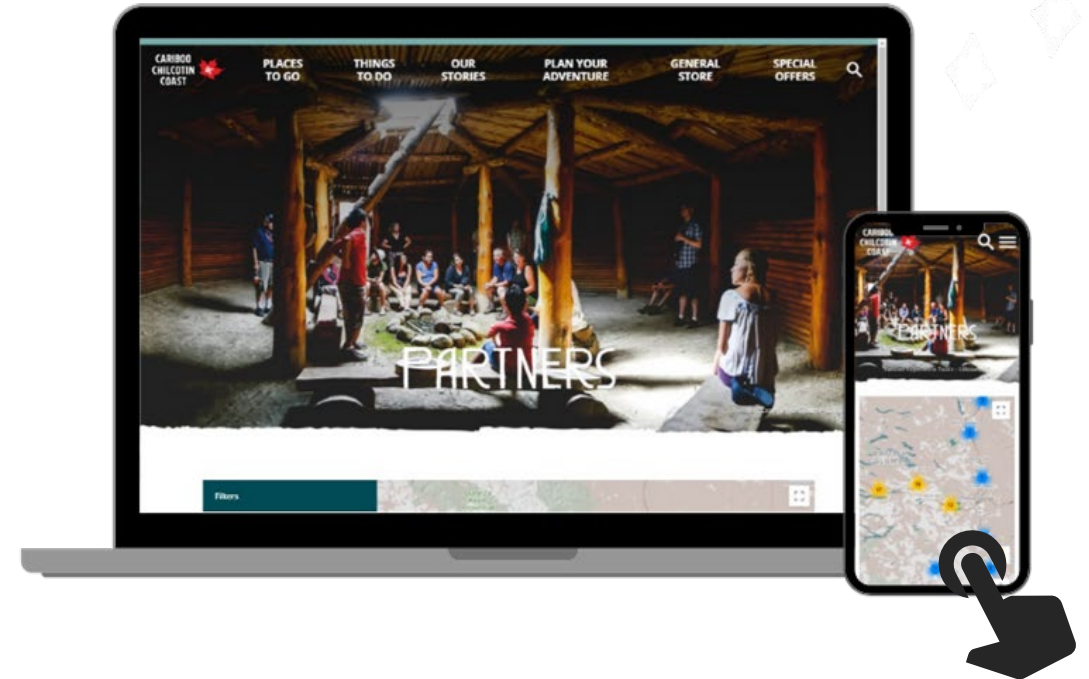
# SOCIAL MEDIA ADVERTISING PARTNERSHIP CAMPAIGN

## TARGET AUDIENCE

- **Interest/Affinity** — travel based on Facebook audience targeting
- **Context** — placement within contextually relevant content or on terms
- **Look-alike** — using engaged visitors to Landwithoutlimits.com or those that have previously engaged with content (paid and organic) as seed data for building look-alike audiences, currently estimated at **1.8M in potential reach**
- **Ready-to-book** — users more likely ready to purchase given near end-stage in the purchase funnel
- **Retarget** — visitors to Landwithoutlimits.com or those that have previously engaged with social content (paid and organic)

## KEY PERFORMANCE INDICATOR

Primary Desired Goal - Click thru to stakeholder listings on landwithlimits.com and participating partner sites, for sales conversion to your business.



[BOOK YOUR CAMPAIGN NOW](#)



# SOCIAL MEDIA ADVERTISING PARTNERSHIP CAMPAIGN

## TACTICS

1. **2021 Holiday Social Media Advertising Campaign - Nov 22 - Dec 19th**  
**5 Cariboo Chilcotin Coast Stakeholders** \$500 investment + \$500 match = \$5,000 Campaign including:

**\$2500 Carousel Ad inclusion** Nov 22 - Dec 19th of Special Offer linked directly to your stakeholder page

- + **Dedicated creative to your website** - \$500 Single Image Card Placement linked directly to your website, ie., your home page or special offer page for a 1 week period
  - Nov 22-28, 2021\* two featured single card placements
  - Nov 29-Dec 5, 2021
  - Dec 6-12, 2021
  - Dec 13-19, 2021
- + **Campaign Targeting**
  - Carousel ads will focus on new consumer acquisition. Interest, Lookalike and demographic audiences.
  - Single Image Cards will focus on users that have previously interacted with campaigns, engaged with content or have previously visited landwithoutlimits.com.



2. **2022 Spring Social Media Advertising Campaign Inclusion**

**8 Cariboo Chilcotin Coast Stakeholders** \$500 investment + \$500 match = \$8,000 Campaign including:

**\$4000 Carousel Ad inclusion** of Special Offer linked directly to your stakeholder page

- + **Dedicated creative to your website** - \$500 Single Image Card Placement linked directly to your website, ie., your home page or special offer page for a 1 week period
  - Feb 7-13, 2022
  - Feb 14-20, 2022
  - Feb 21-27, 2022
  - Feb 28-March 6, 2022
  - March 7-13, 2022
  - March 14-20, 2022
  - March 21-27, 2022
  - March 28-April 3, 2022
- + **Campaign Targeting**
  - Carousel ads will focus on new consumer acquisition. Interest, Lookalike and demographic audiences.
  - Single Image Cards will focus on users that have previously interacted with campaigns, engaged with content or have previously visited landwithoutlimits.com

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Bowron Lake | Adam Wells

# CONTACT



To reserve space, or for more information, contact

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