Digital Marketing Offerings for Cariboo Chilcotin Coast Tourism Operators

Vista Reach by Vista Radio

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Campaign Tools

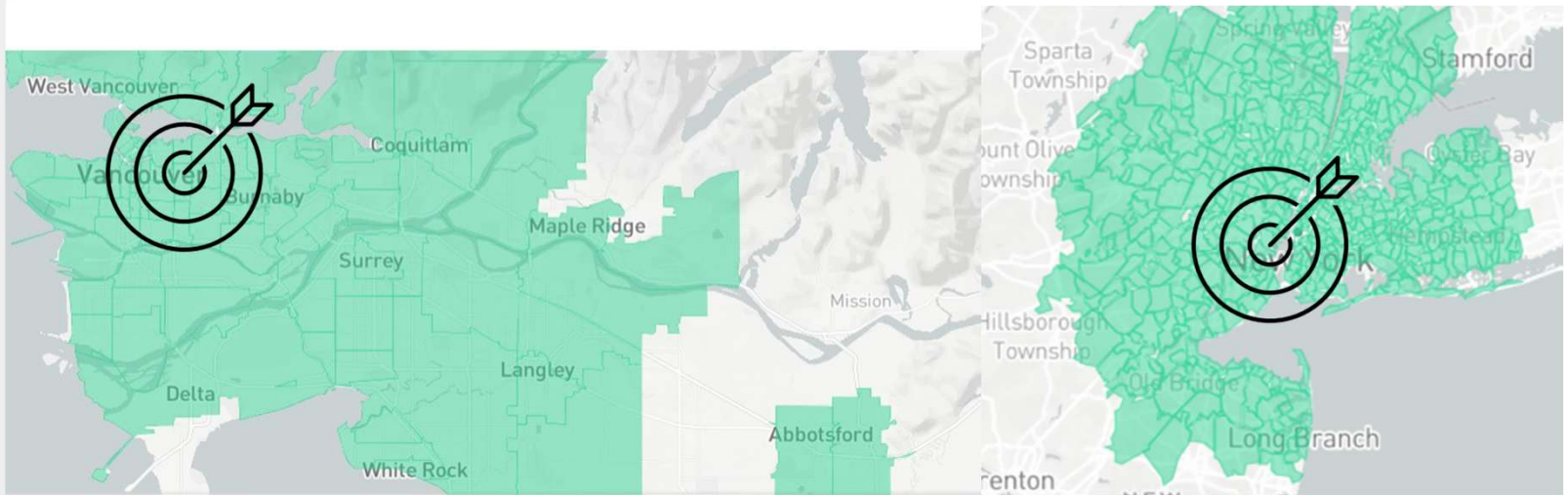
Addressable Targeting

We set the target, the algorithms find the right people to see your ads

- Demographics
  - Age, Gender, Income, Location, Children, Education
- Interests
- Purchase Intent

Location Targeting

- Retargeting, Geofencing, Geo Recency



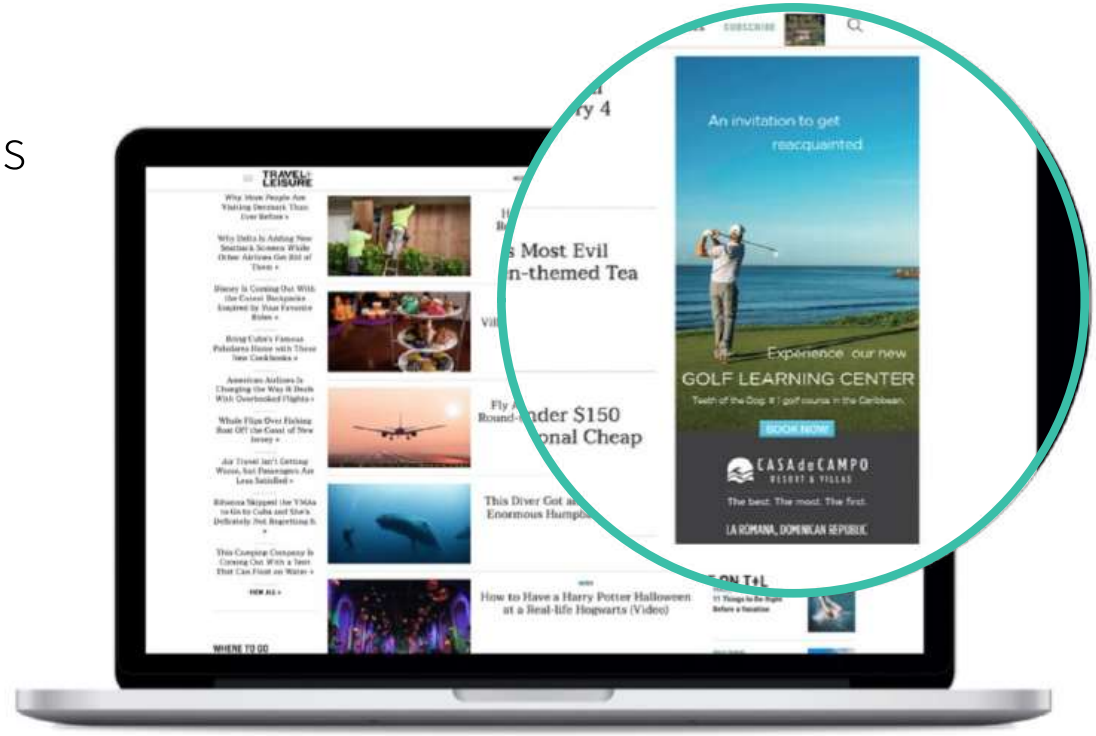
REACH

Programmatic Display Ads

Automated buying and selling of ad space using algorithms

Ideal for

- Digital call to action
  - Landing Page
  - Form Entry
  - Contact Us
- Visual campaigns



REACH

Search Engine Marketing

Increase the visibility of your brand and website on search engine results pages with SEM.

Benefits

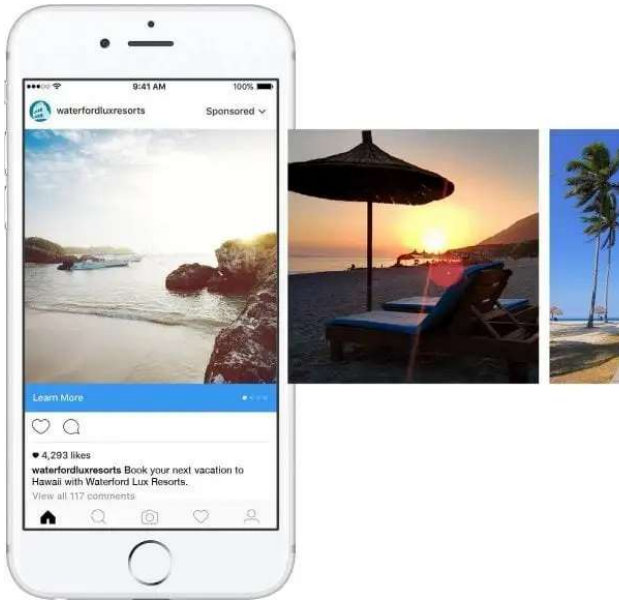
- Reaching users who have already expressed an interest in your business or what you offer
- Standout against your competition
- No limit to the number of keywords
- New keywords can be added during the campaign



REACH

Social Media Impressions

Advertisements across the Meta suite; Facebook, Instagram and Messenger, wherever your customers are.



Ad Formats

- Static Photo Ads
  - A simple eye-catching message and clear call to action
- Carousel Ads
  - Showcase multiple visuals and a single call-to-action
- Reels
  - More eye catching on social feeds if you have your own video content

REACH

LinkedIn ads Instagram Partner facebook Ads Meta Business Partner TikTok Ads

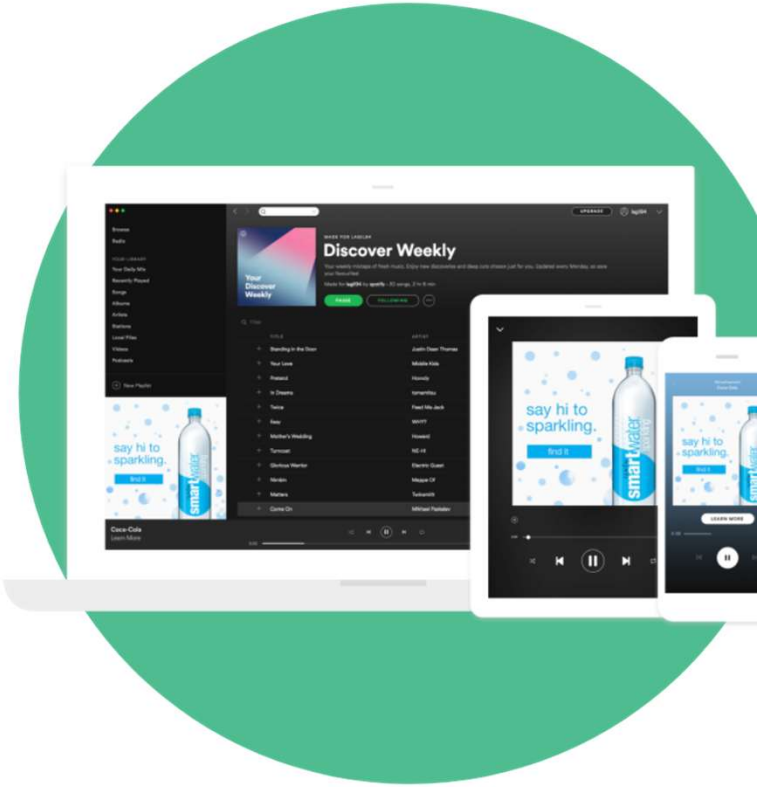
Streaming Audio

15 or 30 second audio ads that can be paired with a visual companion banner.

Benefits

- High Completion Rate
- Cost per completion
- Reuse your radio commercials
- Available on all devices

Display ad to redirect to your website or social page.



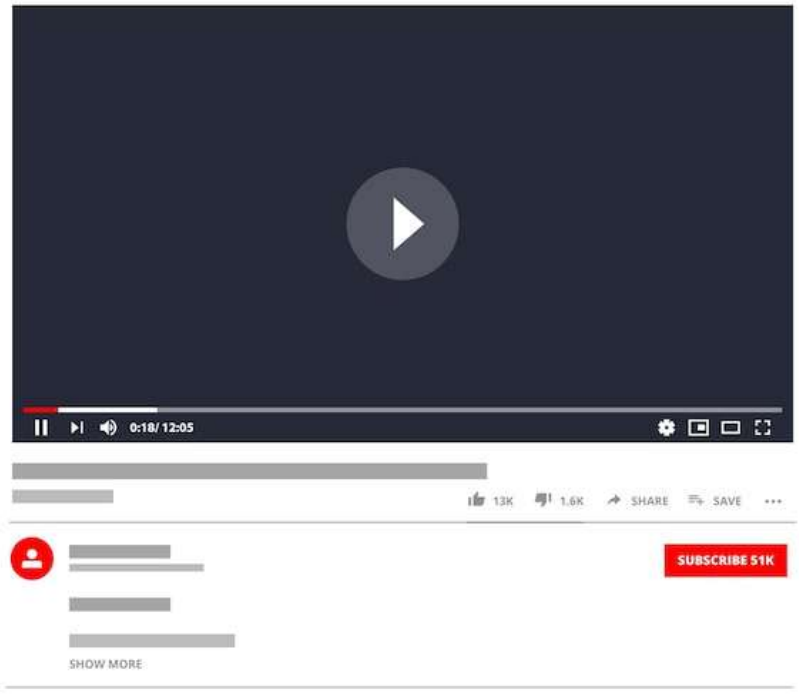
REACH

YouTube Streaming Video

15 or 30 second video ads that are highly targeted based on interests and online behaviours.

Benefits

- Highly visual medium
  - Evoking strong emotions
  - Tourism and Travel
  - Food and dining
- Cost per completion



REACH

Digital Billboards

Your content rotates with other advertisers in high-traffic outdoor locations.

Ideal for

- Increase Visibility
- Drive Foot Traffic
- Enhance Brand Awareness
- Expand Brand Reach
- Ensure Targeted Reach to a Specific Location

Hundreds of Locations available in BC, Alberta, and Ontario



REACH

Double Your Impact

Operator Incentive

CARIBOO CHILCOTIN COAST BC

- CCCTA is offering Campaign **DOUBLING to Operators**
- Applies to any Vista Reach Campaign

Campaign Minimums

- 4-week term (up to 12 months available)
- Increase in $1,000 increments
- Displays include CCCTA logo
- Include CCCTA name in Audio
- Contact Jenny Bakken to take advantage of this incentive...

Campaign Duration	Operator Budget	CCCTA Matching	Total Budget
4 week	$1,500	$1,500	$3,000
8 week	$3,000	$3,000	$6,000
12 week	$4,500	$4,500	$9,000

REACH