

**HEARST**  
BAY AREA

Travel & Tourism

## SOCIAL ADVERTISING CAMPAIGN

Hearst Bay Area built a custom strategy tailored to our Travel & Tourism industries.

### ABOUT CLIENT A

Client A works to encourage visitation to the communities of in northern California and Wine Country near the verdant Capay Valley.

### ABOUT CLIENT B

Client B is part pulsating university town, full of interesting restaurants, arts galleries, and retail shops.

### ABOUT CLIENT C

Client C work to pursue tourism to one of the most iconic roadways in the US.



## SOCIAL ADVERTISING CAMPAIGN

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### Objective

Client A:

- Increase signups
- Increase website traffic

Client B:

- Increase website traffic

Client C:

- Increase website traffic
- Increase downloads from form fills

## Custom Audiences

With certified Facebook tools, our team was able to collect data and create custom audiences.

These custom audiences allow for a wider net of viewers that are genuinely interested for the Client's brand and product.



### Retargeting

Audiences that catch up with the people we may have lost. This audience will be sure to catch the people we missed on the first try and send ads at better intervals (time, day, frequency) to give them another chance at converting or performing our desired CTA.

- Retargeting Website Traffic
- Retargeting Facebook & Instagram Engagement
- Retargeting CRM Lists



### Look-a-like (LAL)

Audiences that are a mirror image of selected groups. This audience will take a copy of another group and find their closest counterparts and delivery ads directly to them.

- LAL 1% - Retargeting Website Traffic
- LAL 1% - Retargeting Facebook & Instagram Engagement
- LAL 1% - Retargeting CRM Lists (previous sales)



# RESULTS



## Client A

### What we have accomplished:

From Jun 5 - Jul 16, Client A achieved over 434K impressions, reached 182K individual users, and received over 5K link clicks to the website.

While the Conversion campaign resulted in 453 downloads, a rate of 11.3 purchases per day.

### Services:

Paid Social Media - Full Funnel

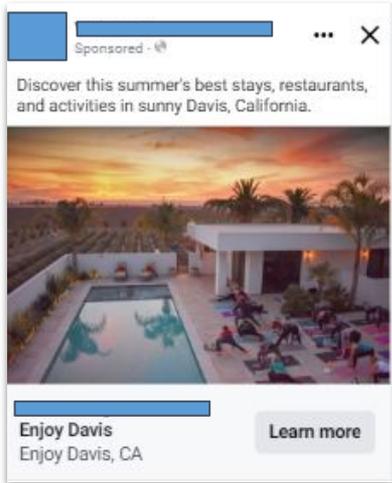
### 2022 Facebook Results

 <b>434,208</b>	 <b>10,292</b>	 <b>5,765</b>	 <b>453</b>
<b>Impressions</b>	<b>Engagements</b>	<b>Link Clicks</b>	<b>Downloads</b>

### 2022 Pinterest Results

 <b>128,507</b>	 <b>3,151</b>	 <b>2,850</b>	 <b>37</b>
<b>Impressions</b>	<b>Engagements</b>	<b>Link Clicks</b>	<b>Saves</b>

# RESULTS



## Client B

### What we have accomplished:

From June 16 - Aug 20, Client B achieved over 403K impressions, reached 188K individual users, and received over 7K link clicks to the website.

The Conversion campaign resulted in 130 button clicks to the companion hotel sites. A rate of 4.19 clicks per day.

### Services:

Paid Social Media - Full Funnel

### 2022 Facebook Results

 <b>403,542</b>	 <b>9,200</b>	 <b>7,992</b>	 <b>130</b>
<b>Impressions</b>	<b>Engagements</b>	<b>Link Clicks</b>	<b>Button Clicks</b>

## RESULTS



Sponsored · 🌐

Here on Highway 1 — explore the route to wildlife in the season of coastal discovery.

This is the best time to view the bountiful wildlife and unlock hidden secrets along the California coast. Learn more about the season of coastal discovery on our website!



Highway 1: The Season Of Coastal Discovery! [Learn more](#)



Sponsored · 🌐

Here on Highway 1 — explore the best beaches along the central California coastline.

From premiere vistas to hidden gems to wide open coastlines, discover 21 beaches and the abundance of options along San Luis Obispo's stretch of Highway 1. Learn more about the best beaches on our website!



Highway 1: Discover The Best Beaches [Learn more](#)

# Client C

## What we have accomplished:

From Jan - Aug, Client C achieved over 4M impressions, reached 1M individual users, and received over 58K link clicks to the website.

The Conversion campaign resulted in 4,459 form fills to receive the speciality download item. A rate of 19.3 form fills per day.

## Services:

Paid Social Media

## 2022 Facebook Results

 4,239,313	 196,067	 58,206	 4,459
Impressions	Engagements	Link Clicks	Form Fills

**HEARST**  
B A Y A R E A

**Let's talk about how Hearst Bay  
Area can help your business  
thrive.**

**Contact us today to learn more.**