

LAKE CITY CHAMBER OF COMMERCE

THE OBJECTIVE

The Greater Lake City Chamber of Commerce wanted to put together a campaign that they could use to help promote the small businesses they served in their local community. Through doing this, they hoped to promote commerce and help businesses be recognized that otherwise may not have the budget to do digital marketing on their own.

THE SOLUTION

Create a digital campaign with creative that was able to highlight the individual businesses while still being a cohesive under the Chamber of Commerce brand. The creative templates rotated unique images and links to the small businesses driving consumers to their listings on the chamber website.

Tactics included:



Social Display



Intent Targeting



Geofencing

THE CAMPAIGN RESULTS

CAMPAIGN LENGTH

4
MONTHS

NUMBER OF ROTATING BUSINESSES

14

SOCIAL DISPLAY

97,926
IMPRESSIONS

3,066
CLICKS

3.13%
CTR

PROGRAMMATIC DISPLAY Geofencing & Intent Targeting

165,235
IMPRESSIONS

1,383
CLICKS

0.84%
CTR

CLIENT TESTIMONIAL

“ We wanted to offer our members a useful benefit – a digital marketing campaign that would be a strong strategy whether the business was small, medium, or large. Josh had coordinated a successful campaign for the South Carolina Tobacco Festival and presented the opportunity to have a broader campaign that could be shared among our members. Now any member can have a social media ad, free of charge, that can be changed to reflect sales or seasons. A win-win-win situation for everyone.”

MARY KELLY
Executive Director, Greater Lake City Chamber of Commerce