

Display Ad Media Plan

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Date: 8/17/2024

Broad Campaign (Meta Ads on Instagram and Facebook)

URL	Visitor Demographics	Reach
Platform: Instagram and Facebook URL: www.instagram.com , www.facebook.com	Instagram: 18-34 years old, 52% female, 48% male, majority urban dwellers. Facebook: 25-44 years old, 54% female, 46% male, diverse global audience.	Instagram: Approximately 1 billion monthly active users. Facebook: Approximately 2.8 billion monthly active users.

Placement Location:

Instagram: Feed, Stories, Explore.

Facebook: Desktop newsfeed, mobile feed, right sidebar.

Ad Format and Specs:

Instagram: Vertical video (1080 x 1920 px), single image (1080 x 1080 px).

Facebook: Carousel (1080 x 1080 px), video (1280 x 720 px).

Messaging Strategy:

Focus on brand awareness, highlighting the unique social experience at Puttshack.

Campaign Goal(s):

Increase brand visibility and engagement on social platforms. Aim for view-through conversions.

Special Offers and Incentives:

Limited time offers, e.g., "Book a game today and get 10% off."

Launch Date:

September 15, 2024.

Targeted Campaign (Google Ads) (YouTube Ads)

URL	Visitor Demographics	Reach
Platform: YouTube URL: www.youtube.com	YouTube: 18-49 years old, 45% female, 55% male, diverse global audience with a focus on entertainment, gaming, and lifestyle content.	YouTube: Over 2 billion logged-in monthly users, with millions of daily video views in the targeted age group.

Placement Location:

YouTube In-stream ads (pre-roll, mid-roll, and post-roll), Discovery ads, and Bumper ads.

Ad Format and Specs:

- **In-Stream Ads:** Skippable video ads (15-30 seconds).
- **Bumper Ads:** Non-skippable 6-second ads.
- **Discovery Ads:** Thumbnail image with headline and description.

Messaging Strategy:

Capture attention quickly with visually engaging content that highlights the fun and social aspects of Puttshack. Use a call to action that encourages viewers to book an experience directly from the ad.

Campaign Goal(s):

Increase brand awareness and drive traffic to the Puttshack website or booking page. Target high-intent viewers who are interested in social experiences and entertainment.

Special Offers and Incentives:

Include a special promo code in the video ad for viewers to use when booking online.

Launch Date:

September 15, 2024.

Intention-Based Campaign

Keyword							Average CPC	Search Volume (Reach)
Include a list of 8-10 branded terms to measure and protect in this column.							Include the monthly search volume for each branded term in this column.	Include the average CPC for each branded term in this column.
egift	1100	31	600	0.702330018812147	0.297669981187853	0.448087431693989		
fun adult party ideas	380	28	270	0.783392857142857	0.216607142857143	0.285714285714286		
mini golf near me	360	20	190	0.890987654320988	0.109012345679012	0.481481481481481		
golfnow sf	250		250					
golf games for kids	180	20	130	0.362	0.638	0.26		
glow golf battlefield mall	125		100					
beer putt	100		55					
boy's birthday party places	90	18	42					

company party ideas	90	20	55	0.252907253269917	0.747092746730083	0.396551724137931		

Ad Format and Specs:

Text ads with expanded headlines and dynamic keyword insertion.

Messaging and Conversion Strategy:

Ensure consistent messaging across all campaigns to reinforce brand recognition.

Users who were exposed to the broad campaign on Instagram and Facebook or the targeted campaign on YouTube are more likely to search for related branded terms on Google. Capitalize on this by using tailored ad copy that speaks directly to the interests sparked by these campaigns. For example, include phrases like “As seen on YouTube” or “Join the fun you saw on Instagram” to create a seamless journey across platforms.

Campaign Goal:

Protect branded terms, ensure consistency across all channels, and convert high-intent traffic from searchers who were influenced by previous campaigns.

Special Offers and Incentives:

Exclusive booking discounts for searchers, aligned with the promotions seen in broad and targeted campaigns.

Launch Date:

September 15, 2024.

Email Newsletter Sponsorship (Airbnb Newsletter)

Email Newsletter Name	Subscriber Demographics	Subscribers/Reach
Partner: Airbnb URL: www.airbnb.com	25-54 years old, travel enthusiasts, middle-to-upper income, tech-savvy.	Approximately 3 million subscribers globally.

Placement Location:

Mid-newsletter, near travel tips or event recommendations.

Ad Size:

600 x 200 px (banner).

Ad Format and Specs:

Static banner image with a CTA.

Messaging Strategy:

Highlight the unique social experience at Puttshack as a must-do activity for travelers.

Campaign Goal(s):

Drive awareness and bookings from a travel-oriented audience.

Special Offers and Incentives:

Exclusive offer for Airbnb subscribers.

Launch Date:

September 15, 2024.

Keyword List

Keyword	Search Volume	Ranking Difficulty	Total Monthly Clicks	Mobile Search Percent	Desktop Search Percent	Searches Not Clicked Percent	Paid Clicks Percent	Organic Clicks Percent	Broad Cost Per Click	Phrase Cost Per Click	Exact Cost Per Click	Broad Monthly Clicks
egift	1100	31	600	0.702330018812147	0.297669981187853	0.448087431693989	0.168316830016665	0.831683160082345	1.11	1.14	0.84	240
fun adult party ideas	380	28	270	0.783392857142857	0.216607142857143	0.285714285714286			0.68			
mini-golf near me	360	20	190	0.890987654320988	0.109012345679012	0.481481481481481			2.23			
golfnw sf	250		250									0
golf games for kids	180	20	130	0.362	0.638	0.26	0.135135131482834	0.864864841490139	0.67	0.66	0.68	8
glow golf battlefield mall	125		100									
beer putt	100		55									0
boys birthday party places	90	18	42						2.09	2.33	2.32	1200
company party ideas	90	20	55	0.252907253269917	0.747092746730083	0.396551724137931	0.0857142832653062	0.914285688163266	3.62	4.13	3.86	400
oak brook mini golf	90	39	90									0
golf for less sun city west	70		28									
ideas for employee christmas party	70	20	55						5.09			
chicago holiday party venues	65	17	50						10.92			
mini golf near natick ma	50											
blue skies forever golf	50	27										
women's golf day 2021	44		44									0
mini golf in oak brook	44	32	44									
indoor mini golf near elgin il	40		28						1.95			
glow golf indy	40	21	28									0
school christmas parties	40	28	28						0.21			0
pro golf atlanta	38		40									
miniature golf naperville	28		28									
mini golf oak brook	28	34	12									
mini golf near plainfield il	24	38										
forest park golf baltimore	20		0									
where to have a kids party	18	21							1.45	2.82	2.78	20
fancy date night chicago	12		12									
rent a loft in chicago for party	12		12									
turkey creek mini golf	12		12									
golf in seaside oregon	9											
stone mountain park mini golf												
new indoor mini golf atlanta												
new putt putt atlanta												
mini golf near oak brook il												
oak brook golf indoor												
oak brook il golf												
mini golf oakbrook												
mini golf in westminster		24										0
golf deep creek		17										
oakbrook mini golf		35										