



**CHAMBER OF COMMERCE**

# ATAX Digital Marketing Campaign

**Q4 2024 Pilot Analysis and 2026 Objectives**

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## Objective

Use targeted digital marketing to promote Isle of Palms as a **family-friendly vacation destination**, attractive to both new and repeat visitation and business activity.



# Targets

## People:

- Families
- Individuals 25-65+
- College Educated (Associate, Bachelors, Masters Degrees)

## Geographic Markets:

- Markets targeted were:
  - Atlanta, GA
  - Raleigh, Charlotte, Greensboro, NC
  - Knoxville, TN

## Interests:

- Targeted people whose online search activity involved/included:
  - “summer vacation”, “travel”, “family vacation”, “new restaurants”
  - “South Carolina beach vacation ideas”





# Pilot Campaign

Deployed geo-targeted digital ads across social media highlighting Isle of Palms as: a premier, welcoming, family-oriented island experience



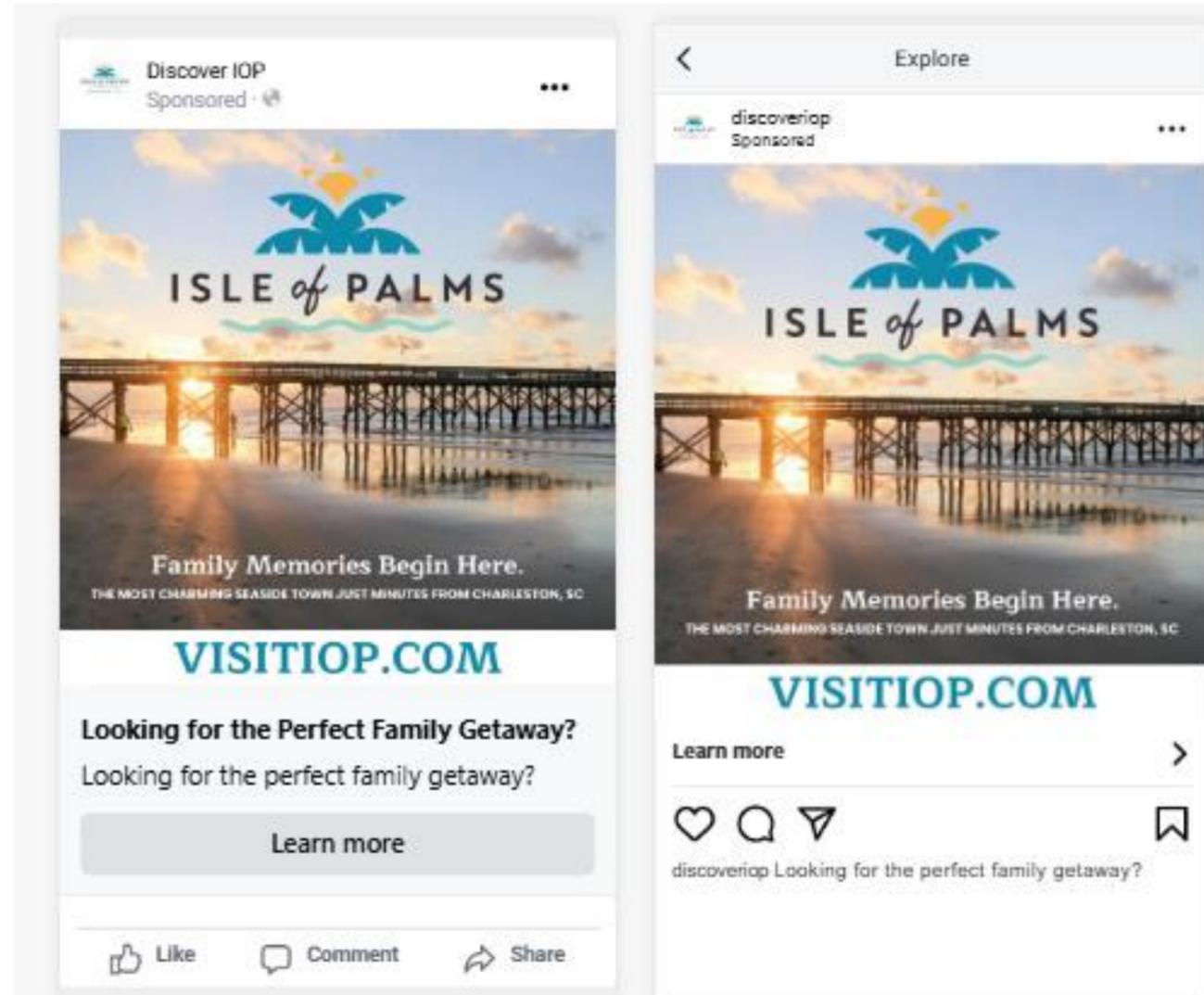


# Pilot Campaign

- Targeted advertising leads to increased traffic to the website
  - Website directs visitors to comprehensive promotional resources for IOP Businesses:
    - Categorized map and directory showcasing every island business for ultimate convenience
    - Interactive event calendar featuring upcoming island happenings
    - An itineraries tab offering curated recommendations on things to do
    - Stunning photos and drone footage showcasing the beauty of Isle of Palms
- Increased engagement with website's planning tools leads to higher visitation rates, more overnight stays and longer vacations on the island



# Pilot Campaign





# Pilot Campaign

Launched promotion for a free stay on IOP to one lucky winner

- 3,895 entries in only one month
  - Demonstrated efficacy - Most participants had never visited the island before
  - Provided valuable data for future use:
    - City and State of origin
    - Previous visits to Isle of Palms (if any)
    - Frequency of prior visits
    - Contact information



## Results - Data

Platforms:    
● Meta: Facebook & Instagram

Campaign Start Date  
● Dec 1, 2024

Campaign End Date  
● Feb 1, 2025

Total Spend:

- \$10,676.55

Total Impressions Made

- 1,258,326
- Cost Per Thousand = \$8.48 to display our ads to 1,000 people

Total Ad Clicks:

- 27,843
- Click-Thru Rate = 2.2%

YTD Leads Generated (Promotional Call to Action Entries)

- 3,894!
- Conversion Rate (Leads/Clicks) = 13.9%



# Estimated Economic Benefit to IOP

Estimated Bookings Based on 2024-2025 Geo-Targeted Display Campaign

- 3,894 Leads
- Estimating a 7% of leads convert to actual visits
- 7% of leads = 272 actual visits
- Avg Booking Timeframe = 5 nights
- \$3130 = Avg. Lodging Spend (Avg \$626/day x 5 nights)
- \$1800 = Avg. Food and Beverage Spend (Avg \$360/day x 5 days)
- \$1000 = Avg. Activities Spend
- \$5930 = Revenue per Average Visit

**\$15,000 of ATAX Funding generates estimated \$1,612,960 in IOP Business Revenue!**



# Estimated Economic Benefit to IOP

Tax Revenue from Estimated 272 Converted Leads

- \$119,190 from Lodging (\$851,360 Revenue x 14% Tax Rate)
- \$44,064 from Food/Beverage (\$489,600 Revenue x 9% Tax Rate)
- \$22,480 from Activities (\$272,000 Revenue x 9% Tax Rate)

Total Tax Revenue of \$185,734 on \$15,000 of ATAX funding to the IOP Chamber

**REPLICABLE and SCALABLE - More Budget = More Reach = More \$ to IOP and its Businesses**



# Future Objectives

- Expand marketing campaign to new geographic locations
- Continue promotion in already tested markets to further increase engagement
- Continue to connect with both IOP city government and the business community to ensure we are most effectively communicating the IOP brand and image in our online content
- Use incoming data to continually adjust strategies in way that maximizes return on ad spend



# Additional Funding Necessary

We respectfully request \$55,000 in additional ATAX funding to further engage a larger audience and further position Isle of Palms as a premier vacation destination for families across the country

With the initial \$15,000 ATAX funding, the IOP Chamber of Commerce created a data-driven, scalable operation resulting in tangible benefits to both IOP city government and businesses

Additional funding allows us to apply additional capital to our scalable campaign and generate more revenue to island businesses and tax revenue to the city