

03 | 11 | 2021

# Maine Office of Tourism

FY21 – Phase I Summer Plan



# Media Strategy

**Goal:** Awareness and consideration for travel to the state of Maine during the summer season

**Flight:** Week of 4/12-5/23 (can be flexible)

**Audience:** Travel intenders

**Geography:** New England & Mid-Atlantic

Maine, Rhode Island, Vermont, New Hampshire, Connecticut, Massachusetts, Pennsylvania, New York, New Jersey, Delaware, Virginia, Washington D.C., and Maryland

# Tactics

- Connected TV
- Pre-Roll
- YouTube
- Digital Display – Prospecting
- Digital Display – Retargeting (National)
- Paid Search
- Paid Social



Digital Video



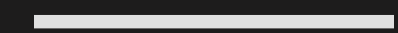
Digital Display



Social Media

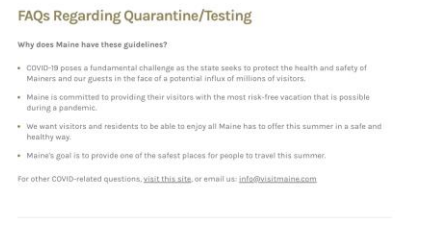
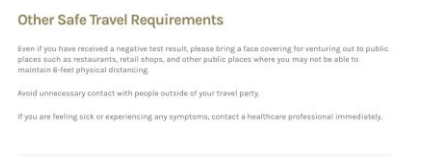
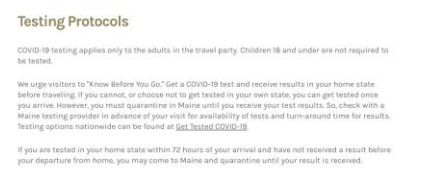
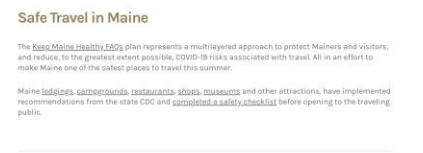
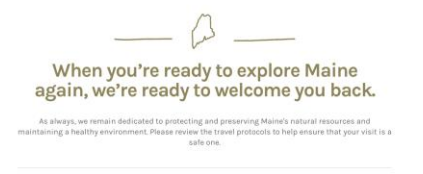
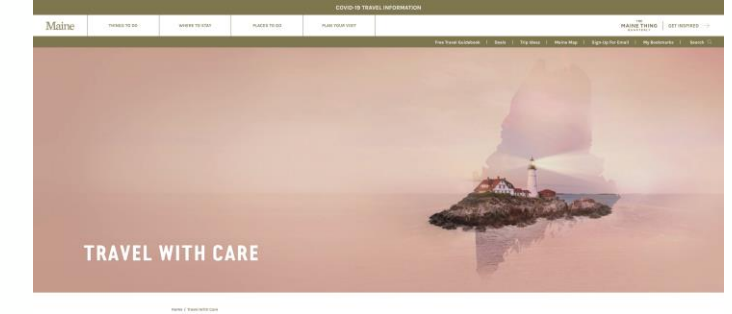
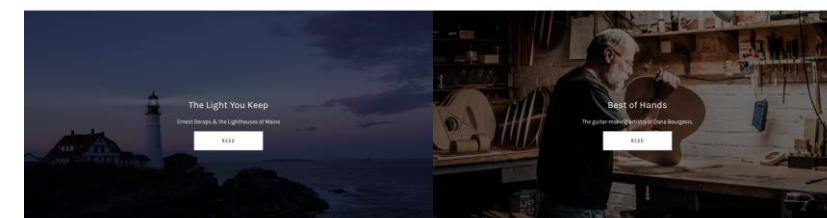
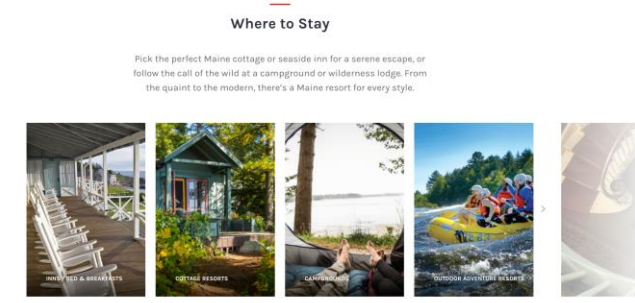
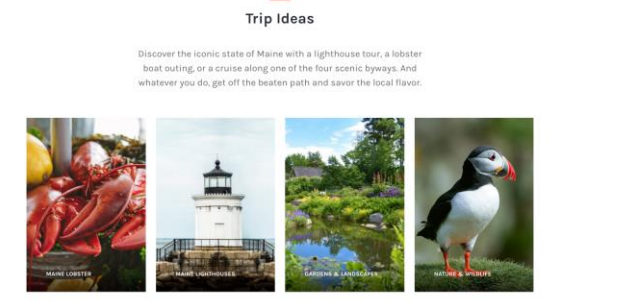
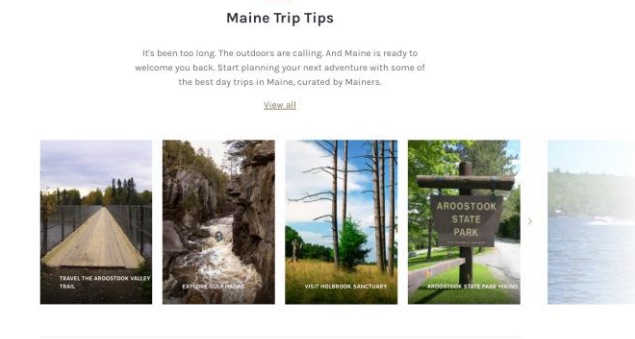
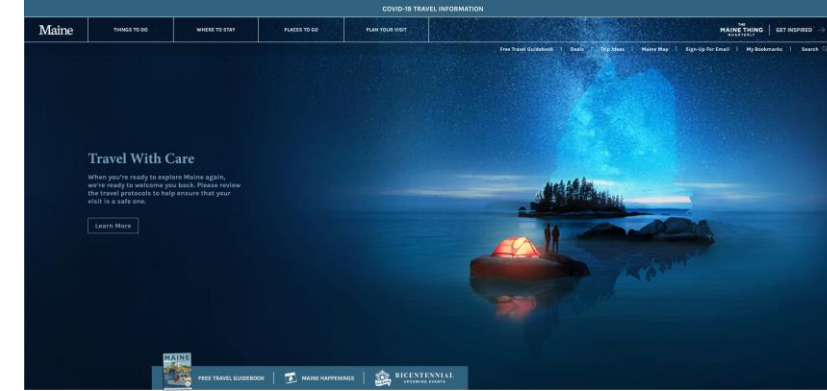
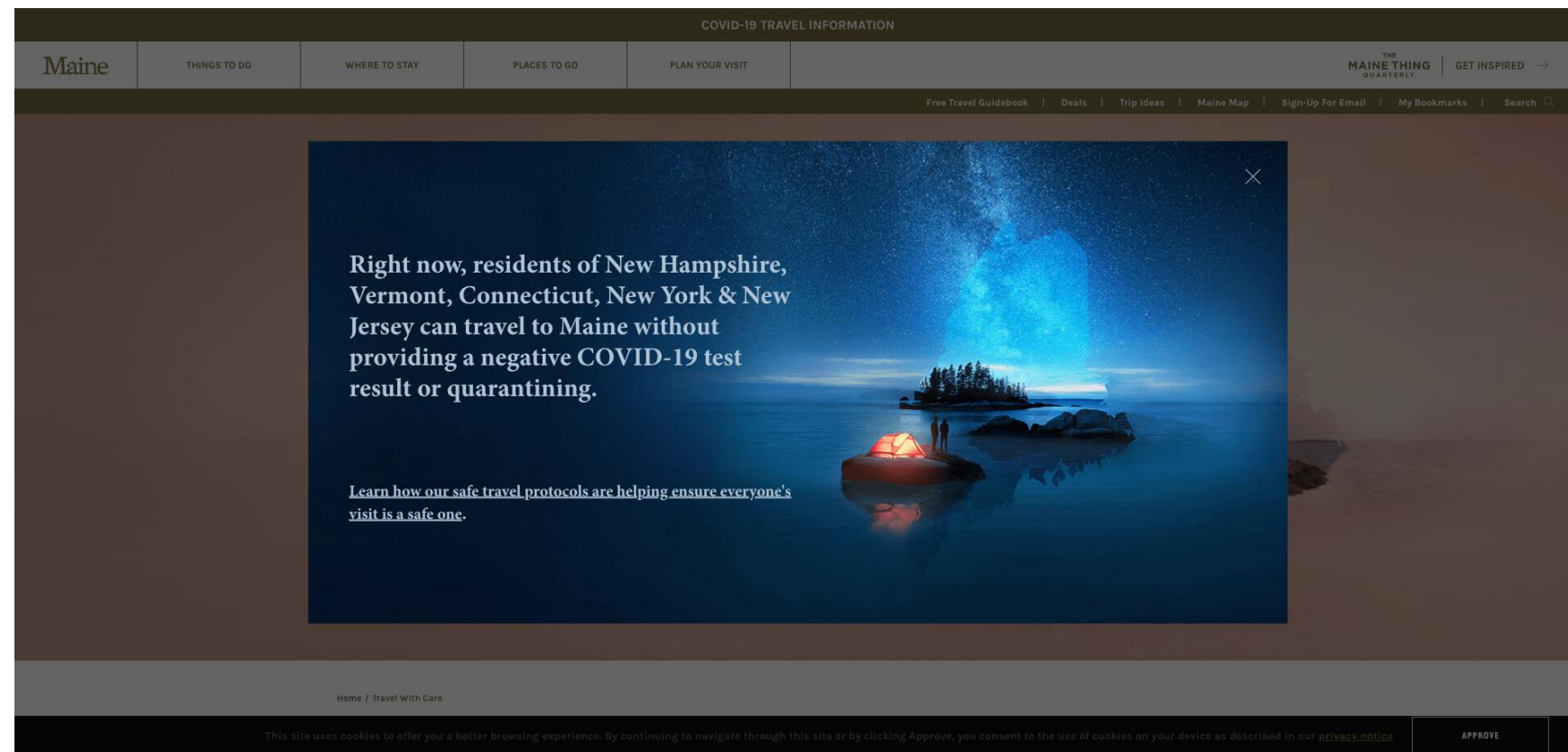


Paid Search



CREATIVE

# Updates - VM.com



NOTE: These are mock-ups from 2020. BVK will update and provide new layouts to reflect 2021 copy needs

# Social Cover & Profile Photos

Instagram 110x110



Facebook 180x180



Facebook 820x312



Instagram 110x110



Facebook 180x180



Facebook 820x312



# Video – The Calling (:30 & :15)



<https://www.youtube.com/watch?v=rPlaplwZXyM>

# Digital Display – Prospecting

Canoe



Fishing



Hiking



Lighthouse



Night sky / Camping





# Digital Display – Retargeting

Biking



Lobster



Paddling



Rooms



# Paid Social - Animated Post

- **Primary objective:** Traffic
- **On-page publish date:** Promoted-only
- **Promotion dates:** 4/12 – 5/23
- **Promotion placements:** Facebook + Instagram
- **Post links to:** <https://visitmaine.com/trip-ideas#maine-lighthouses>
- **Targeting:**
  - **Audience:** Travel intenders
  - **Geo:** New England & Mid-Atlantic:
    - ME, RI, VT, NH, CT, MA, PA, NY, NJ, DE, VA, D.C., MD

**Visit Maine**  
Sponsored · 🌐

We've been hard at work to keep Maine safe. And now we're welcoming you back, like we have for centuries. Plan your trip to [#VisitMaine](#)

1.0x 🔊

VISITMAINE.COM  
Safely Explore Maine: Welcome Back

Learn More

# Paid Social - Animated Post

- **Primary objective:** Traffic
- **On-page publish date:** Promoted-only
- **Promotion dates:** 4/12 – 5/23
- **Promotion placements:** Facebook + Instagram
- **Post links to:** [Hiking & Climbing](#)
- **Targeting:**
  - **Audience:** Travel intenders
  - **Geo:** New England & Mid-Atlantic
    - ME, RI, VT, NH, CT, MA, PA, NY, NJ, DE, VA, D.C., MD

**Visit Maine**  
Sponsored · 🌐

Our pristine, wide-open spaces are welcoming you back. Plan your trip today. [#VisitMaine](#).

VISITMAINE.COM  
Safety Every Step of the Way: Hike with Care [Learn More](#)

# Paid Social - Animated Post

- **Primary objective:** Traffic
- **On-page publish date:** Promoted-only
- **Promotion dates:** 4/12 – 5/23
- **Promotion placements:** Facebook + Instagram
- **Post links to:** [On The Water](#)
- **Targeting:**
  - **Audience:** Travel intenders
  - **Geo:** New England & Mid-Atlantic
    - ME, RI, VT, NH, CT, MA, PA, NY, NJ, DE, VA, D.C., MD

**Visit Maine**  
Sponsored · 🌐

Take some time and space to take a deep breath. We've been working hard to keep Maine healthy and safe for everyone, and now's the time to plan your trip. [#VisitMaine](#).

VISITMAINE.COM  
Safely Explore Maine: Open Waters

Learn More

# Paid Social - Animated Post

- **Primary objective:** Traffic
- **On-page publish date:** Promoted-only
- **Promotion dates:** 4/12 – 5/23
- **Promotion placements:** Facebook + Instagram
- **Post links to:** [The Maine Beaches](#)
- **Targeting:**
  - **Audience:** Travel intenders
  - **Geo:** New England & Mid-Atlantic
    - ME, RI, VT, NH, CT, MA, PA, NY, NJ, DE, VA, D.C., MD

**Visit Maine**  
Sponsored · 🌐

Our clear waters, fresh air and vast abundant natural resources are as pristine and welcoming as ever. Plan your trip to [#VisitMaine](#) this summer.

VISITMAINE.COM  
**Safely Explore Maine: Wide-Open Coastline** [Learn More](#)

# Paid Social - Video Post

- **Primary objective:** Traffic
- **On-page publish date:** Promoted-only
- **Promotion dates:** 4/12 – 5/23
- **Promotion placements:** Facebook + Instagram
- **Post links to:** [Trip Ideas](#)
- **Targeting:**
  - **Audience:** Travel intenders
  - **Geo:** New England & Mid-Atlantic
    - ME, RI, VT, NH, CT, MA, PA, NY, NJ, DE, VA, D.C., MD

**Visit Maine**  
Sponsored ·

Good evening from Maine: Our wide-open spaces are open again and our evenings are as good as ever. Plan your trip to [#VisitMaine](#).

VISITMAINE.COM  
Safely Explore Maine's Wide-Open Nights [Learn More](#)

1.0x

# Reminder

## Governor's Conference on Tourism

May 3-5, 2021

Virtual

No Registration Fee

### Monday, May 3

- Wedding Industry Workshop
- Community Destination Academy Workshop

### Tuesday, May 4 & Wednesday, May 5

- 9am – 1pm
- Office of Tourism Report
- Keynote speakers
- Breakout sessions
- Networking

