

Advertising & Publicity Committee
Meeting Minutes
November 13, 2017
Myrtle Beach Area Chamber of Commerce Boardroom

Advertising & Publicity Committee Members in Attendance: Matt Klugman, Katherine Taylor, Pam Shelley, Melissa Armstrong, Justin, Alex Husner

Staff in Attendance: Scott Schult, Diane Charno, Mary Mroz, Johanna Hodge,

Others in Attendance: Josh Williams

Call to Order: Matt Klugman at 3:04 p.m.

The Committee discussed the plan for advertisers with referral carryovers. Retargeting ads on Google and FaceBook was agreed upon.

2018 Co-op ads were discussed for Tier 3 and 4 properties. Google and FB display ads will be utilized with co-branded ads of VMB and the property. Tier 2 properties are included in the Top 10 Deals so management and scheduling will be important.

Promotional Strategy was also discussed. Top Goal is to reach massive new audiences and inspire first time visitors. Based on a new survey of trust in advertising VMB is moving towards authentic stories told by others. Flip.to is a first step as well as VMB staff making videos using select locals.

Holiday Campaign was presented including NC TV spot as well as regional digital ads. Largest holiday campaign including TV to help support theaters.

Meeting Adjourned at 4:31 p.m.