

2023 MARKETING OUTLINE

chowderfest.com



Saturday, September 30, 2023 - Rain Date Sunday, October 1

10am - 6:00pm - Free Bayfront Festival & Vendor Village hosted by SOCA

11am - 3:30pm - Ticketed Cook-off Classic, for 2023 hosted by HFSOC

DAILY

chowderfest.com

- Featured placement with a direct navigation tab. 4,783 site visits 6/9 - 7/9

visitLBregion.com

- Feature on the Landing Page with blog updates, Eat, Drink & Buy Campaign Page, and LBI Savings Pass Deal listing and merchandise sale announcements.

njcoastalnewsroom.com

- Digital ad and featured story

WEEKLY

Stories and posts via SOCA Social Reach:

- Twitter: 3,748
- TikTok: 1,512
- Instagram Accounts: 20.3K
- Facebook Accounts: 31K
- New @threads Account: 900+ and growing

Dedicated Promotion

- Chamber Business Eblast: 900
- Week of Reminder Consumer Eblast: 9,255
- 91.9 FM LBI Region Report Radio/Podcast: 26k
- Sandpaper Full Page Color Ad: 33K per issue
 - July through to 9/27

MONTHLY

August & September

Press Release via SOCA Media Database:

- Special Event Press List: 4,842
- East Coast Journalists: 492
- Consumer Eblast: 9,255
- Chowderfest Eblast: 4,904

PAID ADVERTISING

Aloysius Butler and Clark

Fall Digital Campaign - 8/7 - 9/25

Geo: NJ, NYC DMA, Philadelphia

- Facebook/Instagram: Newsfeed
- Division-D: Eblast
- Spotify: Audio Ads + Banners
- TikTok: Lead Gen
- Nativo: Native Articles & Ads

Beasley Media

Campaign - 7/1 - 12/1

Geo: NJ, Delaware, NYC, Philadelphia

- Radio and Geo Targeted Banner Ads

Bay Magazine

September Issue

- Feature Top 3 Fall List



Southern Ocean Chamber Association

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