



BRUNSWICK COUNTY PARADE OF HOMES

2021 DIGITAL PERFORMANCE REPORT

BY

Vivid Digital Media

PREPARED BY

*Julia Steffen, CEO
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VIVIDDIGITALMEDIA.COM

ABOUT VIVID DIGITAL MEDIA

WHAT WE DO

Vivid Digital Media helps small businesses thrive in an increasingly digital environment by providing a diverse set of design, digital and print marketing services. We take the ever-changing task of marketing off your plate to let you focus on what you do best.

WHO WE ARE

Established in 2015, Vivid Digital Media is a woman-owned, full service marketing agency. We are associate members of the Brunswick County Home Builders Association, the Brunswick County Association of Realtors, and members of the Southport-Oak Island Chamber of Commerce. To our knowledge, we are the only full-service marketing agency in Brunswick County.

- WEB DESIGN
- SOCIAL MEDIA MANAGEMENT
- DIGITAL MARKETING
- LOGOS & BRANDING
- COMMERCIAL PHOTOGRAPHY
- COPYWRITING
- PRINTED MATERIALS
- GOOGLE ADS
- FACEBOOK ADS

THE VDM TEAM



JULIA STEFFEN
CEO/Creative Director



MEG MEYER
*Business Development
Manager*



KENZI WEBER
*Social and Digital Marketing
Manager*



BETHANY LEGGETT
*Editor, Parade of Homes
Guidebook*



HANNAH ISENHOUR
*Advertising Sales
Representative*



**Parade
OF HOMES**
Brunswick County Home Builders Association

2021 CAMPAIGN



The 2021 Brunswick County Parade of Homes Campaign was a multifaceted effort consisting of creative content, promoted digital ads, and a printed guidebook.

VIRTUAL TOURS

Vivid Digital Media photographed and videoed the Parade entries, compiled the virtual tours, and updated brunswickparadeofhomes.com

FACEBOOK & INSTAGRAM

Vivid Digital Media managed the Brunswick Parade of Homes Facebook page and created a new Instagram page for the event.

YOUTUBE

Vivid Digital Media uploaded virtual tour content to Youtube, generating thousands of virtual tour views.

DIGITAL ADVERTISING

Vivid Digital Media created and managed Google and FaceBook ads to promote the Parade.

2021 PARADE OF HOMES GUIDEBOOK

Vivid Digital Media published and distributed 8,000 copies of the 2021 Brunswick County Parade of Homes Guidebook.

YOUTUBE

VIEWS

Total number of times someone has started a video and watched at least 30 seconds.

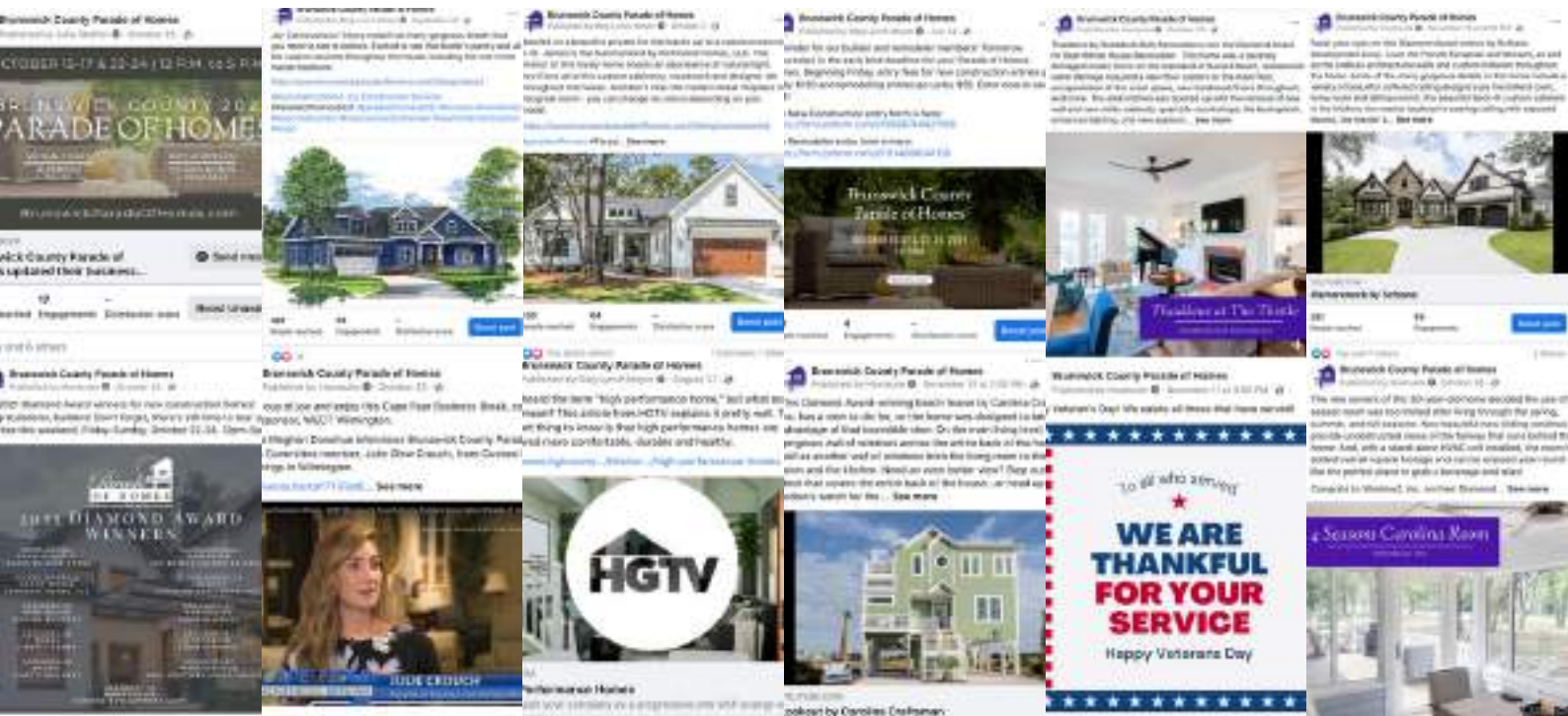
WATCH TIME

Total amount of time all viewers have spent watching all videos.

SUBSCRIBERS

Number of new people opting in for notifications about new content from the Brunswick County Parade of Homes channel.





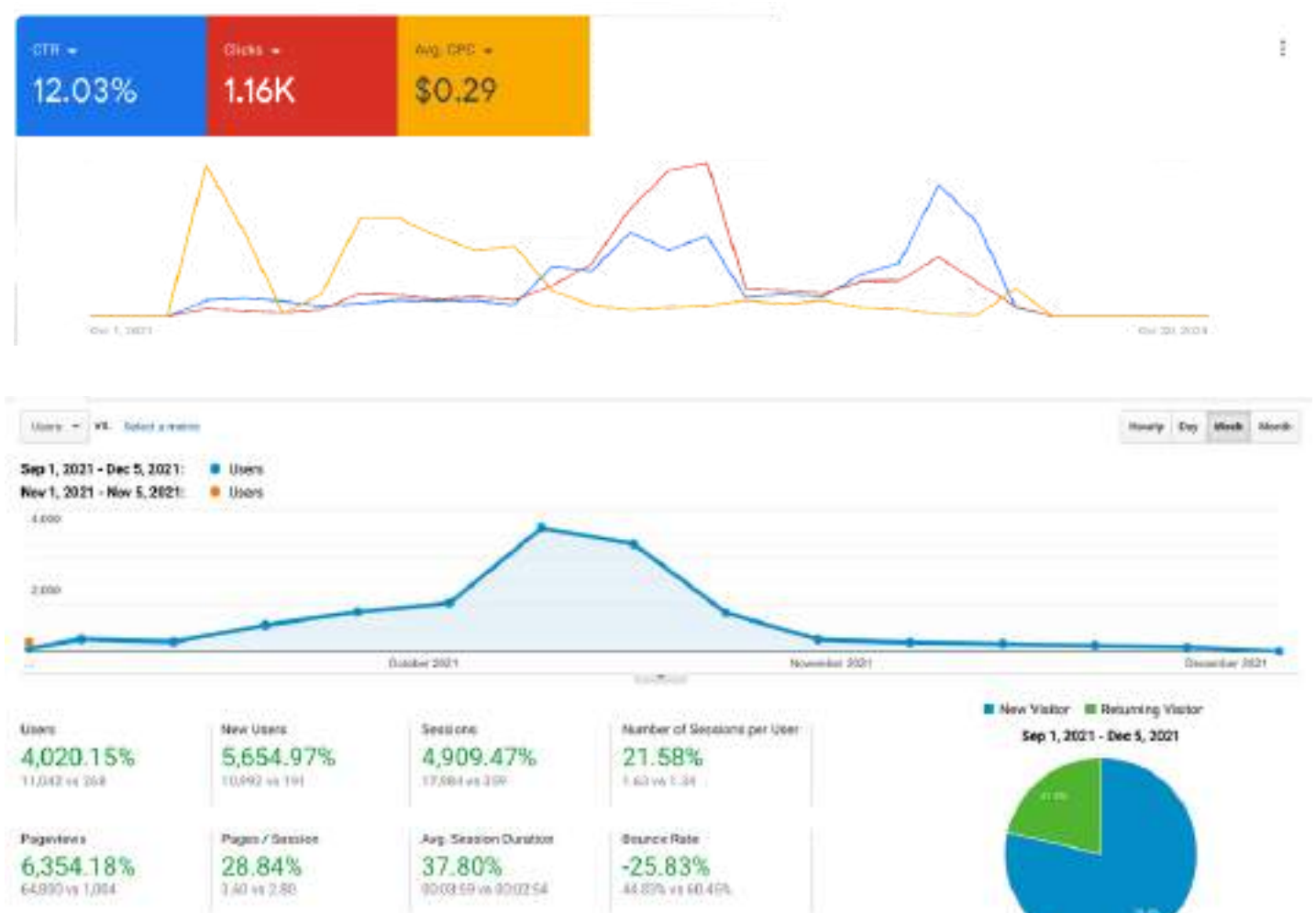
DIGITAL ADS

COST-PER-CLICK

Total cost (based on number of times the ad is shown) to get one user to click on a search ad.

CLICK-THROUGH RATE

Total percentage of users who click on brunswickparadeofhomes.com when it appears on page 1 of the search results.



PARADE OF HOMES GUIDEBOOK

8,000 COPIES

VDM published and distributed over 8,000 copies of POH Guidebook in Brunswick County.

5,000 DIGITAL VIEWS

The digital guidebook had nearly 5,000 unique page views for the 2021 Parade.

40 + DISTRIBUTION POINTS

VDM distributed printed copies of the Guidebook to over 40 points throughout Brunswick County.





WHAT'S NEXT FOR 2022

WINTER 2022

*Earlybird Guidebook
advertising opportunity before
price increases go into effect.*

SPRING 2022

*Rate increases go into
effect for Guidebook.*

SUMMER 2022

*Parade entry portal
opens.*

LATE SUMMER 2022

Advertising deadline.

QUESTIONS? GET IN TOUCH.

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