

Primary Goal

Increase awareness and ridership on Route 61A and 61B.

Target Timeframe: 3 Months

Marketing Campaign Run Dates: January 1 - March 31, 2021

MARKETING ACTIVITIES	COST
Digital Advertising (Graphics + Hard Costs)	
- Development of ad graphics:	
- Facebook / Instagram:	
- Google:	
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Traditional Advertising Hard Costs	
- Billboard (2 boards):	
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Strategic Oversight & Management	
- Strategic counsel:	
- Ad management:	
- Billboard negotiations & reconciliation:	
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