IMC 2027 · $50K MKTG
384 · TEAM 6 PROF.
CANESSA COLLINS

ASK ANY GRANDPARENT WHAT THEY REMEMBER —

It's never the ticket. It's the *memory.*

The grandchild's hand. The stalactite overhead. The story that outlasts the drive home. That is what Shenandoah Caverns sells — and it's time the marketing said so.


SHENANDOAH
CAVERNS

THE MARKETING GOAL

Grow ticket sales *20%* in twelve months.

Across Shenandoah Caverns and American Celebration on Parade — targeting families with young children and nature lovers across VA, NC, DC, MD, PA and WV. All inside a **$50,000 budget** and a 12-month window, Jan 1 – Dec 31, 2027.

> **American Celebration on Parade** is included under the umbrella goal. ACP ticket sales are already growing (+33% YoY), making the caverns the **primary recovery focus** of this campaign.

SUCCESS MEASURED BY

Ticket Sales Volume · Revenue from Admission · Percentage Increase in Attendance



COMMUNICATION OBJECTIVES

Five dated targets. *One funnel.*

Each phase of AIDA+R has a measurable KPI, a lead channel, and a date. Nothing floats.

A · AWARENESS

+40%

Lift event awareness via Social, OOH, and PR.

BY MAR 30, 2027

I · INTEREST

+35%

Deepen engagement with display ads, SEO and social content.

BY MAY 30, 2027

D · DESIRE

+30%

Build preference with testimonials, reviews and PR storytelling.

BY JUL 30, 2027

A · ACTION

+20%

Convert to visits with paid search, email, and on-site events.

BY DEC 30, 2027

R · REPEAT

+15%

Grow return visits with loyalty touches and seasonal events.

BY DEC 30, 2027

TARGET AUDIENCE · CONSUMER PERSONAS

Two audiences. One truth: *memory matters more than admission.*

82% of skip-generational travelers say travel is how they bond with grandchildren. 92% of parents plan to travel with their kids next year. Both sit inside a two-hour drive — and both are growing.



PRIMARY · 60% OF SPEND

Legacy Larry

68 · Retired · Alexandria, VA Within 10 mi of ≥ 1 grandchild HHI: $142K median (Fairfax Co.)

> *"Travel is how I stay close to the people who matter most."*

MOTIVATIONS
Traditions · Accessible day trips · Quality time

FRUSTRATIONS
Inaccessible venues · Crowds · Planning fatigue

CHANNELS
Google · Facebook · Local news · Email

PROOF
363K residents 65+ in NoVa · 84% fund skip-gen trips



SECONDARY · 40% OF SPEND

Adventure Amy

35 · Mom of two · Washington, DC Active, outdoor-first family HHI: $101K median (DC)

> *"I want my kids off screens — close enough for a Saturday."*

MOTIVATIONS
Bonding (64%) · Learning (77%) · Nature

FRUSTRATIONS
Affordability (73%) · Crowded attractions

CHANNELS
Instagram · Pinterest · TikTok · Google

PROOF
20.6% of DC aged 30-40 · 92% plan to travel w/ kids

CAMPAIGN THEME & BIG IDEA

One Trip. *A Lifetime* of Adventures.

We're not selling a cave tour. We're selling the memory that outlasts the drive home — the grandchild holding a grandparent's hand under a stalactite, the kid who actually looked up from their phone. One trip. That's all it takes.

PILLAR 01

Nostalgia, made new

A 142-year-old wonder retold for a generation that misses analog.

PILLAR 02

Accessible adventure

The elevator isn't a footnote — it's the lead. Everyone gets to come.

PILLAR 03

Stories worth sharing

Every tactic produces shareable, cross-generational proof.

Channel 01 of 05

Digital Marketing.

The interest-to-action engine. Display on trusted local news, SEO & Google Business, paid search for intent, email for re-engagement, and website optimization.

Channel Budget

$15K

30% OF TOTAL

Show up where they already trust the page.

Three objectives. Six strategies. Targeting both the Grandparent Getaway Maker and Young Family Adventure Seeker across the full interest-to-action funnel.

Objective 1 · Strategy 1A

Display Content

Always-on visual display across trusted NoVa local news hubs — InsideNoVa, Patch & Loudoun Times-Mirror — to build credibility with the Grandparent Getaway Maker.

JAN–MAY · CONTINUOUS — $2,500

Objective 1 · Strategy 1B

SEO

Google Business Profile saturation, localized city landing pages, and answer-engine schema optimization to dominate the NoVa local map pack.

JAN–MAY · CONTINUOUS — $800

Objective 2 · Strategy 2A

Email Marketing

Segmented direct email to the Grandparent Getaway Maker — monthly promotions, seasonal offers, and senior discount campaigns to drive ticket conversions.

JAN–DEC · PULSING — $300

Objective 2 · Strategy 2B

Website Optimization

Page speed, content infographics, and ongoing maintenance via Google Search Console & Analytics — ensuring every ad click lands on a fast, conversion-ready site.

JAN–MAY · CONTINUOUS — $3,600

Objective 3 · Strategy 3A

Paid Google Ads

Responsive search ads and display retargeting geo-targeted to the DC metro area, capturing Young Families actively searching for nearby attractions and day trips.

JAN–MAY · ALWAYS-ON — $2,600

Objective 3 · Strategy 3B

Display Content

Google Network visual display ads on family activity, travel, and parenting sites — plus retargeting for prior visitors and outdoor-interest audiences ages 30–40.

JAN–MAY · CONTINUOUS — $8,000

KPI: 0.55% CTR (vs. 0.44% travel-industry average) · +155% branded-search lift · +15% direct site traffic from NoVa · 20% action lift by Dec 31, 2027.



Channel 02 of 05

Social Media.

Facebook for the Grandparent Getaway Maker, Instagram, TikTok & Pinterest for the Young Family Adventure Seeker.

Channel Budget

$5K

10% OF TOTAL

Different scroll. Same story.

Three objectives. Six strategies. Building awareness, interest, and desire across Facebook, Instagram, and Pinterest — tailored to each audience's platform of choice.

Objective 1 · Strategy 1A

Facebook Video Series

High-contrast "Legacy & Comfort" themed short-form videos on Facebook targeting NoVa adults 65+ to move them from unaware to active brand recognition.

JAN–MAR · CONTINUOUS — $800

Objective 1 · Strategy 1B

Community Facebook Group Sponsorships

Admin-endorsed posts and promo codes placed directly inside "NOVA Moms" and "VA Grandparents Club" groups for high-trust peer-endorsed reach.

JAN–MAR · PULSED — $1,200

Objective 2 · Strategy 2A

Instagram Reels Campaign

Short-form vertical video content on Instagram showcasing natural beauty and family moments, targeting DC-area parents ages 30–40 to build interest and desire.

JAN–JUN · PULSED — $550

Objective 2 · Strategy 2B

Influencer "Day Trip" Takeover

Three DC-area micro-influencers (5K–50K followers) document a full caverns day-trip on Reels, driving trusted peer-endorsed interest among young families.

JAN–JUN · PULSED — $833

Objective 3 · Strategy 3A

Exclusive "Family Pack" Offers

Bundled, time-limited family packages targeting the Young Family Adventure Seeker — addressing the 73% affordability barrier to convert desire into action.

JAN–JUN · PULSED — $1,000

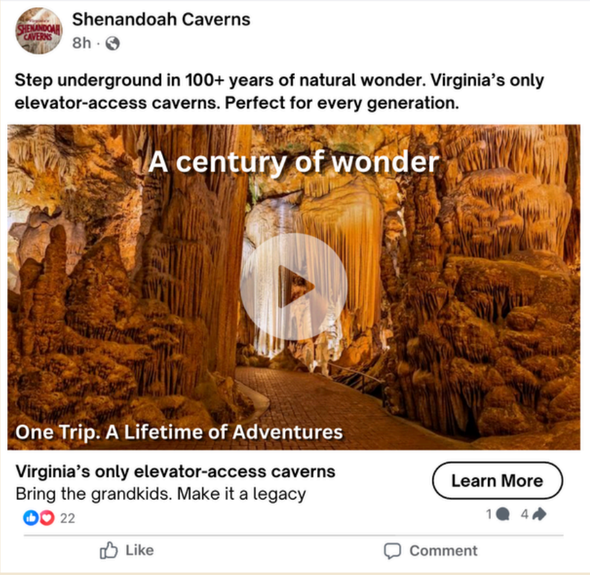
Objective 3 · Strategy 3B

Pinterest Guidebook

"Family Adventure" boards and a downloadable DC-to-caverns itinerary acting as a long-tail planning tool to build desire over time at low cost-per-impression.

JAN–JUN · PULSED — $600

KPI: +40% awareness lift by Mar 30 · +35% interest lift by Jun 30 · +30% desire lift by Jun 30 · 8% engagement rate (vs. 3.5% travel-industry benchmark).



Channel 03 of 05

Print & Out-of-Home.

The single largest investment. Physical visibility along the I-81 & I-66 corridors — plus transit, direct mail, and print in DC and NoVa.

Channel Budget

$20K

40% OF TOTAL

Own the drive.

Three objectives. Six strategies. Dominating the I-81/I-66 corridors and DC metro area with awareness-building placements that reach both target audiences in high-traffic environments.

Objective 1 · Strategy 1A

Interstate Billboards

High-visibility static and digital billboard placements along I-81 and I-66 featuring large-scale family imagery and the "One Trip. A Lifetime of Adventures." slogan.

MAR–AUG · CONTINUOUS — $2,100

Objective 1 · Strategy 1B

Regional Lifestyle Prints

Full-page 4-color ads in Virginia Living and AAA Mid-Atlantic placed adjacent to "Best Summer Trips" editorial, reaching both target markets in trusted environments.

MAR–AUG · CONTINUOUS — $900

Objective 2 · Strategy 2A

Street Level Panel / Kiosk

High-traffic street level panels placed across the DC metro area to build awareness among Young Family Adventure Seekers during daily routines and commutes.

MAR–AUG · CONTINUOUS — $1,400

Objective 2 · Strategy 2B

Targeted Direct Mail & DC Metro Transit

King-size Metrobus exterior ads and 6×9 glossy QR-code postcards mailed to DC households with children under 12 to surround young families with consistent awareness.

MAR–AUG · CONTINUOUS — $4,000

Objective 3 · Strategy 3A

Special Event Ads

Flighted billboards, transit shelter posters, and shopping-center displays timed to seasonal events — American Fright Night, Shenandoah Uncorked, and winter holidays.

FLIGHTED · EVENT MONTHS — $6,250

Objective 3 · Strategy 3B

Local Community Ads

Metro placements, community newspaper sections, and school flyers reinforcing event awareness through repetition in trusted local formats across NoVa and DC.

FLIGHTED · EVENT MONTHS — $1,200

KPI: +40% awareness lift by Aug 31 · 82% billboard viewer recall (OAAA, 2024) · 800K+ OOH impressions/month · direct-mail response target 4%.



Channel 04 of 05

Events & Promo.

The action and repeat stage. Experiences that convert first-time visitors, drive loyalty among young families, and reward repeat attendance across both audiences.

Channel Budget

$5K

10% OF TOTAL

On-site experiences that earn a return visit.

Three objectives. Six strategies. Converting interest into ticket purchases for the Grandparent Getaway Maker, then building repeat loyalty among Young Family Adventure Seekers year-round.

Objective 1 · Strategy 1A

Grandparent Discovery Day

Signature on-site event with guided "Legacy Tours," enhanced storytelling, a branded photo station, and promotional products — converting the Grandparent Getaway Maker from desire to action.

MAY–JUL · PULSING — $1,750

Objective 1 · Strategy 1B

"Legacy of Play" Mobile Pop-up

Pop-up activations at NoVa community festivals distributing "Grandkids Visit Free" vouchers with trackable redemption codes and branded promotional products.

MAY–JUL · PULSING — $1,000

Objective 2 · Strategy 2A

Collect the Adventure

Digital and physical stamp passport where each visit unlocks a new reward — reinforcing repeat visits among Young Family Adventure Seekers through tangible incentive structures.

JUN–DEC · CONTINUOUS — $600

Objective 2 · Strategy 2B

Seasonal "Cavern Kids" VIP Events

Fresh limited-time seasonal activations — "Spooky Stalactites" Halloween nights and "Winter Wonder-Cave" holiday weekends — driving repeat family visits with exclusive experiences.

JUN–DEC · FLIGHTED — $1,000

Objective 3 · Strategy 3A

Seasonal Event Passport & Rewards Program

Tiered loyalty rewards (3 visits = discount, 7+ = VIP Guest) with limited-edition collectibles per event — incentivizing repeat attendance from both target audiences.

FLIGHTED · PEAK MONTHS — $1,199

Objective 3 · Strategy 3B

Capture the Caverns

Scavenger hunt, photo contest, and storyboard contest with prize pools driving organic on-site engagement and UGC from both the Grandparent Getaway Maker and Young Families.

QUARTERLY · FLIGHTED — $750

KPI: +20% action lift by Jul 31 · +15% repeat-visit rate by Dec 31 · 79% loyalty program return likelihood (Easy Apps, 2026) · 41% post-visit social sharing lift.



Channel 05 of 05

PR Relations/ Sponsorships

Trust compounds. Earned media carries 92% higher trust than paid ads. Three objectives build desire and awareness through third-party credibility for both audiences.

Channel Budget

$5K

10% OF TOTAL

Stories worth sharing.

Three objectives. Six strategies. Using regional media, community sponsorships, influencer amplification, and brand partnerships to build desire and awareness across both target audiences.

Objective 1 · Strategy 1A

Regional Travel Media

Targeted press kit and story pitches to travel writers and lifestyle editors covering the DMV area — positioning Shenandoah Caverns as the must-visit skip-generational destination.

MAR–AUG · PULSING $1,050

Objective 1 · Strategy 1B

Community Pillar Sponsorship & Guest Features

Sponsored columns, "Featured Partner" blurbs, and guest features in NoVa community newsletters and Rotary bulletins — building desire through trusted peer-endorsed local channels.

MAR–AUG · PULSING $650

Objective 2 · Strategy 2A

Educational Adventure Thought Leadership

Press releases and guest articles in DC parenting publications and school community newsletters positioning the Caverns as a credible, expert-endorsed educational family destination.

FEB–JUN · PULSING $400

Objective 2 · Strategy 2B

Influencer "Day Trip" Takeover (PR Amplification)

Repurposing existing influencer content into earned media placements across DC family publications and blogs — doubling social reach at a fraction of the cost.

FEB–JUN · PULSING $600

Objective 3 · Strategy 3A

Strategic Community & Brand Partnerships

Co-branded partnerships and event sponsorship booths with 2–3 NoVa/DC family-facing brands — leveraging "borrowed authority" to reach both audiences with the highest-trust placements.

FLIGHTED · PEAK MONTHS $1,000

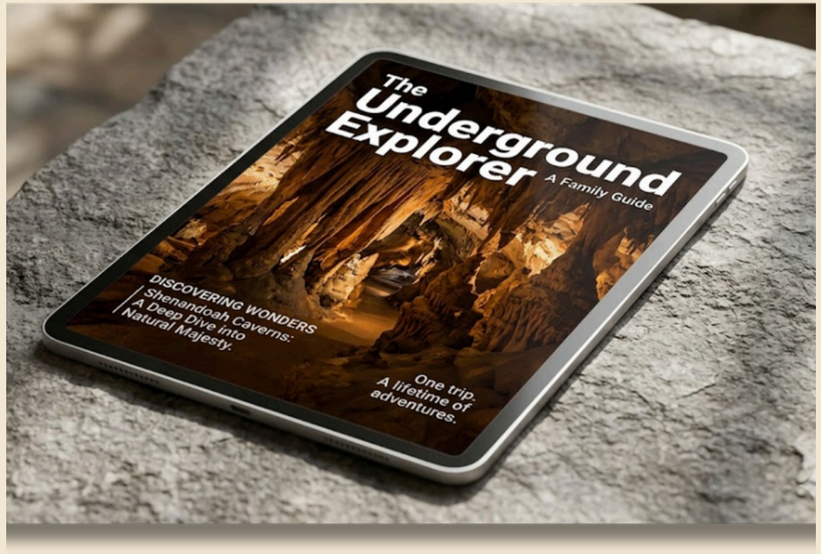
Objective 3 · Strategy 3B

Stories Worth Sharing

Authentic visitor testimonials, "Generations Across the Caverns" editorial content, and Family Spotlight broadcast segments reinforcing credibility built by partner placements.

YEAR-ROUND · FLIGHTED $250

KPI: +30% desire lift by Aug 31 · +25% awareness lift by Jun 30 · 12+ earned placements · +35% branded-search within 30 days of press hits.



FLOWCHART · BUDGET · MEASUREMENT

How the year lays out.

Digital + OOH carry always-on presence. Events pulse seasonally. PR compounds steadily. Every activity is anchored to an AIDA+R phase and a month.

CHANNEL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	BUDGET
DIGITAL MARKETING	ACTIVE	ACTIVE	HEAVY	HEAVY	HEAVY	ACTIVE	ACTIVE	ACTIVE	HEAVY	HEAVY	HEAVY	HEAVY	$15,000
SOCIAL MEDIA	ACTIVE	ACTIVE	HEAVY	ACTIVE	ACTIVE	ACTIVE	ACTIVE	ACTIVE	ACTIVE	HEAVY	HEAVY	HEAVY	$5,000
PRINT & OUT-OF-HOME	LIGHT	ACTIVE	ACTIVE	HEAVY	HEAVY	HEAVY	HEAVY	HEAVY	ACTIVE	ACTIVE	LIGHT	LIGHT	$20,000
EVENTS & PROMO			LIGHT	HEAVY	ACTIVE			LIGHT	ACTIVE	HEAVY	ACTIVE	HEAVY	$5,000
PR & EARNED MEDIA	ACTIVE	ACTIVE	ACTIVE	ACTIVE	ACTIVE	ACTIVE	ACTIVE	ACTIVE	ACTIVE	ACTIVE	ACTIVE	ACTIVE	$5,000

LIGHT ACTIVE HEAVY

MEASUREMENT: MONTHLY DASHBOARDS · QUARTERLY CLIENT REVIEW · FULL POST-MORTEM JAN 2028

TOTAL INVESTMENT

$50,000

Print / OOH	$20,000 · 40%
Digital	$15,000 · 30%
Social / Events / PR	$15,000 · 30%



THE ASK

One Trip. *A Lifetime.*

Greenlight the plan. *$50,000* against *+6,000 tickets* — and a year where the Caverns become the first answer every family in DC and NoVa gives when someone asks *"where should we go this weekend?"*

ALESSANDER CORNEJO-LONGA · ARYAN KAPOOR · LUKE MORTON · TIM OSTROWSKI · LUKE WROTON · WILLIAM PASCH BRACER