

Making Marketing Meaningful

Shawn L. Smith

State Director, Virginia Senior Medicare Patrol

Making Marketing Meaningful

AGENDA

Television Commercials

Newspaper Ads

Geo-Fencing

Blog Posts

FB Ads



VIRGINIA SMP

Full Time Staff

VA Association of AAA
State Director
Volunteer Coordinator

V4A

25 AAA's
24 Partner with SMP
Core Volunteers

Partners

Subcontracts
Paid & Volunteer Staff
Most are VICAP Staff

Marketing

AAAs Responsible for Marketing
We Support Their Marketing
We Do Comprehensive Marketing

Meaningful Marketing Goals

What we did

What we got

What it cost

What we liked

What we didn't like



Television Commercials



Television Commercials



What We Did

Contacted Local TV Stations

Described Our Goals

Described Our Target Audience

Provided Budget Parameters

They Provided a Proposal w/Options

Television Commercials



What We Got

30 Second Commercial

Prime Time for Audience (55+)

4-5 x Per Day

1 Day Per Week

4 Weeks=21 Runs

$2000.00

Television Commercials



Proposal ID: 358692
Market: HARRISONBURG [176]
Station: WHSV
Schedule Date: 5/1/2021 - 5/31/2021
Spot Length(s): :30

Acct. Exec: Jeremy Harman
Phone #: 540-433-9191x152
Email: jharman@whsv.com

Gray does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity. This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising.

Flight Dates: 5/1/2021-5/31/2021

Program Time	Spot Length	MY 3	MY 10	MY 17	MY 24	CS-A65+ CS.RTG RTG	CS-A55+ CS.RTG RTG	Wks	Spots
WHSV									
DAYBREAK	:30	1	1	1	1	5.3	5.6	4	
GRPs/Impressions						21.2	22.4		4
Mo-Fr 5:00a-7:00a									
GOOD MORNING AMERICA 7A-9A	:30	1	1	1	1	8.6	8.2	4	
GRPs/Impressions						34.4	32.8		4
Mo-Fr 7:00a-9:00a									
WHSV-TV NEWS @ NOON	:30	1	1	1	1	9.7	8.1	4	
GRPs/Impressions						38.8	32.4		4
Mo-Fr 12:00p-12:30p									
WHSV-TV NEWS AT 5PM	:30	2	1	1	1	13.7	12.3	4	
GRPs/Impressions						68.5	61.5		5
Mo-Fr 5:00p-6:00p									
WHEEL / JEOPARDY ROTATOR	:30	1	1	1	1	16.0	14.3	4	
GRPs/Impressions						64	57.2		4
Mo-Fr 7:00p-8:00p									

Total Cost: **$2,000.00** **Signature**_____

General Summary (CS-A65+ CS.RTG)

Name	Spots	Cost	Grps	Reach	Freq
WHSV	21	$2,000.00	226.9	83.4	2.7

Television Commercials

Spot Manager: All, 05/17/21-05/31/21

Advertiser	Lat	Air Time	Date	Weekday	Program (Placed)
Channels (Placed): WAVY					
Virginia Senior Medicare Pat		4:16:45 PM	05/17/21	Monday	WAVY News 10 @ 4p
Virginia Senior Medicare Pat		12:42:04 PM	05/17/21	Monday	WAVY News 10 @ Noon
Virginia Senior Medicare Pat		5:34:10 AM	05/17/21	Monday	WAVY News @ 5am
Virginia Senior Medicare Pat		4:51:15 PM	05/18/21	Tuesday	WAVY News 10 @ 4p
Virginia Senior Medicare Pat		5:28:25 PM	05/18/21	Tuesday	WAVY News @ 5p
Virginia Senior Medicare Pat		5:50:20 AM	05/18/21	Tuesday	WAVY News @ 5am
Virginia Senior Medicare Pat		12:09:31 PM	05/19/21	Wednesday	WAVY News 10 @ Noon
Virginia Senior Medicare Pat		5:15:00 AM	05/19/21	Wednesday	WAVY News @ 5am
Virginia Senior Medicare Pat		5:38:55 PM	05/19/21	Wednesday	WAVY News @ 5p
Virginia Senior Medicare Pat		4:23:55 PM	05/20/21	Thursday	WAVY News 10 @ 4p
Virginia Senior Medicare Pat		12:52:34 PM	05/24/21	Monday	WAVY News 10 @ Noon
Virginia Senior Medicare Pat		5:12:11 PM	05/24/21	Monday	WAVY News @ 5p
Virginia Senior Medicare Pat		4:51:25 PM	05/24/21	Monday	WAVY News 10 @ 4p
Virginia Senior Medicare Pat		5:16:00 AM	05/25/21	Tuesday	WAVY News @ 5am
Virginia Senior Medicare Pat		12:07:31 PM	05/26/21	Wednesday	WAVY News 10 @ Noon
Virginia Senior Medicare Pat		5:27:55 PM	05/26/21	Wednesday	WAVY News @ 5p
Virginia Senior Medicare Pat		4:24:55 PM	05/26/21	Wednesday	WAVY News 10 @ 4p
Virginia Senior Medicare Pat		5:32:40 AM	05/27/21	Thursday	WAVY News @ 5am
Virginia Senior Medicare Pat		4:08:00 PM	05/28/21	Friday	WAVY News 10 @ 4p
Virginia Senior Medicare Pat		5:50:20 AM	05/28/21	Friday	WAVY News @ 5am

Television Commercials



Television Commercials



What We Liked

Help with Commercial Development

Great 30-Second Ad

Clear Target Audience

Regional Coverage

Television Commercials



What We Didn't Like

No way to track views

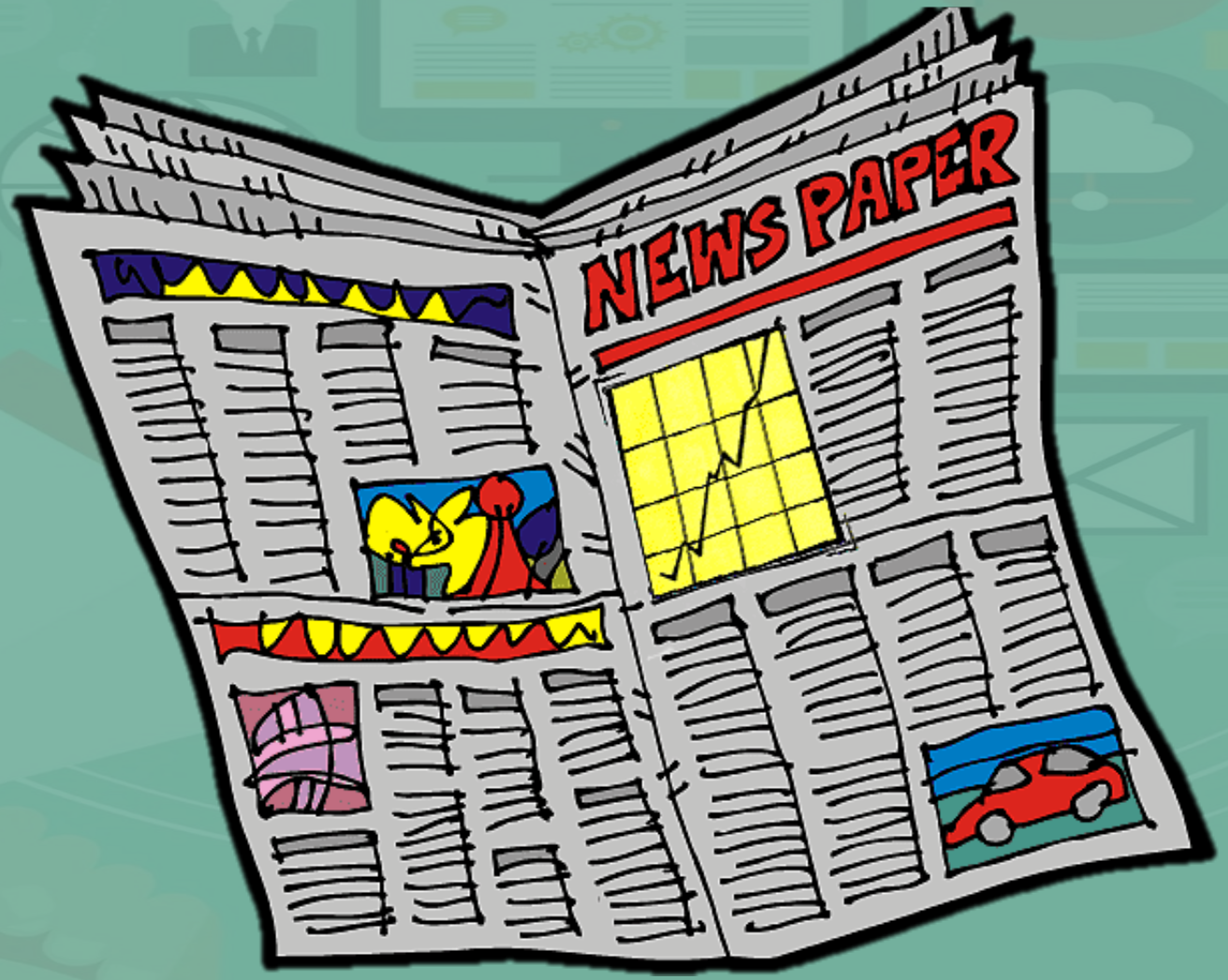
No opportunity for engagement

Time Limited

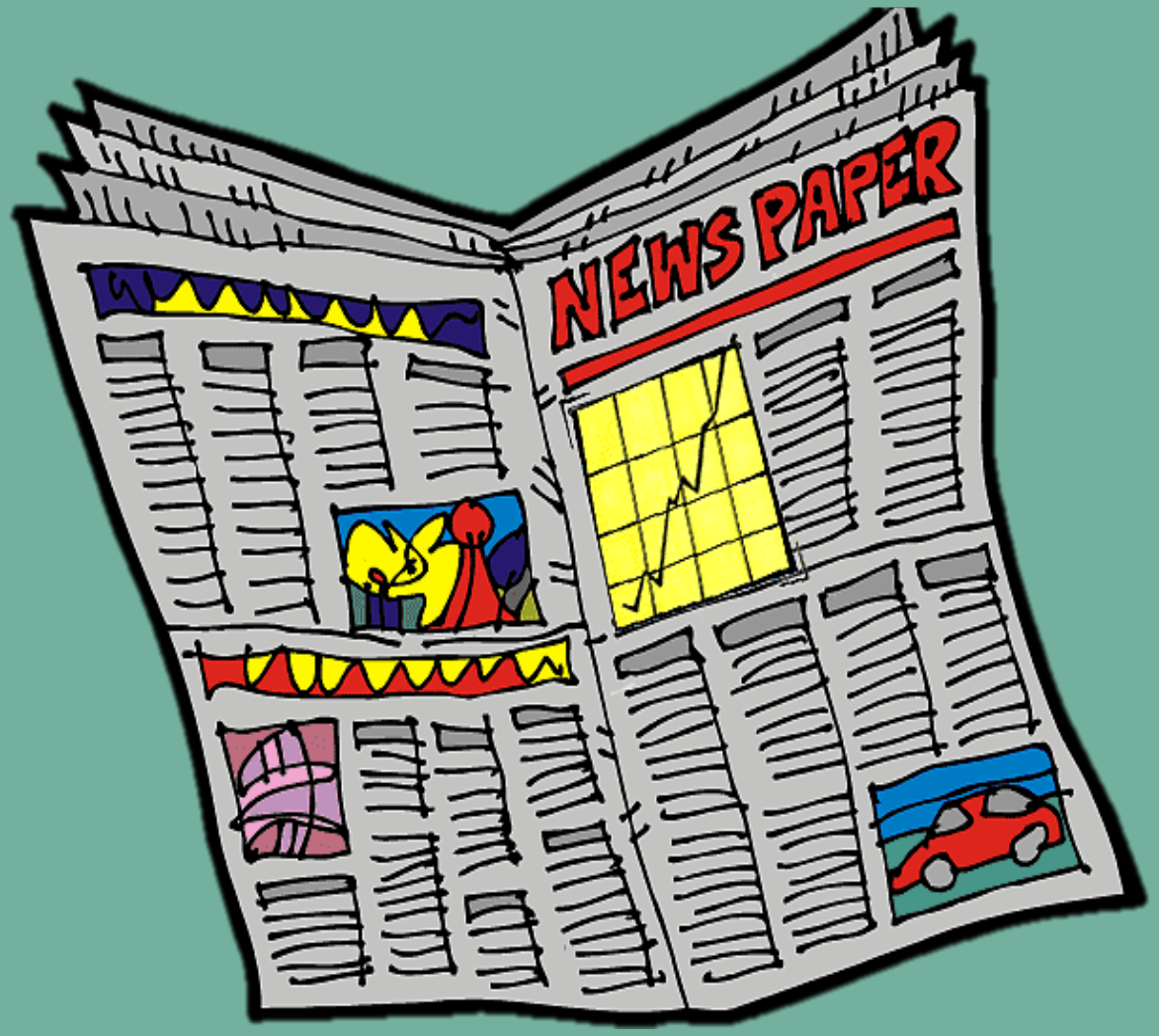
Expensive

No ROI – Nothing to show for it

Newspaper Ads



Newspaper Ads



What We Did

Contacted VPS (VA Press Service)

Described Our Goals

Described Our Target Audience

Provided Ad Copy

They Provided a Proposal w/Options

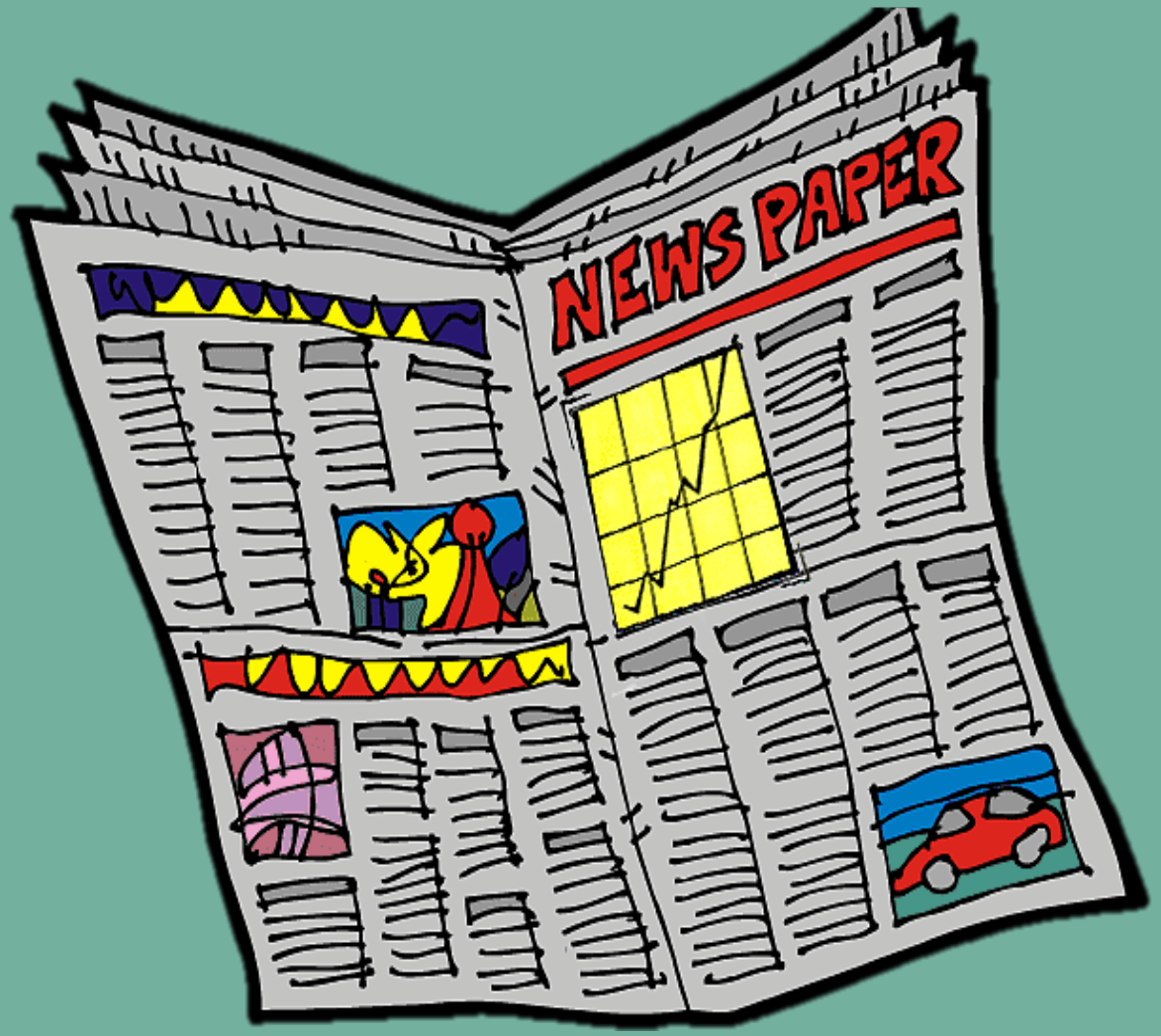
Newspaper Ads

VPS Virginia Press Services

Senior Medicare Patrol
2021

Publication	Circulation	Coverage Area	Publication Day	Newspaper Rates Eighth Page Full Color	Ad Copy Specs	Deadline	Senior / Health Sections	Section Specs	Section Publication Dates / Deadlines	Newspaper Website Recommendation	Website Specs	Notes
Eastern Shore Hampton Roads Region												
Eastern Shore Post	14,236	Accomack	Friday	$125.00	2.5x5	week prior	N/A	N/A	N/A	$300/mo	728x90 300x250	
Rappahannock Record	6,100	Lancaster	Thur	$157.50	3.5683x5	week prior	N/A	N/A	N/A	$300/mo	728x90 300x250	
Southside Sentinel	325	Middlesex	Thur	$155.00	3.5683x5	week prior	N/A	N/A	N/A	$300/mo	728x90 300x250	
Gloucester Mathews Journal	8,862	Gloucester Mathews	Thur	$300.00	3.79x5	week prior	N/A	N/A	N/A	$160/mo	300x250 940x100	
New Kent Charles City Chronicle	6,500	New Kent Charles City	Thur	$279.00	4.75x5	week prior	N/A	N/A	N/A	N/A	N/A	
Northern Neck News	2,968	Richmond	Wed	$197.00	3.6389x5	week prior	Health Section $268 - one section runs in 3 papers	4.92x5.5	Pub 7-28 Deadline 7-13	$300/mo	728x90 300x250	
Westmoreland News	2,160	Westmoreland	Wed	$187.00	3.6389x5	week prior				$300/mo	728x90 300x250	
Northumberland Echo	1,365	Northumberland	Wed	$147.00	3.6389x5	week prior				$300/mo	728x90 300x250	
Daily Press	27,334 Daily 59,910 Sun	Newport News York James City	Daily	$551.00	4.915" x 5.25"	3 days prior	N/A	N/A	N/A	$1000/mo	728x90 300x250	
Virginian Pilot	68,296 Daily 103,816 Sun	Nofolk Virginia Beach Chesapeake	Daily	$1,355.00	4.915" x 5.25"	3 days prior	N/A	N/A	N/A	$1500/mo	728x90 300x250	
Virginia Beach Beacon	20,000	Virginia Beach zoned as part of Pilot	Sunday	$599.00	4.915" x 5.25"	week prior	N/A	N/A	N/A	N/A	N/A	
Virginia Gazette	10,910	Williamsburg York	Wed & Sat	$339.00	4.915" x 5.25"	3 days prior	N/A	N/A	N/A	$500/mo	728x90 300x250	
New Journal & Guide	15,000	Hampton Roads	Friday	$649.60	3.333x8	week prior	N/A	N/A	N/A	N/A	N/A	Minority Newspaper

Newspaper Ads



What We Got

Digital Ads

6 Online Publications

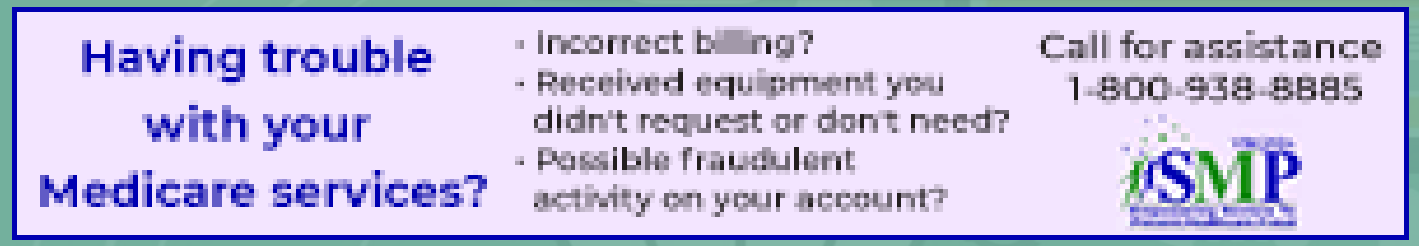
Various Targeted Markets

One Month of Run Time

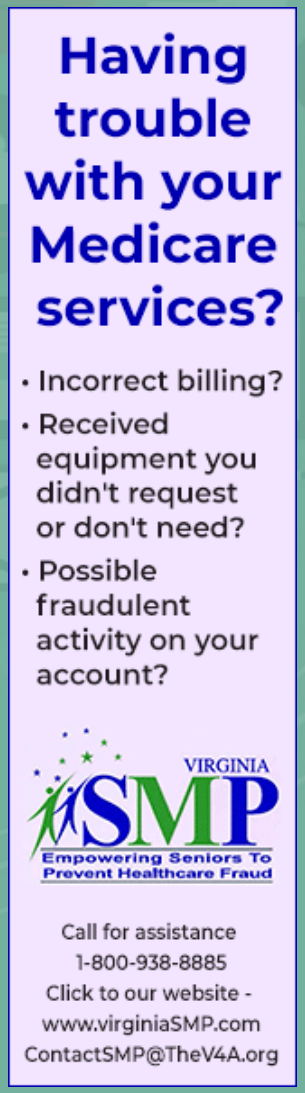
Reach of Over 500K People

$5750.00

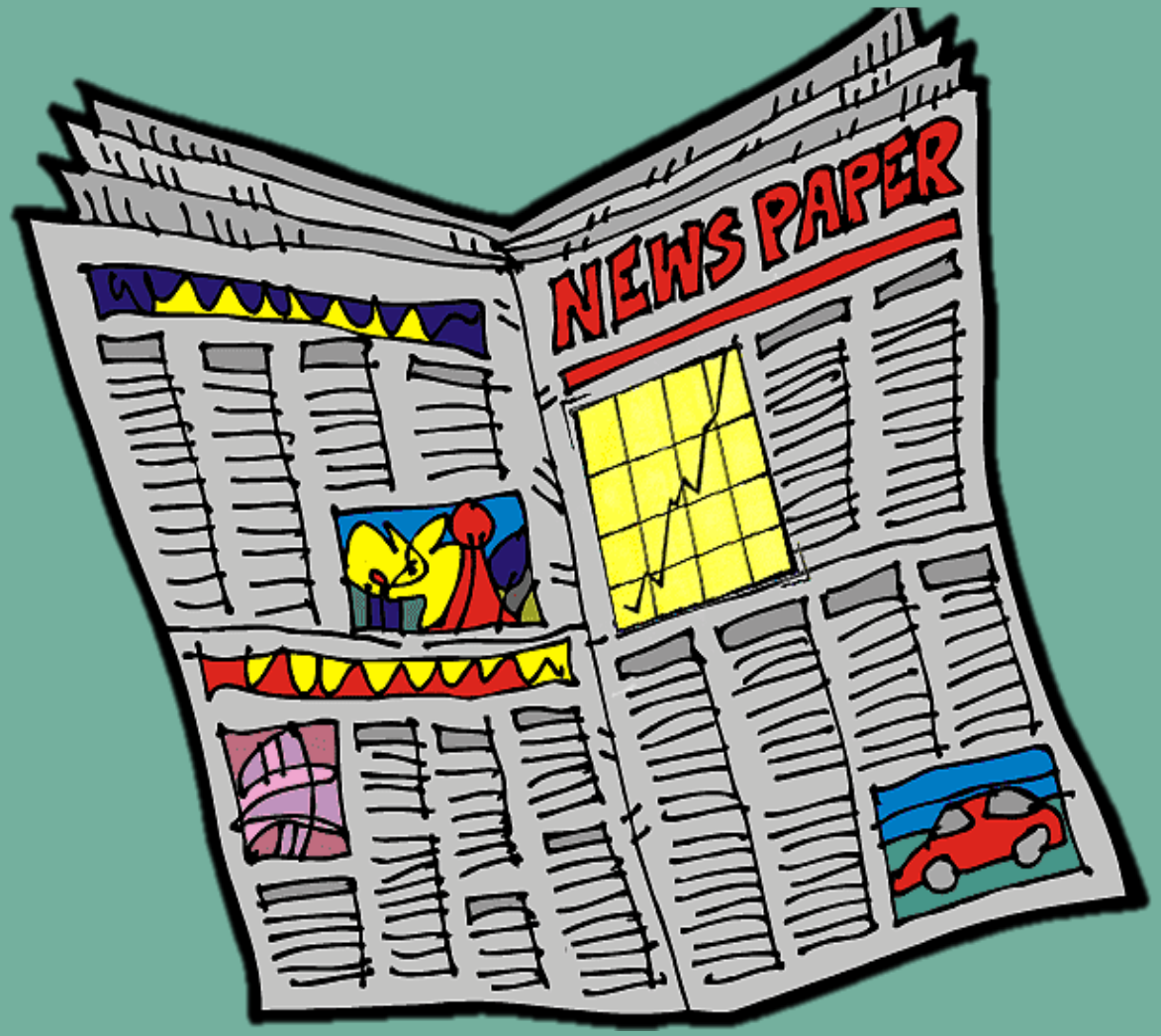
Newspaper Ads







Newspaper Ads



What We Liked

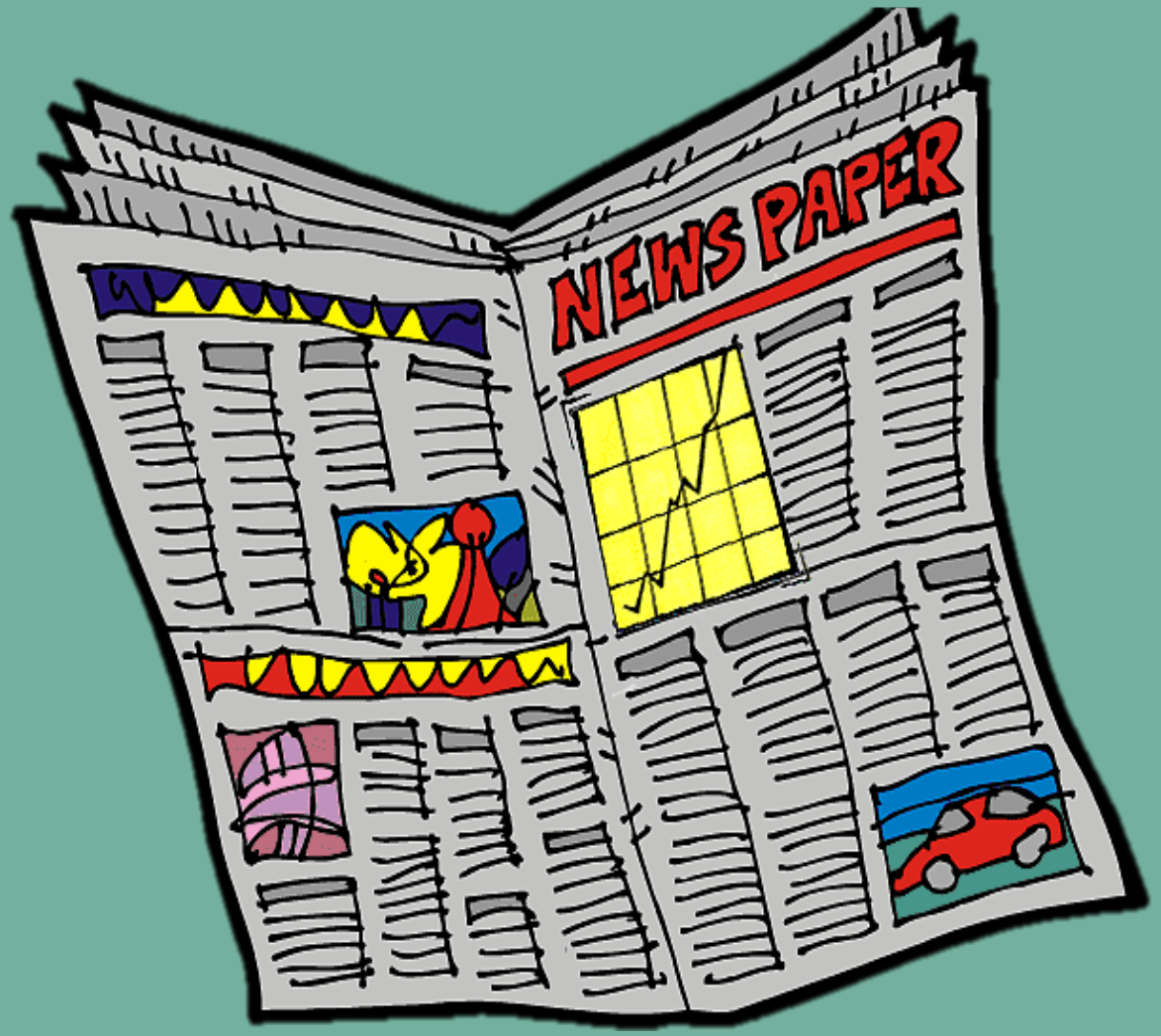
We Could Hit Our Target Areas

The Digital Nature of the Ads

Convenience of VPS

We Could Track Clicks

Newspaper Ads



What We Didn't Like

No Real Engagement

Very Time Limited

Expensive

Very Low CTR

Geo-Fencing



Geo-Fencing



What We Did

Contacted Local TV Station

Defined Goals

Researched & Provided Locations

Developed a 15-Second Commercial

They Provided A Proposal

Geo-Fencing



What We Got

15-Second Ad

Un-Skippable

40,000 Impressions/Month

Various Publications

$600.00 / Month

Geo-Fencing


EMPOWER
SMP
Senior Medicare Patrol
Preventing Medicare Fraud
VIRGINIASMP.COM

Geo-Fencing

Geo-Fencing

Location	Total Impressions	Total Clicks	Click Rate(%)	iOS(%)	Android(%)
Potomac Green Community Center	15417	12	0.08	81	19
Heritage Hunt Country Club	10442	15	0.14	86	14
Colonial Heritage Club	9121	25	0.27	57	43
Ford's Colony Country Club	4582	20	0.44	84	16
Lansdowne Woods of Virginia	1535	8	0.52	0	0
Monticello Ridge Crossing Fac	931	17	1.83	57	43
207 Mosby Spg Ln	893	0	0	88	12
501 V.E.S. Rd	435	0	0	64	36
Our Lady of Peace	372	0	0	98	2
1329 Riverdale Dr	310	1	0.32	87	13
Four Seasons at Historic Virginia	289	0	0	89	11
RoseWood Village Assisted Living & Memory Care - Hollymead	246	2	0.81	80	20
220 S Pantops Dr	211	0	0	88	12
Celebrate by Del Webb	201	0	0	69	31
4850 Mark Center Dr. 9th floor	172	0	0	99	1
The Atrium at MetroWest - Active Adult Community by Pulte Homes	165	0	0	38	62
Warm Hearth Village	132	0	0	61	39
Birchwood at Brambleton	130	0	0	72	28
Our Lady of the Valley	109	0	0	74	26
Candis Home For Adults	87	0	0	65	35
The Blake at Charlottesville	83	0	0	100	0
South Roanoke Nursing Home	78	0	0	67	33
1413 S Main St	73	0	0	94	6
Commonwealth Senior Living at Stratford House, Main Street, Danville, VA, USA	59	0	0	73	27
365 Pell Avenue, Rocky Mount, VA, USA	50	0	0	46	54
23 Seyler Dr	37	1	2.7	16	84
Westminster Canterbury At Home	35	0	0	100	0
Hillsdale Drive	32	0	0	100	0
Watergate At Landmark	32	0	0	97	3
325 Pine Ave	29	0	0	100	0
West Neck Village Hall	28	0	0	89	11
253 Chamber Drive, Tazewell, VA, USA	26	0	0	92	8
Friendship Retirement Community	24	1	4.17	58	42
12011 Government Center Pkwy ste 720	22	0	0	64	36
501 12th St suite a	21	0	0	43	57
4932 Frontage Rd NW	20	0	0	60	40
460 Lendall Ln	19	0	0	85	15
Martha Jefferson House	19	0	0	95	5
5432 Bayside Rd	18	0	0	100	0
Summit Square Retirement Community, Oak Avenue, Waynesboro, VA, USA	17	0	0	82	18

Geo-Fencing



What We Liked

Targeted Locations

Un-Skippable Ads

Location Flexibility

Track Clicks in Real Time

Ongoing Campaign

Inexpensive

Geo-Fencing



What We Didn't Like

Constantly Replacing Locations

Constantly Updating Ads

No Way to Target Audience

No Way to Track Engagement

Low CTR

Blog Posts



Blogposts



What We Did

Used the Blog Feature on Website

Defined Frequency

Determined Sources

Created a Sign-Up Link

Scheduled Posts

Blogposts



What We Got

3 Posts Per Week (M/W/F)

Delivered to Inbox of Subscribers

Various Fraud News Stories

Various News Sources

Free!

Blogposts



Blogposts



Blogposts



What We Liked

Can Pre-Schedule Posts

Goes Directly to Inbox

Drives Traffic to Our Website

Can Track Clicks & Site Visits

No Additional Costs

Blogposts



What We Didn't Like

Must Continually Schedule Posts

Must Get Subscribers

Can't Track Engagement

Facebook Ads



Facebook Ads



What We Did

Contacted Local TV Station

Defined Goals

Defined Target Audience

Define Budget

They Provided A Proposal

We Provided Ads

Facebook Ads



What We Got

One Ad Per Week

Pushed to our Targeted Audience

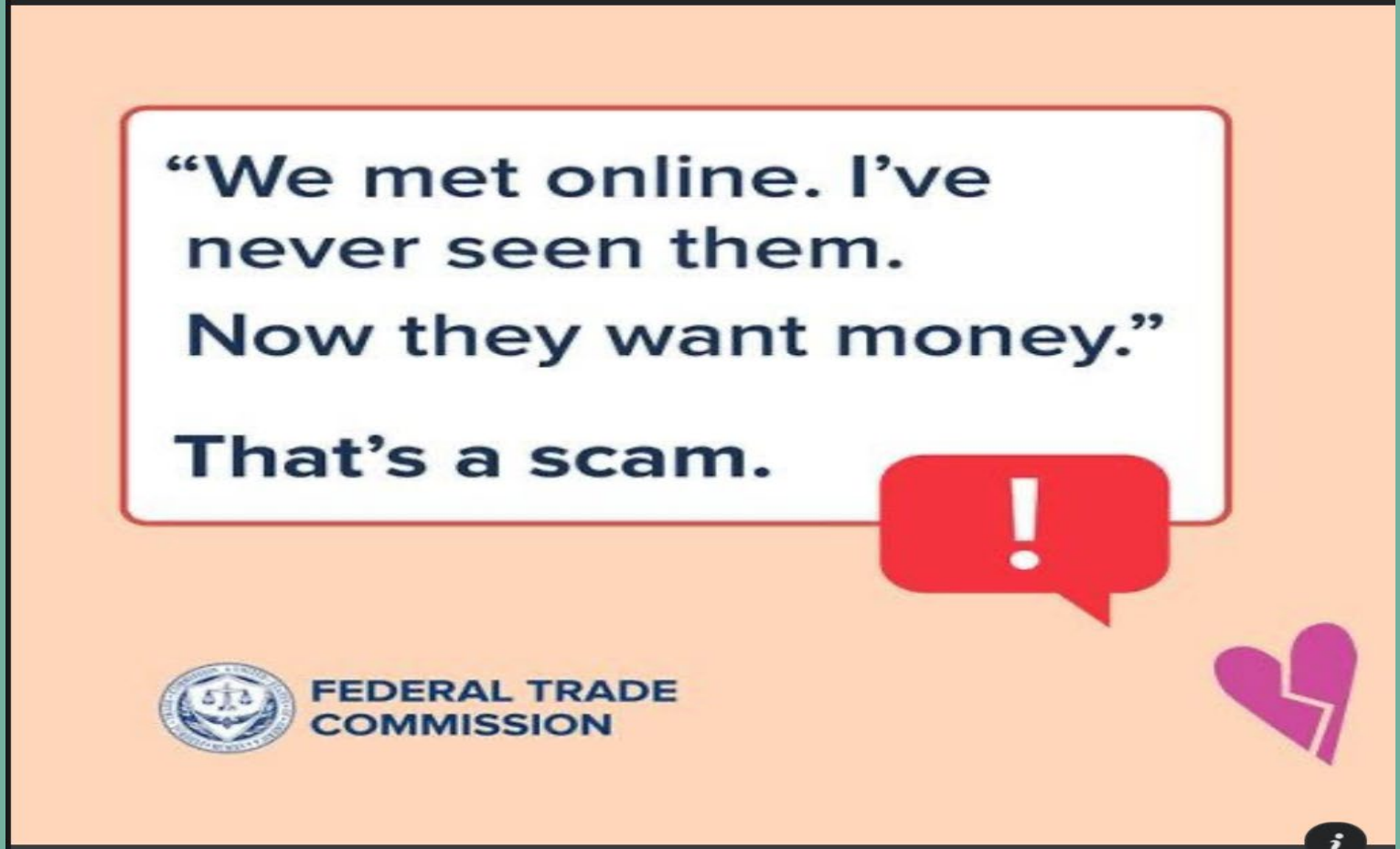
Extensive Reach

$600.00 / Month

Virginia SMP
Published by Karolyn Hairston Wavy Sales
· August 12 at 9:31 AM ·

If you meet someone on social media, a dating website, or an app, how can you tell if their profile is real? They say they're in the military — but scammers especially like to pose as military servicemembers stationed overseas. What's the best way to spot a fake?

You can click on the button below to learn more.



VIRGINIASMP.COM
Text Scam
Be aware, Stay safe

Learn more

See insights and ads

Boost post

You and 205 others

130 comments 98 shares

Facebook Ads



What We Liked

Targeted Audience

Can Track Clicks

Drives Traffic to Our Website

Drives Traffic to Our FB Page

Can Track Engagement

Facebook Ads



What We Don't Like

Lots of Notifications

Occasional Bad Comments

Back End Reporting Issues

Spam Emails

Conclusion



Blogposts

FB Ads



Favorites

Can Schedule Content

Use Popular Blog Posts

Can Track Activity

Can Track Engagement

Relatively Inexpensive





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