



2024 MARKETING STRATEGY

boomathens.com/expo

Radio Announcements

Announcements on WUGA 91.7 FM and area commercial radio stations

Print Advertising

Advertising in Athens Banner-Herald Sunday edition, and weekly papers in Barrow, Jackson, Madison, Oconee, and Oglethorpe Counties. Full-page ad in the Fall edition of Boom Magazine (distribution 5,000). Ads in OLLI and ACCA print publications and email notifications.

Press Releases

A series of press releases are distributed to area publications and radio stations.

Website

Ongoing updates are made to Boom Magazine's website, promoting the date and location of the expo. All exhibitors are listed one month prior to the Boom Bash, and sponsors receive special recognition and a link to their website.

E-Marketing

Promoted in the Boom Calendar for Grown-Ups and in the weekly Boom Blast e-newsletter, the Athens Chamber of Commerce newsletter and the ACCA newsletter.

Social Media

Paid Facebook ads targeted to 50+ population in the Athens region.