

CAMPAIGN STRATEGY

LackawannaMarkets.com advertised heavily through extensive marketing on social media, radio, billboards and other media throughout Northeastern PA to introduce shoppers to your products and services. Our virtual marketplace celebrates Lackawanna County's makers, creatives and small businesses while providing shoppers a safe and convenient way to discover and support local businesses during these uncertain times.

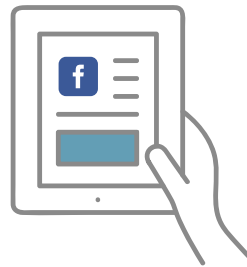
KEY METRICS



520,213
GOOGLE ADWORDS
IMPRESSIONS



6 DIGITAL BILLBOARDS
TOTALING OVER **1.7**
MILLION IMPRESSIONS
EACH MONTH



4 FACEBOOK SPONSORED
POSTS GENERATED **721**
WEBSITE CLICKS AND
REACHED **15,092** POTENTIAL
CUSTOMERS



2 PROGRAMMATIC
DIGITAL AD CAMPAIGNS
GENERATED **213,100**
IMPRESSIONS

PARTNERSHIPS WITH LOCAL RADIO STATIONS



ENTERCOM COMMUNICATIONS
DIGITAL DISPLAY ADS HAD
452,411 IMPRESSIONS



TARGETED FACEBOOK ADS POSTED
BY LOCAL RADIO STATIONS, INCLUDING
FROGGY 101 AND **98.5 KRZ**, HAD OVER
432,000 IMPRESSIONS, **3,631** LINK
CLICKS AND **103** POST SHARES



WVIA SPONSORSHIP
COMMERCIALS REACHED AN
ESTIMATED AUDIENCE SIZE OF
18.1 MILLION EACH MONTH