

Google Ads Plan 2026

Plan: Use of display ads to change perception of Manitowoc in a relaxing beach town, perfect for a summer getaway

Goal: Maximize impressions

KPIs: Impressions per cost and conversions (clicks to website)

Geographic target: Chicago, MKE, Minneapolis, ages 25+

Total Budget: \$10,000 for ads

Month	Budget (\$10k)	Campaign Name	Imagery	Set up/status	Total Impressions	CPI	CPC
January	x	x	x				
February	\$500	Indoor Fun 2026	attractions, hotel pool	2/2/26 to 3/31/2026, display, \$16.44 daily budget, \$3 per 1000 impressions.			
March	\$500	Indoor Fun 2026	attractions, hotel pool				
April	\$1,300	Summer Push 2026	summer, beach, outdoors, bright colors, picture-perfect, WSSF				
May	\$1,300	Summer Push 2026	summer, beach, outdoors, bright colors, picture-perfect, WSSF				
June	\$1,600	Summer Push 2026	summer, beach, outdoors, bright colors, picture-perfect, WSSF				
July	\$1,300	Summer Push 2026	summer, beach, outdoors, bright colors, picture-perfect, WSSF				
August	\$1,000	Summer Push 2026	summer, beach, outdoors, bright colors, picture-perfect, WSSF				
September	\$1,000	Fall Vibes 2026	hiking, fall colors				
October	\$500	Fall Vibes 2026	hiking, fall colors				
November	\$500	Holiday 2026	Evergleams, Christmas in the Mansion				
December	\$500	Holiday 2026	Evergleams, Christmas in the Mansion				
	\$10,000						

Meta Ads Plan 2026

Plan: Use of Meta Ads to change perception of Manitowoc in a relaxing beach town, perfect for a summer getaway

Goal: maximize impressions

KPIs: Impressions per cost, conversions (clicks to website) and new followers

Geographic target: Chicago, MKE, Minneapolis, ages 25+

Total Budget: \$10,000 - \$8,000 for ads, \$2,000 for boosts/giveaways

Month	Budget (\$8k)	Campaign Name	Imagery	Segments	Set up/status	Total Impressions	CPI (1000)	CPC
January	x	x	x					
February	\$300	Indoor Fun 2026	attractions, hotel pool	daily budget of \$10	2/2/26 to 3/31/2026			
March	\$300	Indoor Fun 2026	attractions, hotel pool					
April	\$1,160	Summer Push 2026	summer, beach, outdoors, bright colors, picture-perfect, WSSF					
May	\$1,160	Summer Push 2026	summer, beach, outdoors, bright colors, picture-perfect, WSSF					
June	\$1,160	Summer Push 2026	summer, beach, outdoors, bright colors, picture-perfect, WSSF					
July	\$1,160	Summer Push 2026	summer, beach, outdoors, bright colors, picture-perfect, WSSF					
August	\$1,160	Summer Push 2026	summer, beach, outdoors, bright colors, picture-perfect, WSSF					
September	\$400	Fall Vibes 2026	hiking, fall colors					
October	\$400	Fall Vibes 2026	hiking, fall colors					
November	\$400	Holiday 2026	Evergleams, Christmas in the Mansion					
December	\$400	Holiday 2026	Evergleams, Christmas in the Mansion					
	\$8,000							