

# Selling Disney Destinations

## Fred's Marketing Strategy

 <b>Fred</b>	<b>Product to market:</b> Halloween Time at the Disneyland Resort		<b>Market segments to appeal to:</b>		
	<b>Amount available for this campaign:</b>	<b>\$800</b>	 <b>Team Players!</b>	 <b>Variety Hunters</b>	 <b>Magic Makers</b>

Facebook post from Disney Travel Professionals




500 client Impressions  
Cost: Free

In store collateral for Halloween Time




10,000 client impressions  
Cost: Free

eMail blast with eBrochure sent to purchased list



50,000 client impressions  
Cost: \$750

Agency website homepage message



1500 client impressions  
Cost: Free

eMail blast with eBrochure sent to existing CRM list



500 client impressions  
Cost: Free

Web banner ad for Halloween Time



500 client impressions  
Cost: 10 cents per click (\$50)

For the given budget, the six tools shown at left are the most effective combination for this campaign. These tools provide a total of approximately:

63,000 impressions  
\$800

Number of impressions per dollar:

**79**