



**SHENANDOAH
CAVERNS**

**American
Celebration**
O N ★ P A R A D E



The image shows the interior of a cave with various rock formations. On the right side, there are large, rounded stalactites with a layered, fibrous texture. The walls and ceiling are dark brown and textured. A series of small, bright lights are visible along the top edge of the cave, illuminating the scene. The text 'SHENANDOAH CAVERNS' is overlaid in the center in a bold, white, stylized font with a black outline.

**SHENANDOAH
CAVERNS**

Marketing KPI Goal: Did attendance increase by 20%?



Increase event attendance by 20% by May 31, 2027, for Shenandoah Caverns and the American Celebration on Parade including the Haunted House, Wine Festival, Christmas Event, and the Bloom Fest by implementing targeted marketing strategies focused on audiences within a two-hour radius of Quicksburg, Virginia.



Digital Communication

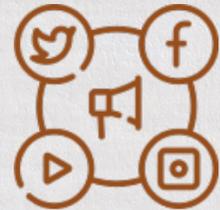
Biweekly & monthly to increase event awareness & ticket sales



Visitor Growth

Grow first-time visitors 15% & repeat Bloom Fest attendance 20% via email

Communication Objectives



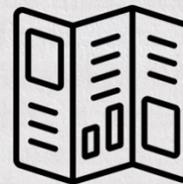
Social Media Engagement

Paid & organic posts highlighting the upcoming events



Community Engagement

Encourage user generated content (UGC) & local partnerships



Print Distribution

Distribute 10,000 brochures, flyers, & postcards locally

Target Audience

Primary: Parents (30–45, within 2 hrs of Quicksburg)
Value family time, outdoor fun, and affordable getaways

Positioning: For busy parents, Shenandoah Caverns offers a fun, affordable, and educational weekend escape that helps families reconnect and make lasting memories.

Secondary: James Madison University Students (aged 18–21)
Seek local, budget-friendly adventures with friends

Positioning: For JMU students, Shenandoah Caverns is the nearby adventure that’s not only social, beautifully scenic, and perfect for photos, dates, or weekend plans.

“Family Fun Seekers”



Richard Kumar
IT Project Manager

Age 41
Gender Male
Location Fairfax, VA

ABOUT

Richard Kumar is a 41 year old IT Project Manager living in Fairfax, Virginia. Married with two school-aged children, Richard looks for activities that can combine fun and learning for the whole family. With a demanding job, Richard values weekend getaways to spend quality time with his wife and kids.

GOALS

- Create meaningful family memories through local experiences that his kids will find exciting and educational
- Balance work and family life by taking weekend trips that let him disconnect from work and reconnect with his family

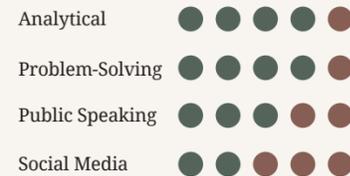
SKILLS

Communication

Leadership experience

Computer proficiency

PERSONALITY



FRUSTRATIONS

- His job makes it difficult to plan or take long trips, so he gets frustrated when family activities require too much travel or coordination
- His children lose interest if an activity feels too educational or not exciting enough, making it hard to find experiences the whole family enjoys

FAVORITE BRAND



“Off-Campus Adventurers”



Anna Moore
Student at JMU

Age 21
Gender Female
Location Harrisonburg, VA

ABOUT

Anna is a student at JMU where some of her hometown friends and boyfriend also attend. She is in Kappa Alpha Theta and WIB. She enjoys going out with friends and finding new date spots with her boyfriend. She also enjoys the outdoors, working out, online shopping, and photography.

GOALS

- Finding semi-affordable date ideas near her
- Finding events to go to with friends/sorority sisters
- Finding insta-worthy places to take pictures
- Interested in learning about and photographing nature

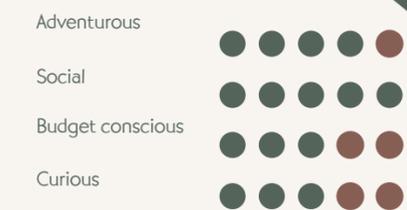
SKILLS

Communication

Time Management

Focus

PERSONALITY



PAIN POINTS

- Needs more activities that fit her college student budget
- Tired of going to dinner and the movies for dates
- Balancing schoolwork and organizations with free time

FAVORITE BRANDS



Campaign Theme

One Destination, Endless Celebration

This theme highlights the idea of events for **all ages** at **one location**



Current Perception & Desired Perception

Current Perception:

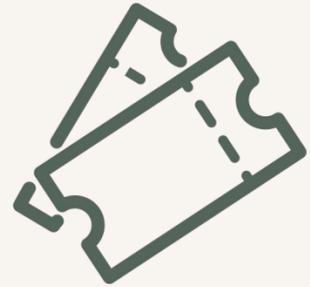
“Seen one cave, seen them all”



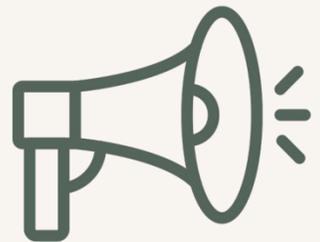
Desired Perception:

“Shenandoah Caverns is a place we look forward to every year”

Digital Marketing Goals



Increase **Ticket Sales** Through SMS



Boost **Brand Awareness** Through Email



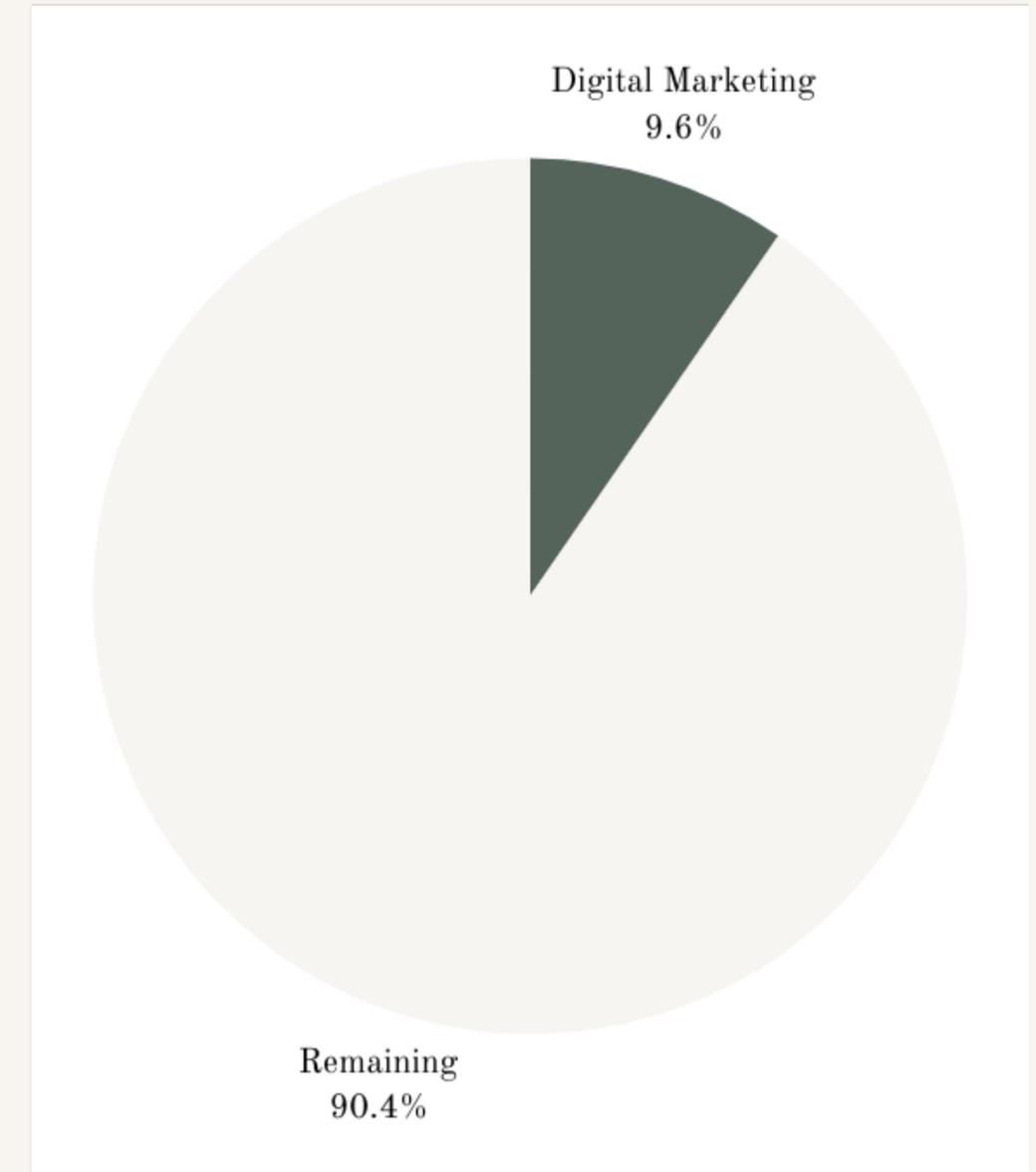
Improve **Website Visibility & Engagement**

Budget & Rationale

Rationale Statement:



These digital marketing goals work together to drive measurable growth by meeting audiences where they already engage. SMS delivers timely, personalized offers that **directly increase ticket sales**. Email campaigns **strengthen brand awareness** by consistently highlighting events and value-driven content. Improved **website visibility and engagement** ensure that prospective visitors searching for local attractions can easily find updated information, ultimately reinforcing interest and **converting awareness into attendance**.



SMS



 **SHENANDOAH CAVERNS** Now

Hi Catherine!

You joined us for Shenandoah Uncorked last year, so here's early access for this season. We're excited to have you join us for the first event of the fall. 🍷🍂🍁

Get your tickets before public access goes live: shenandoahcaverns.com/tc-events/shenandoah-uncorked/

Check out other upcoming events on our website, because at Shenandoah Caverns, we are One Destination, Endless Celebration!

Email



Inbox — ↗

 Shenandoah Caverns

Subject: Sneak Peek: What's Waiting for You This Weekend

Get Ready to Make Magical Memories!

The most wonderful time of the year is almost here, and Christmas at the Celebration is bringing the holiday spirit to life! This weekend, step into a winter wonderland filled with twinkling lights, festive music, and heartwarming moments for the whole family.

Here's what's waiting for you:

- Meet Santa: Perfect for family photos and wish lists.
- Stunning Light Displays: Wander through thousands of sparkling lights that bring the season to life.
- Sweet Treats & Hot Cocoa: Warm up with holiday snacks and cocoa at our cozy diner.
- Santa's Workshop: Craft making at Santa's Workshop!

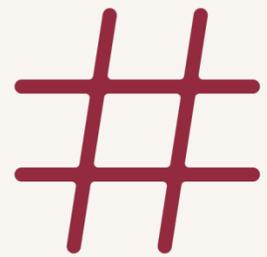
Stay updated with us on [Facebook](#) & [Instagram](#) for sneak peeks!
(540)-477-3115
<https://shenandoahcaverns.com>
261 Caverns Rd, Quicksburg, VA 22847
One Destination, Endless Celebration

**SHENANDOAH
CAVERNS**

PR Goals



Boost **Brand Awareness**



Boost **UGC** with a Branded Hashtag



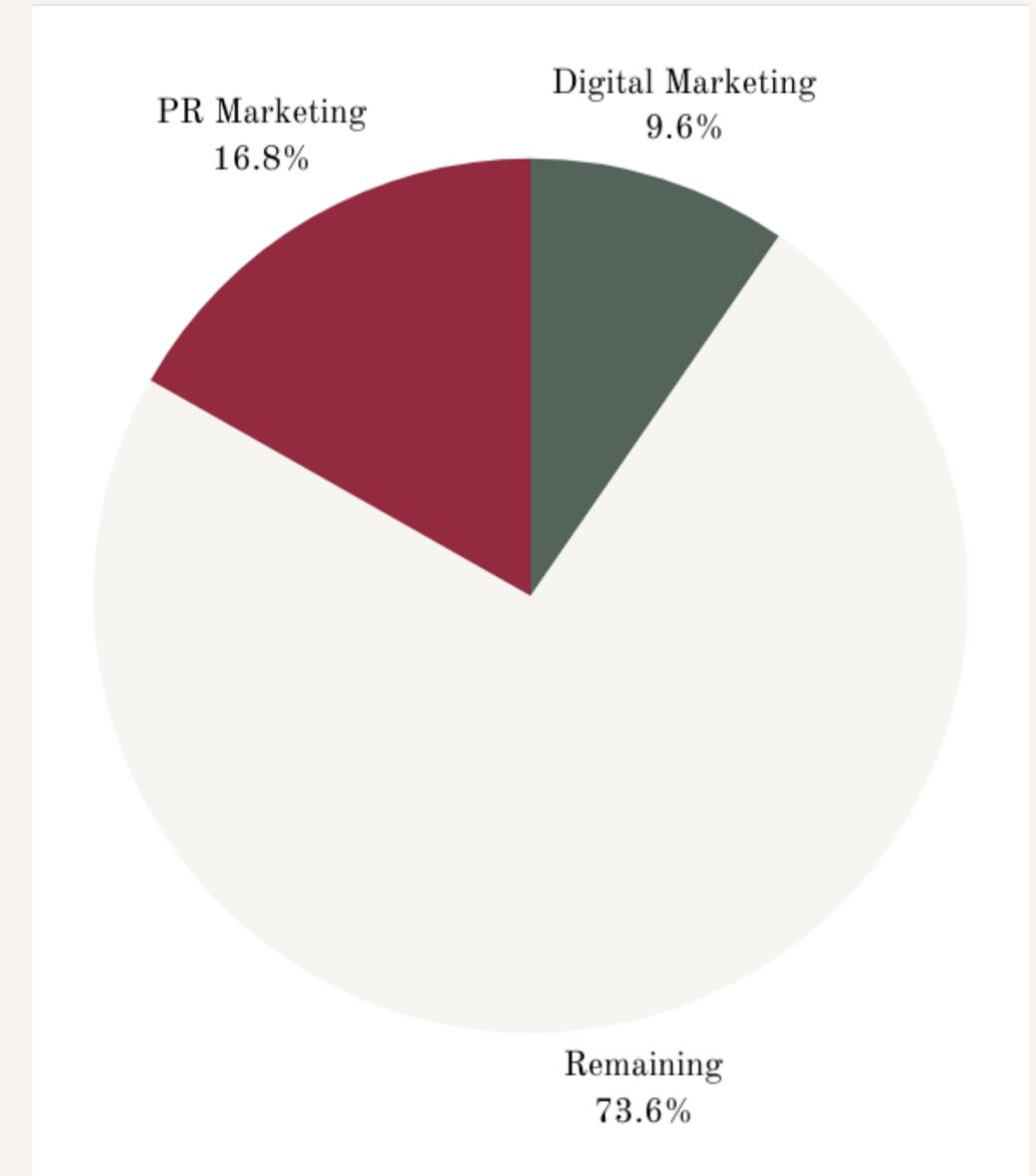
Strengthen **Community Ties**

Budget & Rationale

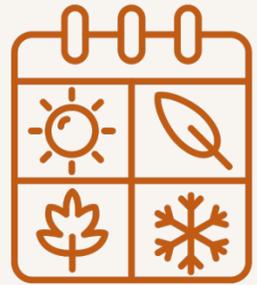
Rationale Statement:



These PR goals are supported by initiatives that encourage authentic storytelling, expand visibility, and strengthen local partnerships. Influencer collaborations help **boost brand awareness** by tapping into trusted voices. User-generated content using branded hashtags motivates visitors to share their own perspectives, **adding organic media** that reinforces the Caverns' reputation. Donated products and community partnerships **deepen ties with local organizations** by demonstrating goodwill, generating positive word-of-mouth that elevates the Caverns' presence within the community. Together, these strategies create a cohesive PR approach that grows awareness, inspires participation, and strengthens long-term loyalty.



Print Goals



Increase *Visibility* for Seasonal Events



Drive *Engagement* with QR Codes



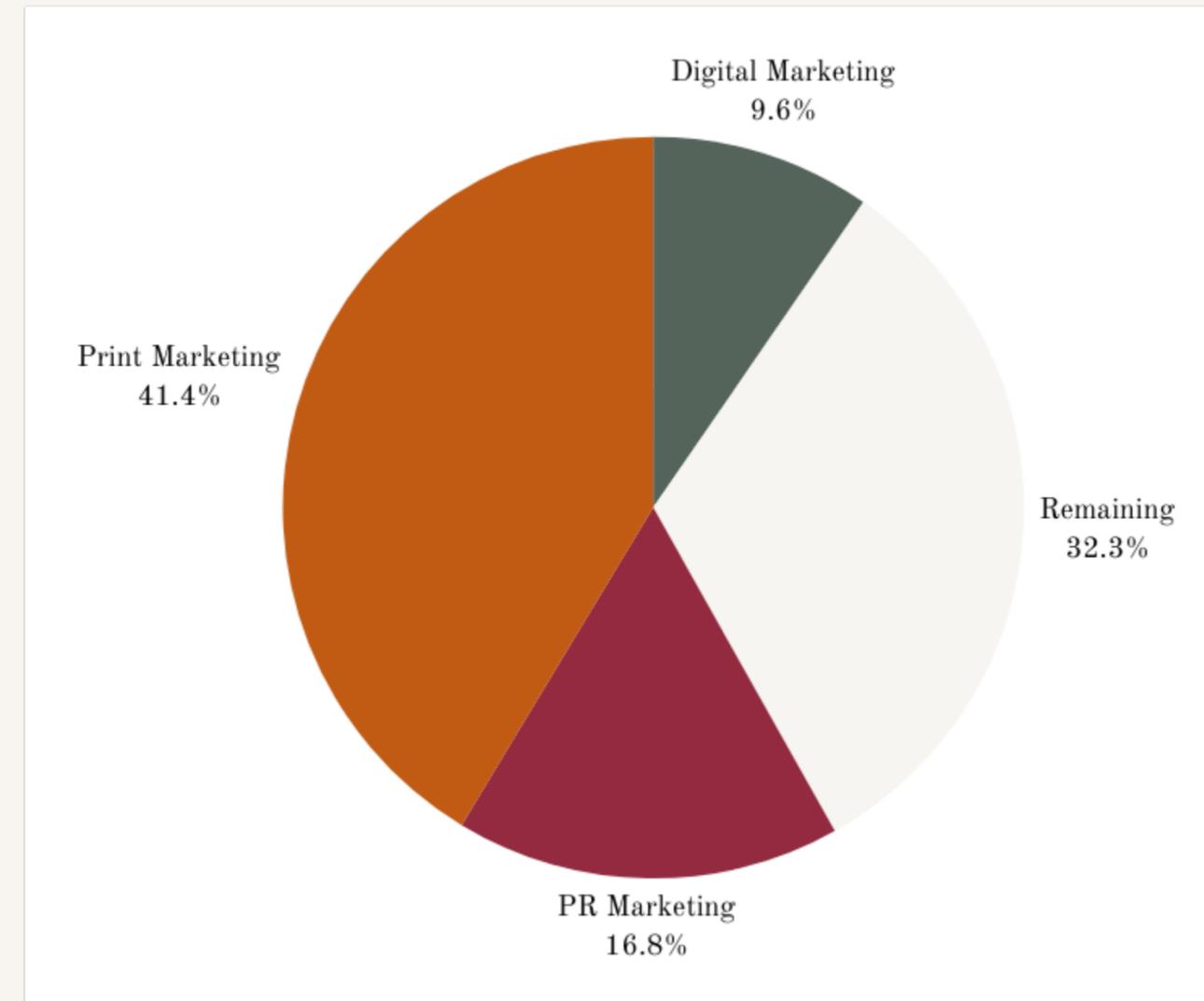
Reinforce “One Destination, Endless
Celebratio”

Budget & Rationale

Rationale Statement:



These print marketing goals support Shenandoah Caverns by **increasing visibility** for seasonal events and delivering consistent, high-impact messaging across community touch points. Print materials help keep upcoming activities top of mind for families and local visitors, while QR codes provide an easy, immediate way to **drive engagement** and guide audiences directly to event information and ticket pages. Reinforcing the campaign theme ensures all materials **communicate a unified message** that strengthens brand recognition, supports event awareness, and encourages both first-time and repeat attendance.



Flyers



**SHENANDOAH
CAVERNS**

**BLOOM
FEST
2026**

APRIL
21

Join us for a night of music,
food, and fun!

Scan here for more
info!

**SAT
6PM**

See you at 261 Caverns Rd,
Shenandoah Caverns, VA

One Destination. Endless Celebration

Brochure



WHERE ARE WE

Just 2 hours from DC,
Richmond & Harrisonburg!

**WANT TO KNOW MORE?
CONTACT US AT:
(540) 477-3115**

**WHY
SHENANDOAH?**

From spring blooms to festive lights,
Shenandoah Caverns offers year-
round experiences for families,
travelers, and adventure-seekers.

Plan your visit early! Scan for event
details and discounts.

**DISCOVER THE
MAGIC OF
EVERY
SEASON AT
SHENANDOAH
CAVERNS**

Family fun, unforgettable
experiences, & hidden
wonders await

**NEXT YEAR
UPCOMING
EVENTS**

**BLOOM
FEST**

Celebrate sunshine, blooms,
and adventure

**WANT TO KNOW MORE?
CONTACT US AT:
(540) 477-3115**

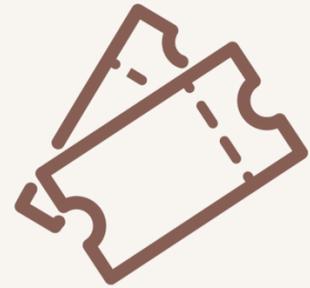
**FALL & WINTER
EVENTS**

American Fright Night transforms this
whimsical museum into a dark maze of
eerie corridors, glowing lights, and
handcrafted sets that feel alive with
sinister surprises. Voted the #1 Overall
Attraction, American Fright Night is a
must-see event for Halloween lovers.

**MAKE IT A
FULL DAY IN
THE VALLEY!**

Show this brochure or use
code VALLEY2026 for
discounted event tickets

Sales Promo Goals



Increase **First-Time Visitation** Through
Coupon Distribution



Increase **Repeat Visitation** Through Email
Rewards



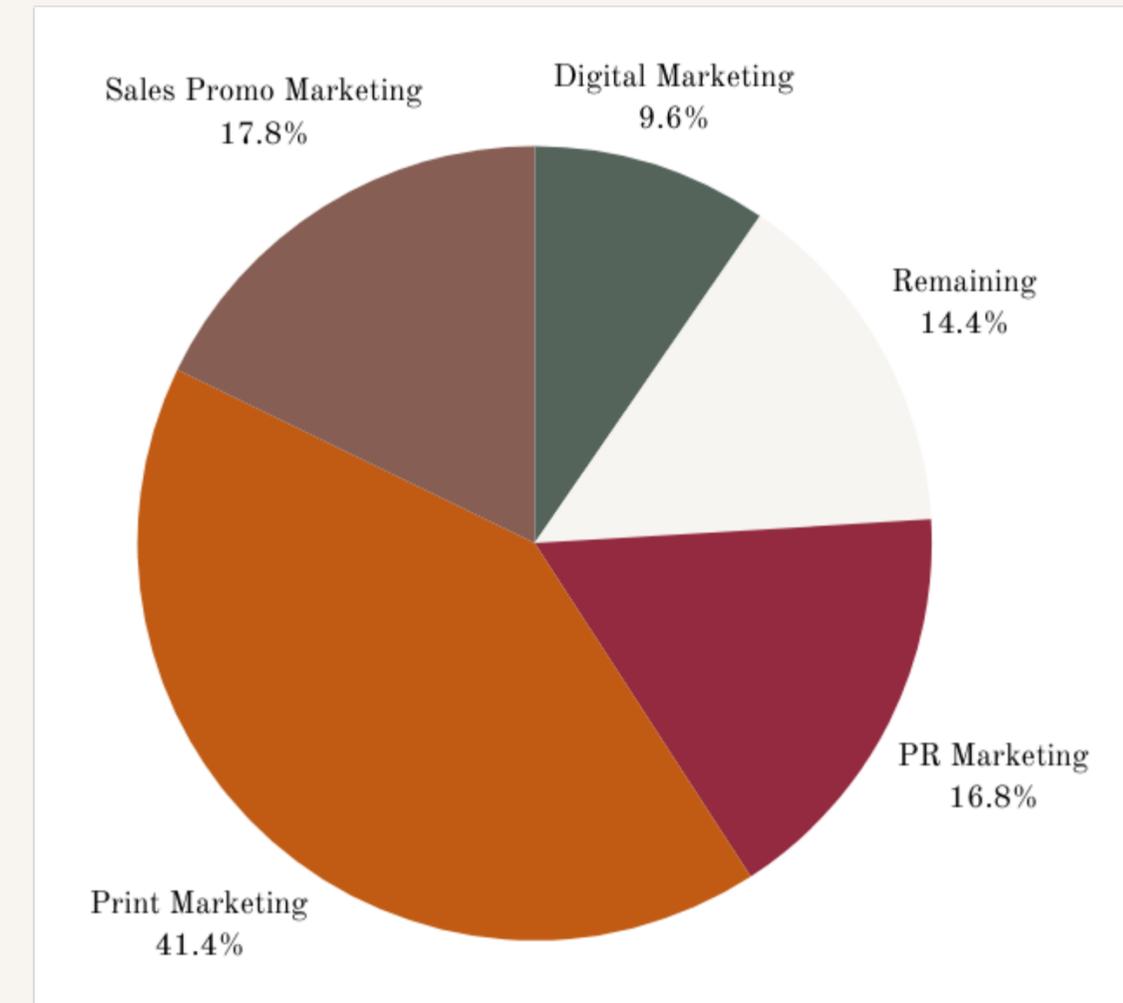
Strengthen **Event Engagement** Through
Social Media

Budget & Rationale

Rationale Statement:



These sales promotion goals support Shenandoah Caverns by driving both new and repeat visitation through targeted, high-value incentives. Coupons provide an entry point for first-time guests, **encouraging initial attendance**. Email promotions reinforce engagement with existing customers by delivering timely offers and event highlights that **motivate return visits**. Meanwhile, social media-driven event promotions strengthen engagement by meeting audiences where they are already active, **boosting participation** in upcoming activities. Together, these tactics create a cohesive approach that increases attendance, nurtures loyalty, and keeps Shenandoah Caverns top of mind for family-friendly experiences.



Passport Coupon



SHENANDOAH CAVERNS

BLOOM FEST

Don't Forget to Fill Out Your Passport!

Post your completed passport using #BloomFestPassport to enter a drawing to win:

- Free tickets to the Shenandoah Caverns
- Limited edition Bloom Fest merchandise
- Surprise prizes

<https://shenandoahcaverns.com>
(540) 477 - 3115

ONE DESTINATION. ENDLESS CELEBRATIONS.

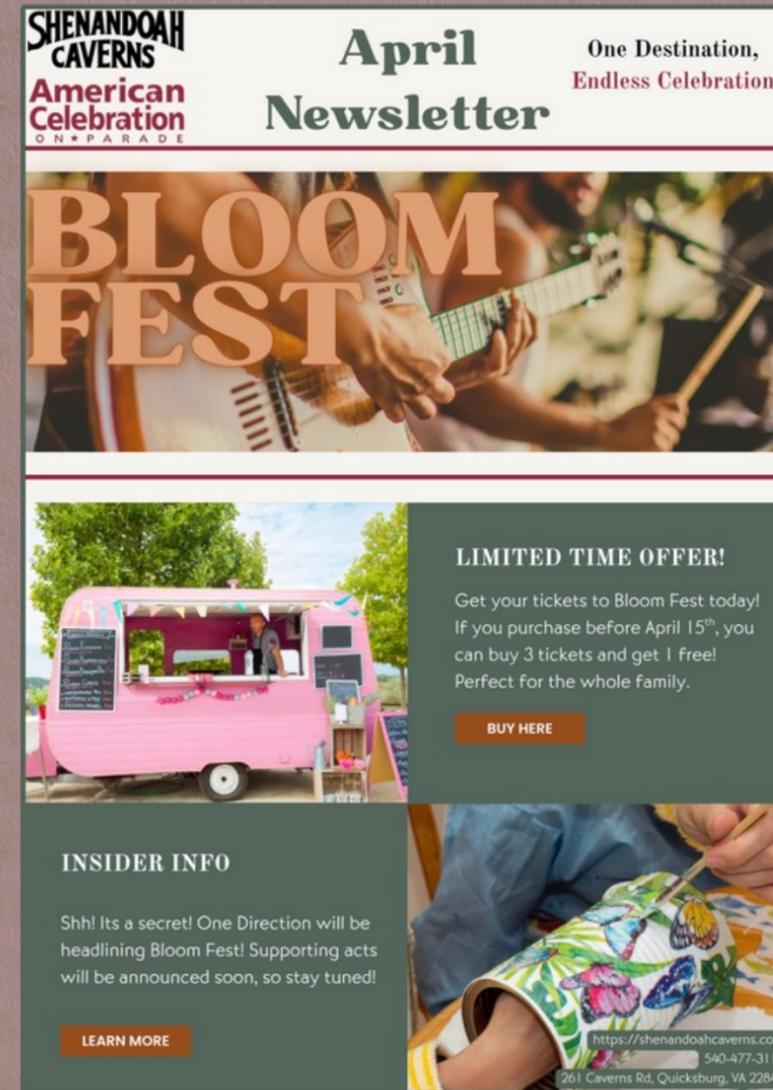
- FACE PAINTING
- LIVE MUSIC
- SCAVENGER HUNT
- BUILD YOUR OWN BOUQUET
- SOAP MAKING
- LARRY'S FOOD TRUCK
- GARDEN TOUR

SATURDAY, APRIL 18TH

261 CAVERNS ROAD,
QUICKSBURG, VA
22847

12PM - 9PM

Promo Email



SHENANDOAH CAVERNS
American Celebration
ON*PARADE

April
Newsletter

One Destination,
Endless Celebration

BLOOM FEST

LIMITED TIME OFFER!

Get your tickets to Bloom Fest today! If you purchase before April 15th, you can buy 3 tickets and get 1 free! Perfect for the whole family.

[BUY HERE](#)

INSIDER INFO

Shh! Its a secret! One Direction will be headlining Bloom Fest! Supporting acts will be announced soon, so stay tuned!

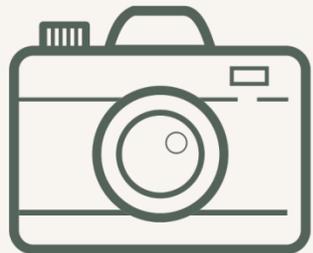
[LEARN MORE](#)

<https://shenandoahcaverns.com>
540-477-3115
261 Caverns Rd, Quicksburg, VA 22847

Social Media Goals



Increase Social Media **Reach**



Boost Engagement Through **Organic Content**



Drive Early Ticket Sales Through **Limited Time Discounts**

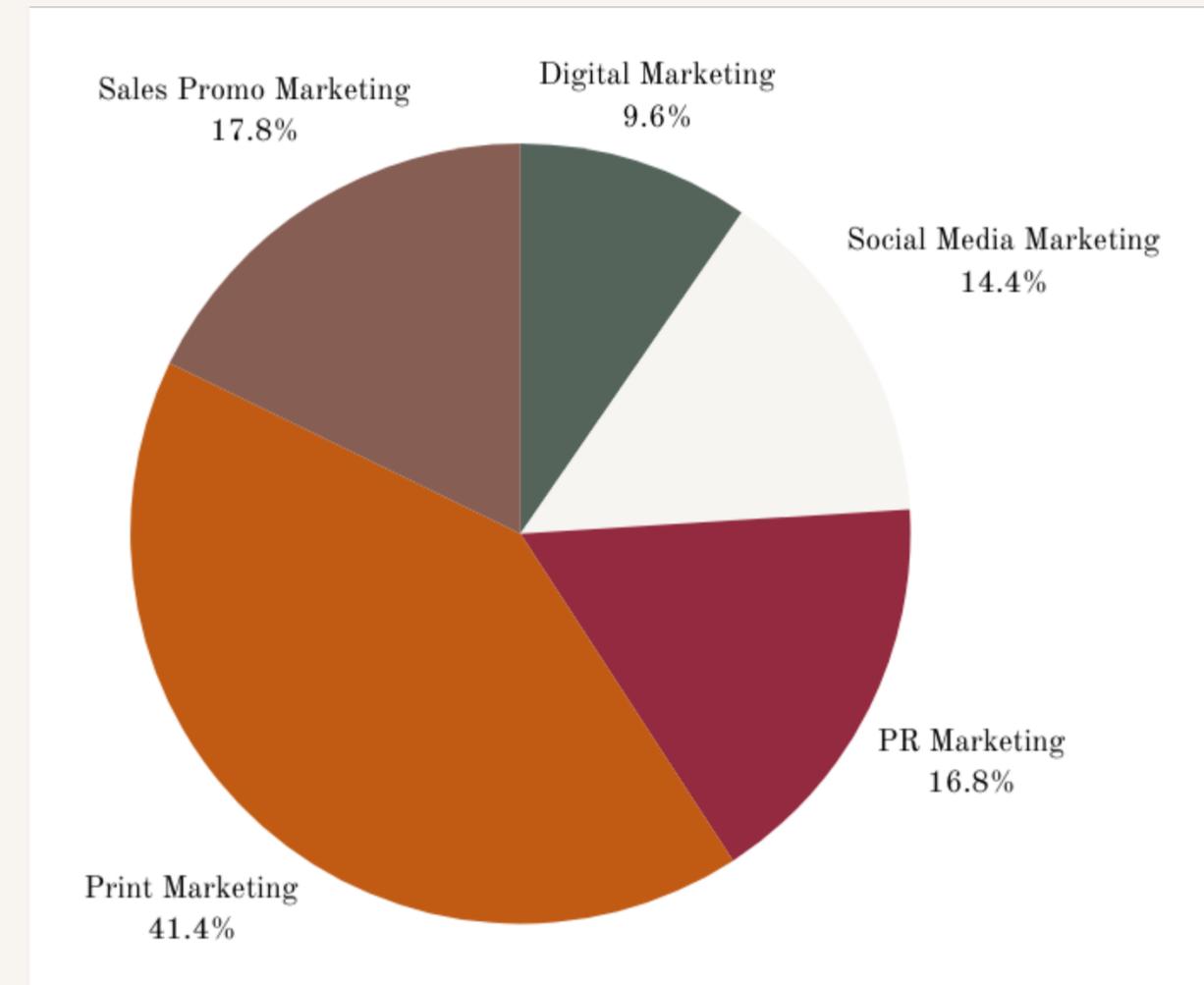
Budget & Rationale

Rationale Statement:



These social media goals support Shenandoah Caverns by expanding visibility, strengthening engagement, and driving conversions through strategic, audience-focused content.

Increasing reach through consistent, family-centered posts and relevant hashtags ensures the Caverns stay top of mind leading into seasonal events. Organic content that highlights behind-the-scenes moments, vendor spotlights, and community experiences encourages **interaction and boosts UGC**, deepening connection with local audiences. Limited-time discounts and retargeted promotions add urgency and effectively **convert interest into ticket sales**, making social media a powerful driver of both awareness and attendance.



Sponsored Post



**SHENANDOAH
CAVERNS**
One Destination. Endless Celebration

Bloom Fest
3 weeks to secure
your spot!

buy here

261 Caverns Road
Quicksburg, VA 22847

<https://shenandoahcaverns.com>
(540) 477-3115

Organic Post



2 Weeks Until

**CHRISTMAS AT
THE
CELEBRATION**

Experience pure Christmas excitement through themed areas, such as Candy Town, the National Christmas Tree Replica display, Winter Wonderland, and more, all while walking amongst decorated historical parade floats!

One Destination. Endless Celebration.

**American
Celebration**
UNPARALLELED

Willow Collective's Qualified Marketers



**Srija
Muscu**

Creative Director

Cohesive branding,
design, &
visual storytelling
across all channels



**Cailin
McCool**

Events Coordinator

Oversees outreach,
partnerships, & event
execution



**Julia
Michel**

Media Strategist

Plans ad placements,
optimizes budgets, &
tracks performance



**Grace
Katz**

Research Analyst

Analyzes audience data,
trends, & competitive
insights



**Mackenzie
Plunkett**

Account Executive

Client communication,
project coordination, &
ensures campaign
alignemnt



**Lucy
Wiatrowski**

Digital Specialist

Manages social media,
SEO, & analytics driven
strategy

Presented by:



Thank You

