

A photograph of two business people shaking hands over a laptop on a desk. The image is overlaid with a blue-to-purple gradient. In the foreground, a woman's hands with dark nail polish are seen writing on a document with a pen. The background is blurred, showing other people in an office setting.

“Coopetition,” Not Competition

Presented by Madden





Advantages

- Stretches marketing dollars
- Strengthens messaging
- Strengthen consumer experience

FREE



YOU.



POCONO MOUNTAINS™



CLEAR CHANNEL

031109

Your Assets

- Your brand
- Your marketing budget
- Your unique content
- Your site traffic
- Your social properties
- Your partners

Your Partners' Assets

- Their brand
- Their marketing budget
- Their unique content
- Their site traffic
- Their social properties
- Their product



Business Company

Invoice #12345

Date: 12/31/2016

Amount: \$1,234.56

Region	2016	% Growth
Product A US	100,000	+10%
Product B US	150,000	+15%
Product C US	200,000	+20%
Product A EU	120,000	+12%
Product B EU	180,000	+18%
Product C EU	250,000	+25%
Total	1,000,000	+15%

Today's Agenda

- Traditional
- Digital
 - SEM
 - Display & Remarketing
 - Social Media
 - Content
 - Video
 - Collaborations
- The Future

Traditional

Publications, Newspaper Inserts and Ad Buys

Discover a Different KANSAS
SOUTHEAST KANSAS

LAFAYETTE COUNTY
Named by Outdoor Life as one of the Top Ten Whitetail Supertowns in the Country.

Set your sight on Lafayette County!
For a FREE Outdoor Guide:
1-800-230-6404

Largemouth Bass | Turkey | Deer | World Class Sporting Clays

FORT SCOTT KANSAS
PLAN YOUR VISIT TODAY

GUN PARK
155 Acres, 2 lakes, the Marmaton River, 6.5 miles of mountain biking trails and hiking, fenced dog park, and a disc golf course.

BIKE IT, HIKE IT, LOVE IT

620.223.3566 • 800.245.3478
information@fortscott.com | www.fortscott.com

Love FISHING?
WE HAVE YOUR HOOK UP!
WITH OVER 15,000 ACRES OF FISHING PARADISE

COFFEY COUNTY
COME EXPLORE OUR BEAUTY

www.explorecoffeycounty.com

EXPLORE
Parks • Trails • Scenic Views • Outdoor Activities

STRIP PITS
Southeast Kansas once supplied the world with coal, now that land provides the best hunting and fishing in the Midwest. Scarred by decades of strip mining, The Mined Land Wildlife Area now features hundreds of bodies of water and thousands of acres of public land. Looking for a giant bass or monster buck? Make plans now to enjoy this unique outdoor experience in Crawford County, Kansas!

VisitCrawfordCounty.com/fish

Live the Outdoors

- 12,000 Acres of Public Wildlife Land
- SEK Gun Dogs Kansas State Championships - January 21 & 22, 2017
- Nationally Recognized Hiking Trails
- Kansas State Record Flathead Catfish
- 4,500 Acres of Water at Elk City Reservoir

Come and live the outdoors in Independence, Kansas. Located 5 miles from Elk City Reservoir & 13 miles from Big Hill Reservoir.

CHAMBER
OF INDEPENDENCE, KANSAS

HIKING • FISHING • HUNTING • CAMPING • BOATING • CYCLING • SWIMMING

Traditional

Overall Benefits:

- Impacts the entire community
- Affordable entry points
- Highly trusted

Potential Challenges:

- Decreasing circulation

A close-up photograph of a person's hands holding a silver smartphone. The person's fingernails are painted a vibrant purple. The phone is held over a laptop keyboard, which is partially visible. The background is softly blurred, showing another person's hand and a small device on the desk. The entire image is overlaid with a gradient that transitions from a deep blue at the top to a lighter purple at the bottom.

Digital

looks great, but can the "SITE
NDING" box be changed to "CO-
NDING" and moved to the
om of the webpage instead of
de of it?

Search Engine Marketing

Model

KEYWORDS



KEYWORDS



KEYWORDS

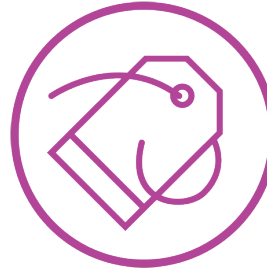
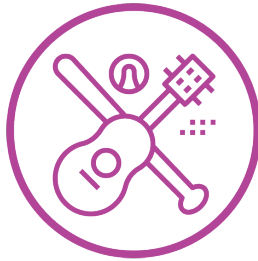


KEYWORDS



Search Engine Marketing

CVB #1
PARTNER CAMPAIGN



CVB #2
PARTNER CAMPAIGN



CVB #3
PARTNER CAMPAIGN



CVB #4
PARTNER CAMPAIGN



Search Engine Marketing

Sponsor Benefits:

- Branding on each landing page
- Hyperlinked logo
- High-quality inbound links

Search Engine Marketing

Overall Benefits:

- Lower click costs
- Traffic to multiple sites
- Custom campaigns

Potential Challenges:

- Co-branding effectively
- Traffic beneficiary
- Partner campaign control

Display Advertising

Plan Your
Missouri
Wine Country
Getaway

HERMANN
Missouri's Most Beautiful Town

MISSOURI
enjoy the show

This advertisement features a warm, golden-hued background showing wine being poured into two glasses. The text is arranged in a clean, sans-serif font, with the main headline in white and the location and slogan in a dark red box at the bottom.

Carthage
Missouri
CONVENTION & VISITOR'S BUREAU

Visit
**Historic Tours
& Fall Festivals
on Route 66
Carthage**

Visit the Maple Leaf City

MISSOURI
enjoy the show

This vertical advertisement features a photograph of a historic building with a clock tower. The text is set against a white background at the top and a dark red background at the bottom. The Missouri logo and slogan are repeated at the bottom.

Display Advertising



ENTER THE
**TAKE ME AWAY TO
TUNICA GETAWAY**
Win a Horseshoe Casino
Getaway in Tunica
Drawings occur monthly

ENTER TO WIN TODAY!

TUNICA
MISSISSIPPI

HORSESHOE
TUNICA

VISIT
MISSISSIPPI



Tunica
Sponsored · 🌐

Each month we are giving away a casino package. This month it is a Fitz Casino Tunica package to one lucky winner. Enter for your chance to win today!



tunicatravel.com
Take Me Away To Tunica [LEARN MORE](#)
Each month we are giving away ...

👍 39 6 Comments 10 Shares

👍 Like 💬 Comment ➦ Share

Display Advertising

Overall Benefits:

- Brand awareness
- Website traffic
- Cost-effective

Potential Challenges:

- Traffic beneficiary
- Measuring ad effectiveness
- Ad blindness; viewability
- Brand safety

Social Media

Utilizing Partner Content:

- Content diversity
- Enhance the experience
- Generate conversions

Social Media

 **Visit Colorado**
September 3 at 7:00am · 🌐

Summer may be over, but the [Colorado Dude and Guest Ranch Association](#) knows how to maximize fall fun!



5 Unknown Secrets About Colorado Dude Ranches in September
Fall, Winter, & Spring host a myriad of unique activities at a Colorado Guest Ranch
COLORADO

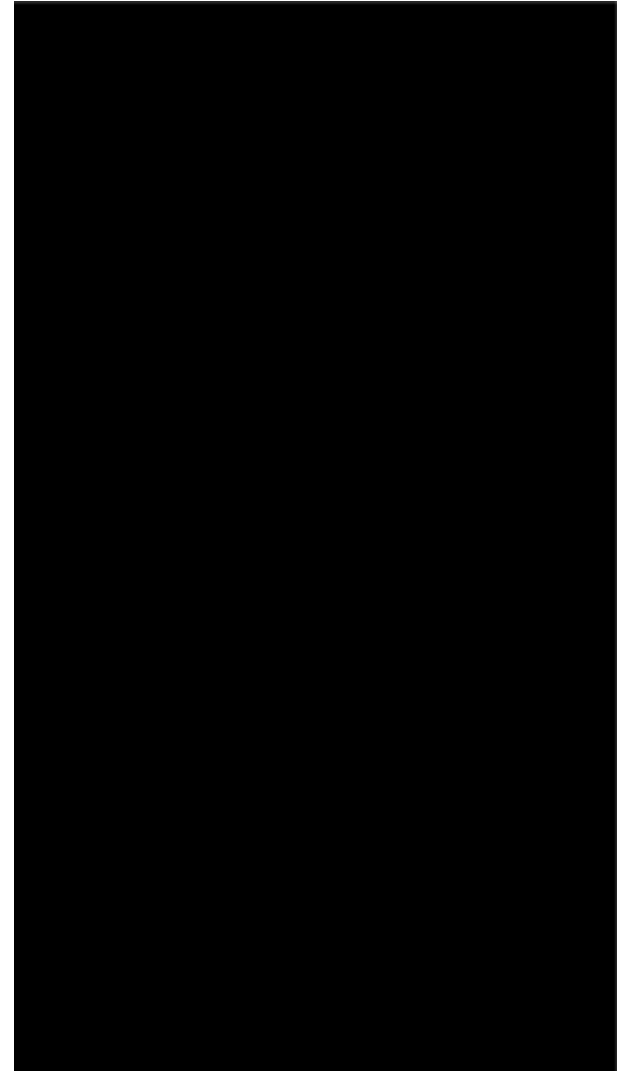
Organic	Paid
38,656	186,176

224,832 people

[Boost Post](#)

Like · Comment · Share ·  4,546  90  748

Social Media



Social Media

Overall Benefits:

- Effective targeting
- Co-branding opportunities
- Versatile KPIs
- Native, in-feed

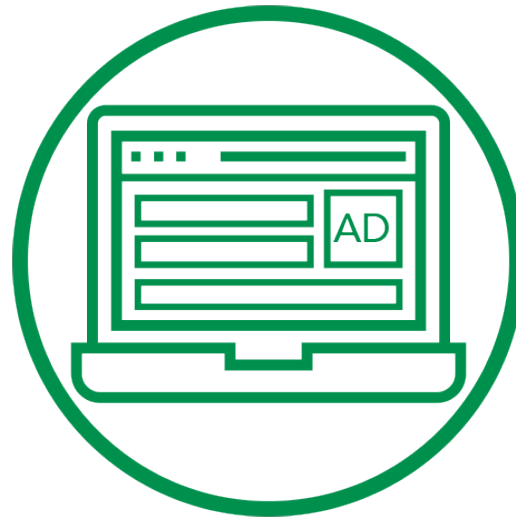
Potential Challenges:

- Waning organic reach
- Ad congestion
- Traffic beneficiary

Remarketing



Interested travelers visit your site and are placed in a remarketing pool



Your Partners show their ads to your previous visitors on a network of sites



When the ad is clicked, the user is taken to the partner's website

Remarketing



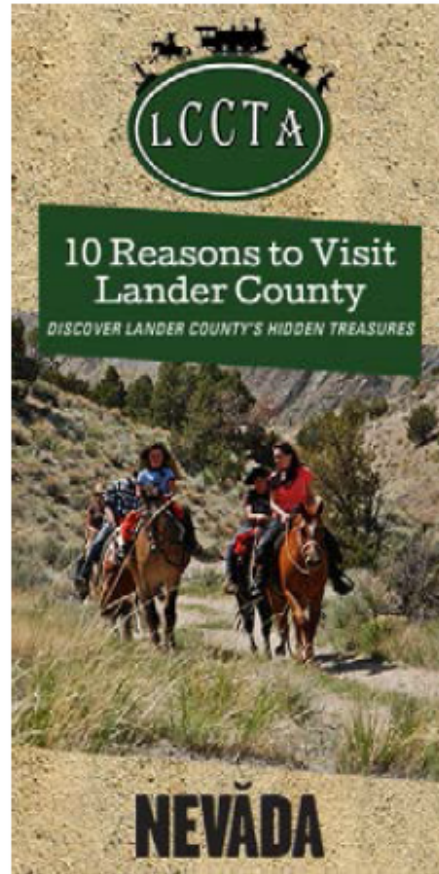
FLAGLER BEACH

OPEN FOR BUSINESS. HERE TO STAY.

LOCAL VIBE Local SOUL

FREE VISITOR GUIDE

Palmetto Coast AND THE BEACHES FLAGLER BEACHES VISITFLORIDA.COM



LCCTA

10 Reasons to Visit Lander County

DISCOVER LANDER COUNTY'S HIDDEN TREASURES

NEVADA



DISCOVER JAMESTOWN NORTH DAKOTA

DISCOVER JAMESTOWN NORTH DAKOTA

Request our Visitors Guide

North Dakota LEGENDARY



VISITFLORIDA.COM

FAMILY ADVENTURE PACKAGE

save over \$300

Trader Winds ST. PETE BEACH FL

BOOK NOW

Remarketing

Overall Benefits:

- Highly relevant audience
- Co-branding opportunities
- Extended sponsor branding

Potential Challenges:

- Traffic beneficiary
- Consumer perception
- Advertising behavior

Under the
work fine
nation.

Content



picky, but influencer
typically pretty young
like an older gentleman
).

Content: Influencers



Content

DISCOVER THE SOUTHEAST

FIND WHAT INTERESTS YOU
Click the categories below to discover your perfect vacation

Food & Drink Couples Getaway

Family Fun Arts & Culture

Outdoors Girls Getaway

OR

SELECT A STATE

AL LA SC FL MS NC
KY WV TN GA VA

Reset

ENTER FOR A CHANCE TO WIN 1 OF 2 GETAWAYS

BACK TO BLENNERHASSETT
Greater Parkersburg, WV

SAVORING THE ESCAPE
Alpharetta, GA

ESCAPING, COMPETING & BIRTHDAY BONDING
Alpharetta, GA

BEASTS, BIKING AND MUSICAL MAGIC
Wytheville, VA

KNOXVILLE'S PACE
Knoxville, TN

A SPIRIT OF RESILIENCE IN HUNTINGTON
Huntington, WV

DEEP IN THE ART OF FLORIDA
Sebring, FL

FALL IN LOVE WITH FESTIVALS
Gulf Shores, AL

ACCOMPLISHING ADVENTURE
Alpharetta, GA

A TIMELESS DESTINATION
Beaufort, SC

HIKING, BOATING & FAMILY FUN

SHARE

1 2 3 4

VisitEngland.com

VisitEngland.com

Click Here for a Free Travel Guide

ENTER TO WIN A GETAWAY

GEORGIA

Hiking, Boating and Family Fun

Outdoor adventure in Kingsland, Georgia

"Are you sure about this?" my nine-year-old niece, Molly, asked as I held the kayak steady while she climbed in.
"You've never been in a kayak!"

Content

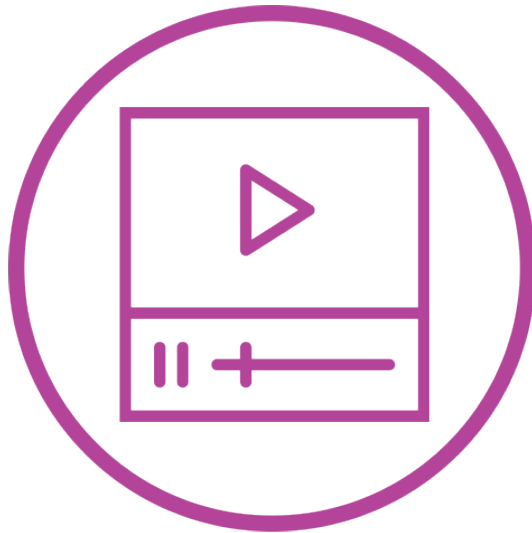
Overall Benefits:

- Brand awareness
- Creating perception
- Website traffic
- Extended reach
- High levels of engagement

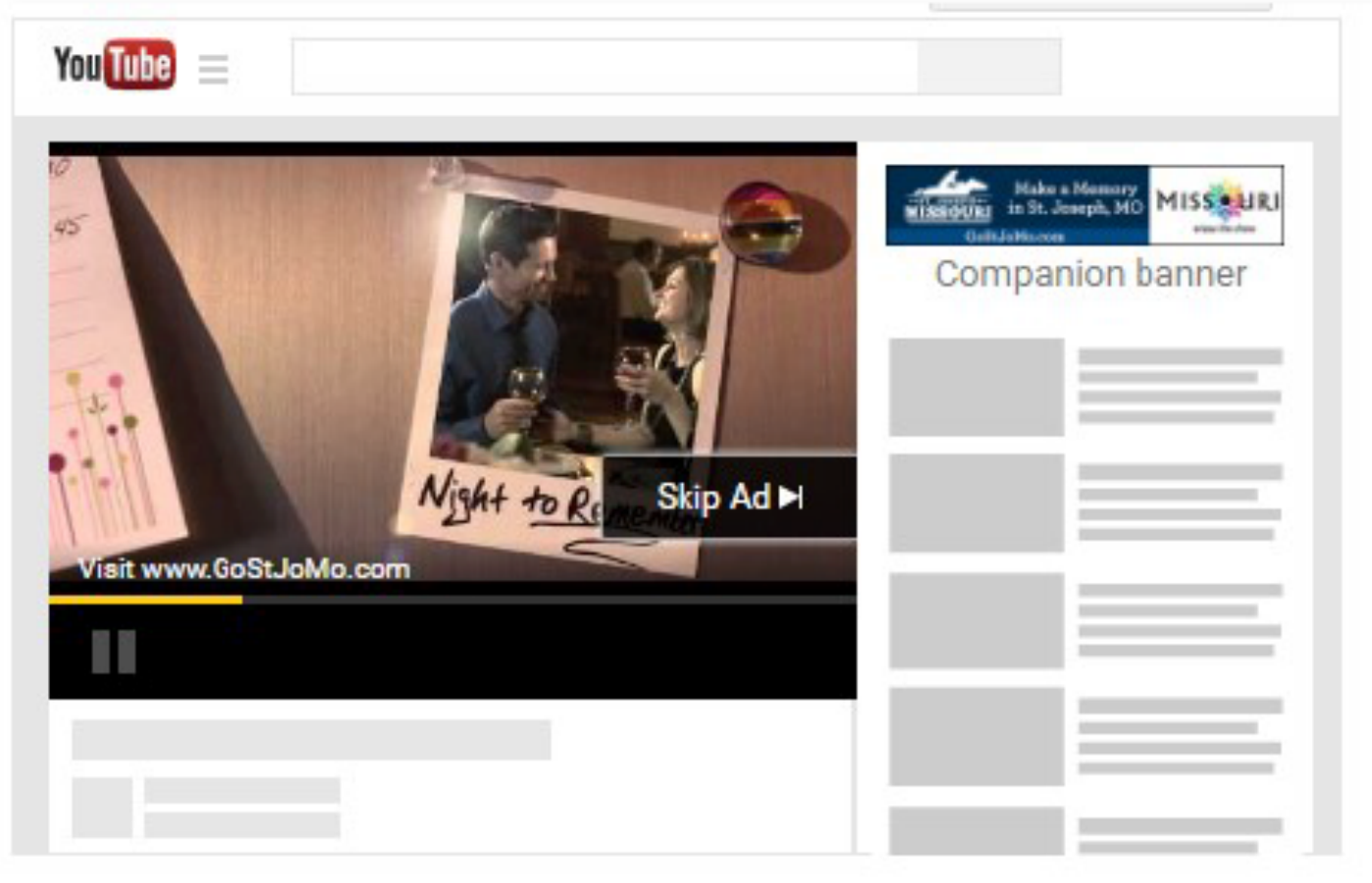
Potential Challenges:

- SEO beneficiary
- Traffic beneficiary
- Too many cooks?

Video Marketing



Video Marketing



Video Marketing



Video Marketing

Overall Benefits:

- Brand awareness
- Mobile-friendly
- High rate of consumption
- Low costs for video ad views

Potential Challenges:

- Quality video assets
- Co-branding
- Off-site activity

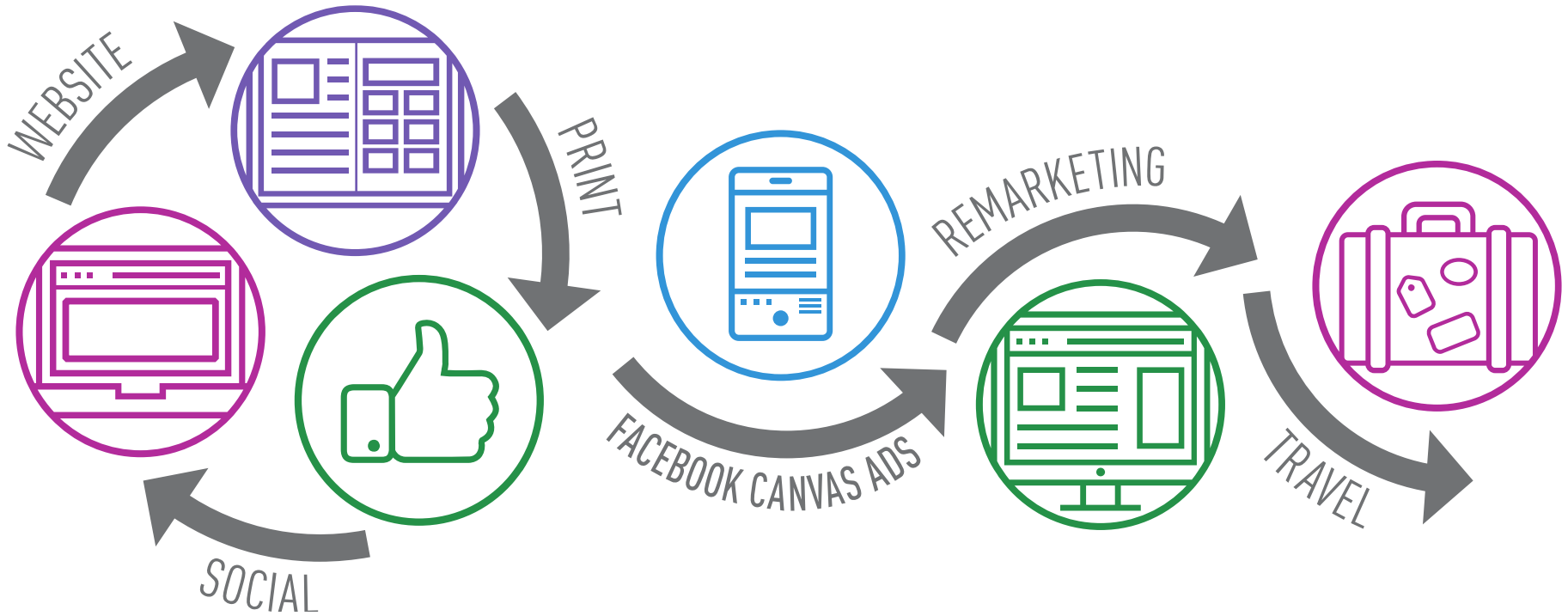
Co-UP!





The FUTURE

Omni-channel Journey



Omni-channel





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MADDEN
CONNECT PEOPLE TO PLACES