

STRATEGIC PERFORMANCE ELEVATION

2019 Wisconsin Search Engine Marketing Cooperative Campaign



You want to inspire consumers to solidify travel plans and book their adventure—that’s where **Search Engine Marketing** comes in. It’s the foundation of your digital marketing plan, there to ensure a greater share of relevant and interested consumers choose your website over a competitor’s. This cooperative plan helps you get qualified traffic to your site without having to manage the account or breaking your budget. Madden Media’s experts are here to help you every step of the way.

WHAT’S IN IT FOR YOU?

- **Increased brand awareness.** You want everybody to know your name and dream of a vacation in your destination.
- **Encourage interaction with your content.** Drive your audience to the most appropriate content on your website.
- **Trusted experts manage your account.** Letting us select keywords, optimize, and report frees you up to focus on other tasks.

ONE-TO-ONE MATCH FOR SIX MONTHS BY WISCONSIN DEPARTMENT OF TOURISM



SIGN UP BY

February 11, 2019 for March launch
April 8, 2019 for May launch



CAMPAIGN TIMING

March–August 2019
May–October 2019

First come, first served—only 20 packages available!

RATES

	Silver	Gold
Monthly Partner Net Cost	\$250	\$500
Monthly Sponsor Contribution	\$250	\$500
Minimum Campaign Length	6 months	6 months
Guaranteed Monthly Clicks	700	1,400
Total Partner Cost	\$1,500	\$3,000

Only 12 Silver packages and 8 Gold packages available.

The SEM Co-op Campaign is available to recognized Wisconsin Destination Marketing Offices and Tourism Associations. The organization’s main purpose is to promote travel and tourism.

Sales begin December 10. Don’t delay—sign up before this program sells out!

HOW IT WORKS



Our Google Certified Experts analyze your site and make specific keyword recommendations



We customize your ads to match search terms and bring interested users to your site



Our SEM experts check performance and optimize your campaign daily



Every month you receive transparent, understandable, and detailed reports



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Learn how this fits in your digital marketing mix

