

STRATEGIC PERFORMANCE ELEVATION

2020/2021 Search Engine Marketing Cooperative Campaign



100% MATCH FROM
LOUISIANA OFFICE OF TOURISM
FIRST COME FIRST SERVED

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'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.



SIGN UP BY
March 1, 2021



CAMPAIGN TIMING*
July 2020 - June 2021
*4 month minimum



Louisiana's SEM co-op has delivered more than 158,000 clicks to partners this year*

*As of June 2019

NET RATES

	Discover	Explore	Journey
Partner*	\$250/mo.	\$500/mo.	\$750/mo.
State Match	\$250/mo.	\$500/mo.	\$750/mo.
Clicks	883/mo.	1,780/mo.	2,720/mo.

*4 month minimum participation

Don't wait! To get the most value out of your campaign, contact me today!



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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