

NEW FOR
2014-2015



DIGITAL STORYTELLING BUNDLES

Madden Media & Texas Travel Industry
Association offer TTIA partners a full
digital marketing suite



STORYTELLING • PROSPECTING & RETARGETING BANNER ADS • SEARCH ENGINE MARKETING

THE *Beauty* OF BUNDLING



Madden Media and Texas Travel Industry Association (TTIA) are pleased to present **Digital Storytelling Bundles**. Using Amplified storytelling, Prospecting and Retargeting Banner Ads, and Search Engine Marketing, participants receive a cohesive, full-spectrum program that reaches travelers at all points of the conversion process.

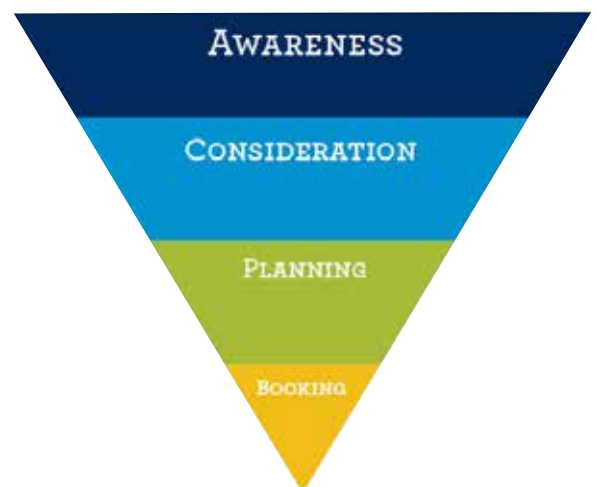
Each customized package provides:

- » **Comprehensive strategic planning** and extensive research to identify key audiences and targets
- » **Customizable program** tailored to each destination
- » **Creative execution** of long-form articles, banner ads, and keyword campaigns
- » **Significant trackable increase** of website traffic
- » **Daily optimization** of all campaign elements to maximize performance
- » **Detailed monthly reporting** of all key performance indicators
- » **Ongoing communication** and consultation

TELLING THE COMPLETE STORY

Cohesion builds branding. The opportunity to see a consistent message multiple times creates awareness and, over time, a connection with the individual and the destination. With Digital Storytelling Bundles, participants can utilize a comprehensive strategy that reaches consumers at every point in the conversion funnel.

- » **Amplified Storytelling** creates awareness of destinations and inspires consumers to visit
- » **Prospecting and Retargeting Banner Ads** keep a participating partner's destination top-of-mind
- » **Search Engine Marketing** drives consumers to solidify travel plans and book a stay





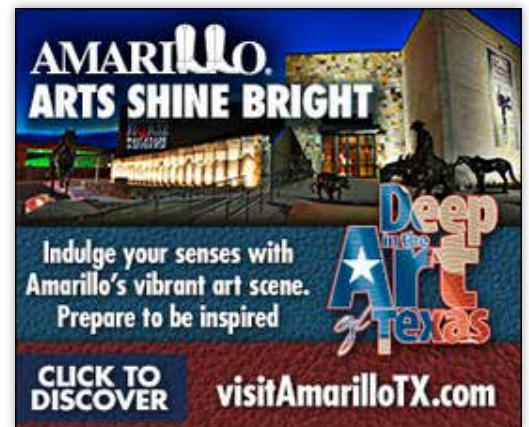
AMPLIFIED STORYTELLING A story about a city's flourishing arts scene introduces readers to the destination for the first time or in a way they may not have previously considered. It begins a conversation.

- » Custom-written **transformational stories** created by Madden's network of writers
- » Long-form stories inspire readers to **live out the experience** and drive them to more strongly consider the destination
- » Strategically chosen audience development platform puts articles in front of the **right readers**
- » Fresh, meaningful content enhances SEO and contributes to **better organic search results**



PROSPECTING AND RETARGETING BANNER ADS After reading the story or otherwise visiting the site, users are retargeted so that participants may continue the conversation and encourage further consideration of their destination. Banner creative that relates to the story's topic drives niche targeting.

- » Creative execution of artwork with **strong call-to-action**
- » Retarget consumers who have **shown interest in Texas on VacationFun.com**
- » Prospecting ads **drive traffic to custom written stories**
- » Retargeting ads **push consumers to relevant events, specials, and packages** based on their interests



SEARCH ENGINE MARKETING Users who read the story on the arts and subsequently engage in a search are served an ad for the destination, moving them into the planning and booking stage.

- » **Custom keyword selection** based on thorough research and opportunity assessment
- » **Ad group assignments and custom ad copy** development with actionable text
- » **Hands-on optimization**, A/B testing, and conversion tracking for Google Adwords

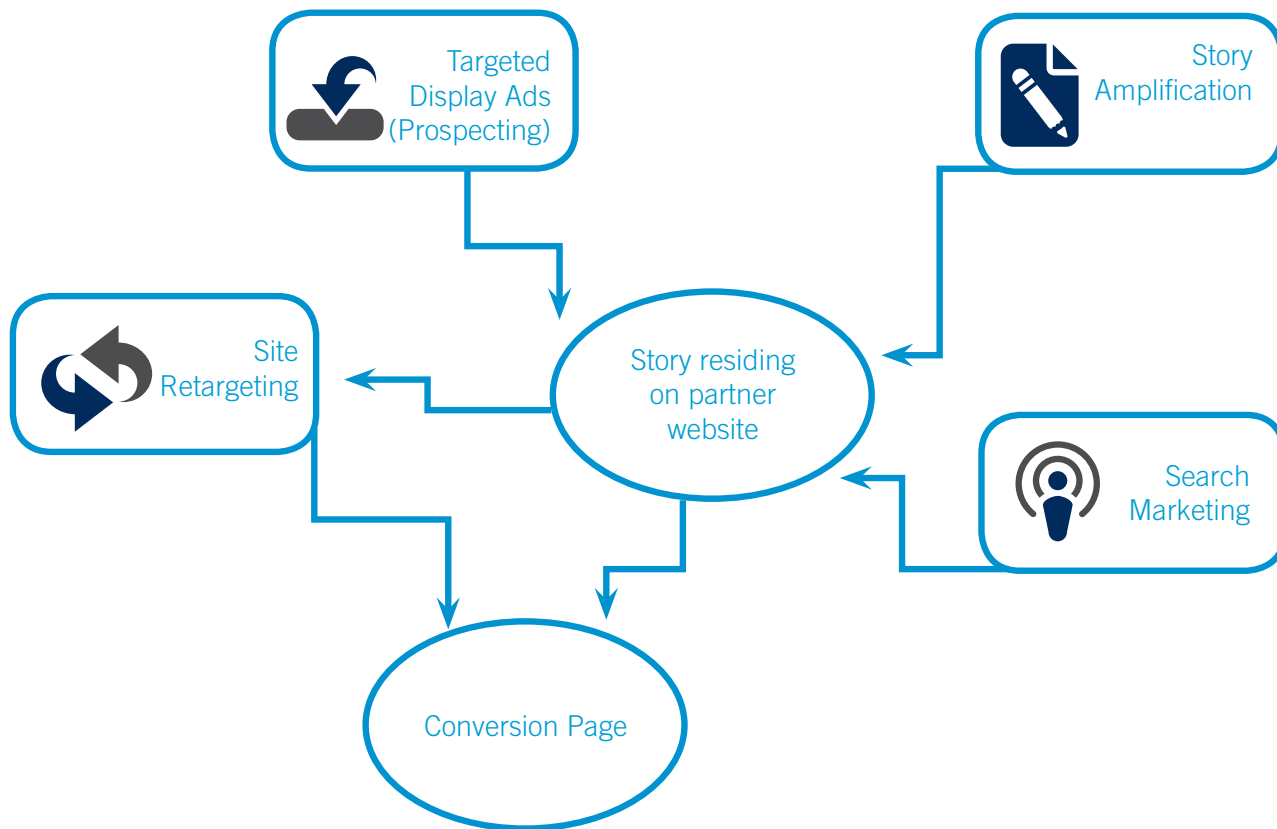


Rates and Deliverables

	BRONZE	SILVER	GOLD
Total Net Cost	\$10,025	\$15,250	\$24,500
Campaign Length	2 months	3 months	6 months
Total Impressions	342,679	644,460	1.32 million+
Total Clicks	8,250	13,561	24,777
Number of Stories	1	2	3

Campaign Flow

From initial brand awareness to booking a stay, **Digital Storytelling Bundles** reach audiences at all stages of the conversion funnel and enable destinations to tell their stories.



Contact Daryl Whitworth for more information on **Digital Storytelling Bundles**.



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