



# West Virginia Tourism Office COOPERATIVE ADVERTISING PROGRAM

## ABOUT THE PROGRAM

The West Virginia Tourism Office cooperative advertising program is designed to improve the fragmented messaging found within the tourism industry by offering partners the opportunity to leverage state resources and brand identity to advertise their individual destinations, attractions and events.

## PROGRAM GOALS

- Increase awareness of the West Virginia brand, products and partners
- Create a positive shift in travelers' attitudes and perceptions
- Provide measurable advertising outcomes for every dollar spent
- Leverage state resources and partner budgets to maximize industry's overall economic impact

## CHANGES TO PROGRAM

We listened to partner feedback from the first year of the program, and we're excited to announce some new changes.

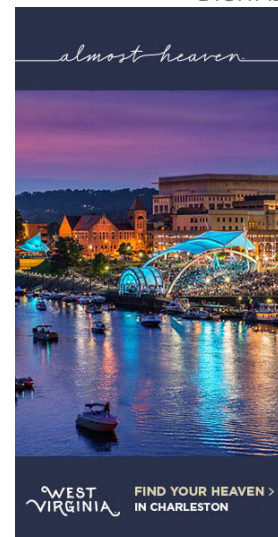
- **Partner CTAs:** We're adjusting the call-to-action guidelines for the program. Digital ads may link directly to partner websites provided the websites align with the Tourism Office's rubric of best practices. All other mediums will continue to use WVtourism.com.
- **Better Website Placement:** A new "Featured Destinations" tab on the main navigation menu of WVtourism.com will provide a quicker and more intuitive path to participating partner listings for visitors who have been exposed to our advertising messages.
- **Updated Bonus Marketing Packages:** We looked at the results and revised the bonus marketing incentives to focus on quality rather than quantity. Tier 4 partners will have the option to place email lead-collection forms on their listings in addition to tracking and retargeting pixels, and Tier 3 partners will now have the option to place pixels as well.
- **Streamlined Menu & Recommendations:** We're refining the list of opportunities to balance placements that have proven popular in the first year of the program with opportunities partners might not be able to secure on their own that align with the state media strategy. The Tourism Office will also offer recommendations on how to package opportunities to best accomplish individual marketing goals.
- **Media Plan Presentations:** The Tourism Office will invite all partners to a webinar previewing the upcoming season's overall media strategy and cooperative advertising opportunities in advance of each buying window. We'll also provide an easy-to-read menu of opportunities that will allow partners to evaluate before making their requests.

## EXAMPLES

PRINT



DIGITAL



## BONUS MARKETING PACKAGES

Buy-in tier (to be matched dollar for dollar)	Tier 1 \$1,500 +	Tier 2 \$10,000 +	Tier 3 \$25,000 +	Tier 4 \$50,000 +
<b>TOURISM WEBSITE PLACEMENT</b>				
Added to featured destinations tab <b>NEW!</b>	✓	✓	✓	✓
Featured on homepage				✓
Weighted listing placement to increase display frequency and rank throughout site	<b>25 points</b>	<b>50 points</b>	<b>75 points</b>	<b>100 points</b>
<b>SOCIAL MEDIA PROMOTION</b>				
Featured on Tourism Office social channels	✓	✓	✓	✓
Inclusion in a blog post with social promotion and direct link to partner website		✓	✓	✓
Instagram story			✓	✓
Facebook ad promotion with link to partner website				✓
<b>FEATURED LISTING</b>				
Listing upgrade with custom layout, link to blog posts or featured articles, updated content and additional photos	✓	✓	✓	✓
Crowdriff gallery of user-generated photos		✓	✓	✓
Ability to pixel listing for retargeting			✓	✓
Email lead-generation form on listing <b>NEW!</b>				✓
Featured video of 15-30 seconds				✓
<b>PARTNER SERVICES</b>				
Research & data tracking on campaigns	✓	✓	✓	✓
Search engine optimization (SEO)	✓	✓	✓	✓
Public relations & earned media efforts	✓	✓	✓	✓

## CONTACT

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