



2021 WYOMING

FALL DIGITAL CAMPAIGN
PARTNER CO-OP

JULY 2021-OCTOBER 2021



DRIVING COLLECTIVE IMPACT

The Wyoming Office of Tourism (WOT) wants to maximize the collective impact of its in-state partnerships. By participating in this co-op program, partners increase overall brand awareness of their communities while elevating the state as a premier travel destination. **WOT is providing 100% match for packages and a la carte options** for shoulder season marketing and continued partner support in recovery efforts.

PROGRAM OVERVIEW:

TIMING

- July 2021 – October 2021

TARGET AUDIENCE

- Intent-Based target personas include the Family Traveler, Western Culture, Outdoor Adventure, and Road Trip Enthusiastic

GEOGRAPHY

- Regional road trip markets and additional partner target geographies



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MADDEN
CONNECT PEOPLE TO PLACES

PACKAGE 1: BRONZE
\$6,000 CAMPAIGN
\$3,000 per partner + WOT match

Facebook/Instagram Prospecting	3,800+ CLICKS
Facebook/Instagram Remarketing	2,900+ CLICKS

PACKAGE 2: SILVER
\$10,000 CAMPAIGN
\$5,000 per partner + WOT match

Facebook/Instagram Prospecting	4,000+ CLICKS
Facebook/Instagram Remarketing	3,000+ CLICKS
Google Display Prospecting	976,000+ IMPRESSIONS

PACKAGE 3: GOLD
\$15,000 CAMPAIGN
\$7,500 per partner + WOT match

Facebook/Instagram Prospecting	4,000+ CLICKS
Facebook/Instagram Remarketing	3,100+ CLICKS
Google Display Prospecting	976,000+ IMPRESSIONS
Digital Storytelling	1 ORIGINAL STORY FOR PARTNER WEBSITE
Standard Content Distribution	3,100+ CLICKS

PACKAGE 4: PLATINUM
\$20,000 CAMPAIGN
\$10,000 per partner + WOT match

Facebook / Instagram Prospecting	4,600+ CLICKS
Facebook/Instagram Remarketing	3,500+ CLICKS
Google Display Prospecting	1.45M+ IMPRESSIONS
Digital Storytelling	1 ORIGINAL STORY FOR PARTNER WEBSITE
Standard Content Distribution	4,600+ CLICKS
Audio Advertising	759,000+ IMPRESSIONS

A LA CARTE
\$6,000 CAMPAIGN
\$3,000 per partner + WOT match

Google Display Remarketing	1.3M+ IMPRESSIONS
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A LA CARTE
\$6,000 CAMPAIGN
\$3,000 per partner + WOT match

UberMedia WY-specific mobile device ID marketing	371,000+ IMPRESSIONS
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