

# STRATEGIC PERFORMANCE ELEVATION

## 2018 Search Engine Marketing Cooperative Campaign

TTIA Approved Campaign



SANCTIONED BY:  
TEXAS TRAVEL INDUSTRY ASSOCIATION

Let's chat about your SEM needs—  
contact me today!



**Daryl Whitworth, CTE**  
940-372-3933  
dwhitworth@maddenmedia.com



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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.



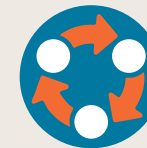
### GOOGLE PREMIER PARTNER

We're proud of our Premier Partner status—it gives us the insider access needed to deliver unparalleled results



### CAMPAIGN TIMING

Oct 1, 2017–Dec 31, 2017



### PRODUCTION CYCLE

2 weeks

### RATES

	Bronze	Silver	Gold
Partner Net Cost	\$2,900	\$5,800	\$8,700
Campaign Length	4 months	4 months	4 months
Guaranteed Clicks	4,036	8,484	13,096

## 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

Learn how this fits in your digital marketing mix

