

# MONTHLY EMAIL CO-OP



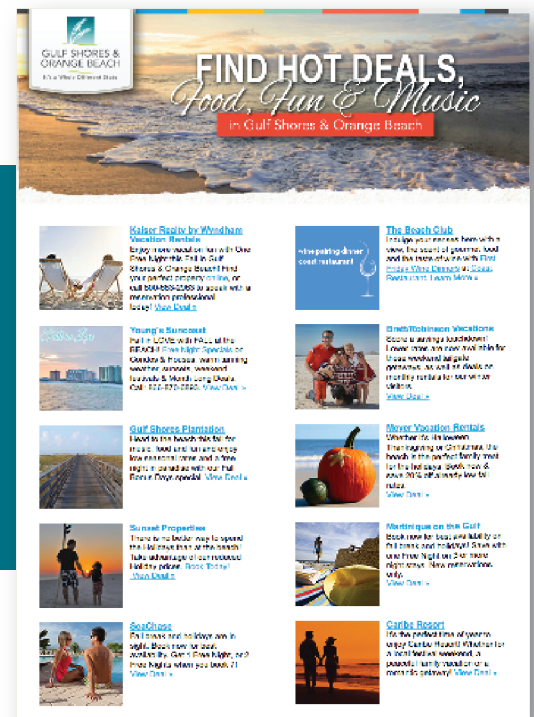
Join our monthly mailing campaign to over 68,000 people who subscribe to the GSOBT **E-Tidings** newsletter. This monthly email allows you to share upcoming events, specials or exciting news to those who are interested in happenings in our area.

Email is known to have some of the best ROI scores among marketing channels. Don't miss out on this opportunity.

- No minimum required. Choose the months that work best and compliment your marketing program.
- Monthly reports are provided.
- If purchasing all 12 months in one contract, one month free.
- Cost: \$350 per month

## 13 MONTH SPECIAL

If a 12 month commitment for 2019 is made prior to October 31, 2018 you will receive the month of December 2018 for **FREE**



To participate in email co-ops: select the desired month(s) on the included Co-op Response Form and return to GSOBT by December 5, 2018.



Billing for your participation in these co-ops come to your company from Gulf Shores & Orange Beach Tourism. Production coordination and reporting will come to your company from Global Marketing Solutions.



# FACEBOOK CO-OPS

Facebook, the most popular social channel in the United States, averages 20,000 users on line per second. This is a crowd seeking information about offers and specials. Seventy nine percent of special subscribers between the ages of 30 and 49 use Facebook and 53% of them are female. We believe this is a strong demographic for our area. Three opportunities are offered to our industry partners:

**NOTE:** All Facebook co-op ads include Trip consideration targeting as well as other geo- and psychographic targeting.

## Facebook Basic Targeted

Ad Target the Visit AL Beaches Facebook page fans with our basic targeted ads. Our fans are composed primarily of women 30+, with interest in our beaches.

- GMS gathers all materials from industry partner participants and creates ads based on desired objectives of participant.
- Ad includes various demo and psychographic targeting options
- Monthly report for each participant highlighting performance and drill-down stats based on objectives.
- Cost: \$375 per ad

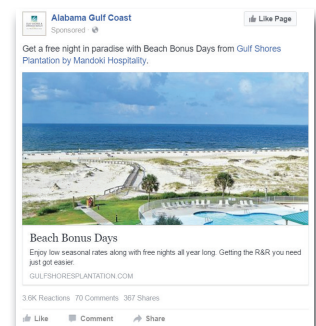
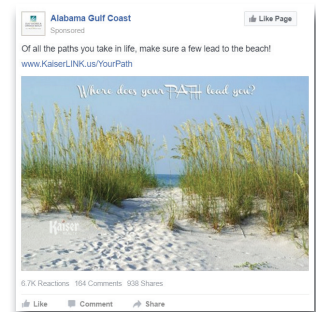
## Facebook Advanced Targeted Ad

Add some layering and additional targeting to your Facebook ad shown to our fans. Advanced Targeted ads allow for additional filters such as age, location, and interests/behaviors. Curious about a target? Ask us!

- GMS gathers all materials from industry partner participants and creates ads based on desired objectives of participant
- Ad offers more targeting opportunities compared to basic targeting ad.
- Instagram can be included.
- Monthly report for each participant highlighting performance and drill-down stats base on objectives.
- Cost: \$500 per ad

## Facebook Carousel Ad

- GMS gathers all materials from industry partner participants and creates ads based on desired objectives of participant.
- Ad tells a sequential story using up to five (5) images per ad.
- Targeting is the same as for an advanced targeted ad.
- Cost: \$500 per ad



**To participate in Facebook media co-ops: select the desired month(s) on the included Co-op Response Form and return to GSOBT by December 5, 2018.**

Facebook co-ops are serviced by Global Marketing Solutions. Billing will come from Gulf Shores & Orange Beach Tourism. Production coordination and reporting will come to your company from Global Marketing Solutions.



# INDUSTRY PARTNER INSTAGRAM TAKEOVER

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This wildly popular option is now available on a limited basis for industry partners as part of our co-op program. Space is limited and will be **reserved with payment on a first come, first served** basis.

Professional brands looking to expand their current content offerings can tap into the highly engaged GSOBT audience.

- Create an authentic relationship with new and potential customers by managing our Instagram account for a day.
- We'll use Stories to highlight your brand and allow followers to tap into your personalized content created just for them.
- GMS provides direction for each co-op participant along with restrictions.
- GMS will provide each IP an overall report that summarizes activity.
- Cost: \$900 per takeover



**To participate in Instagram co-ops: select the desired month(s) on the included Co-op Response Form and return to GSOBT by December 5, 2018.**

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Instagram co-ops are serviced by Global Marketing Solutions. Billing will come from Gulf Shores & Orange Beach Tourism. Production coordination and reporting will come to your company from Global Marketing Solutions.



# "NEAR ME" GEO-TARGETED GOOGLE ADS

## FOR RESTAURANTS, ATTRACTIONS & SPECIAL EVENTS



Capitalize on local search queries while visitors are in our destination. We can geotarget based on keywords to grab visitors' attention when they are ready to purchase!

- GMS gathers all needed materials.
- Reporting provided monthly or at the completion of any given campaign.

### Cost:

- **Cost: \$350** - minimum - Enter the geo-targeting universe at the entry level to learn more about how best to target customers who are nearby your location. Programs will run 2-4 weeks to this prequalified audience who are in proximity and looking for your business type.
- **Cost: \$500** - An increased budget means a longer campaign run as you target people near your physical location who are asking for information on your business type. Draw them in with a compelling ad that sells your products/services to interested customers.
- **Cost: \$750** - maximum - Expand your reach with the \$750 budget for consumers searching your business type while they are near your location. Maximize your bid strategy for these "near me" ads that tell your story to interested buyers!



Pricing includes set up in Google Ad words (\$450 value)  
Campaigns can run one month at a time, for select months, or ongoing.

**To participate in Near Me co-ops: select the desired month(s) on the included Co-op Response Form and return to GSOBT by December 5, 2018.**



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# FEATURED INDUSTRY PARTNER ENHANCED LISTING



Featured Partner listings are a great way to distinguish your business on the Gulf Shores & Orange Beach website. Choosing to upgrade from the free standard listing brings the following benefits:

- Your business is highlighted in a special display at the top of all applicable search return of listings
- Pull visitors more readily over to your own website pages
- Allows you to provided addition detail about your business ( 5 images,175 words of copy) vs 1 image and 85 words of copy provided in the standard listing

## Pricing

- Reserve and pay no later than January 4, 2019: \$3,000
- Reserve and pay later than January 4, 2019: \$4,000

### SKY HIGH AND PLEASURE ISLAND PARASAIL



26302 Perdido Beach Blvd.  
Orange Beach, AL 36561

800-634-8001 x418

251-000-0000

**BOOK ONLINE** ➔

**VISIT WEBSITE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras pulvinar justo eget iaculis eleifend. Cras blandit tincidunt dapibus lacus faucibus.... **Keep Reading** ►

**To participate, select the desired month(s) on the included Co-op Response Form and return to GSOBT by December 5, 2018.**



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# REMARKETING CO-OP

Compass Media is partnering with Gulf Shores & Orange Beach Tourism to offer a highly-targeted, effective way to cut through the clutter and competition of digital advertising. This program provides you access to a large audience of potential travelers that have already shown an interest in coming specifically to Gulf Shores and Orange Beach.

Target travelers who have already expressed their interest in coming to Gulf Shores and Orange Beach by remarketing to them on the Google Display Network.



Remarketing ads are like digital postcards that you can send to customers who have already visited a website--in this case, GulfShores.com. As Google Partners, Compass Media can tap these users wherever they browse on the internet via the Google Display Network (GDN) – which comprises more than 2 million websites and has the ability to reach 90% of Internet users worldwide. (Source: Comscore)

The campaign will	•	\$1,500	1,200 clicks
run for a minimum	•	\$3,000	2,500 clicks
of 60 days until	•	\$5,000	4,500 clicks
the clicks are	•	\$7,500	7,000 clicks
achieved.	•	\$10,000	10,200 clicks

**To participate in Remarketing co-ops: indicate your interest on the included Co-op Response Form and return to GSOBT by December 5, 2018. Compass Media will contact you with details.**

Facebook Remarketing co-ops are serviced by Compass Media; billing and reporting for your participation will come to your company from Compass Media.

