

# REMARKETING CO-OP

Gulf Shores & Orange Beach Tourism’s remarketing co-op provides you access to travelers who have visited GulfShores.com website and have expressed their interest in traveling. The campaign will run for a minimum of 60 days or until the clicks are achieved. Each campaign is estimated to result a minimum of 1,200 clicks per partner.



	LEVEL 1	LEVEL 2
Cost Per Campaign	\$1,500	\$3,000
Guaranteed Clicks*	1,200	2,500
GSOBT Portion	\$750	\$1,500
Partner Portion	\$750	\$1,500

## 2023 RESULTS

Participants	52
Savings	\$67,000
Clicks	75,000+
Impressions	5.3 MILLION
Revenue	\$450,000+

\*Campaigns can be optimized either for clicks or for conversions. If optimized for conversions, the clicks are no longer a guaranteed number. Remarketing co-ops are serviced by Compass Media; billing and reporting will come to your company from Compass Media.

# FACEBOOK PROSPECTING AND REMARKETING CO-OP

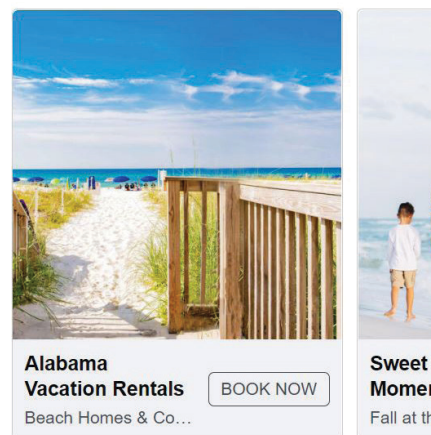
Visit Alabama Beaches Facebook remarketing co-op provides you access to travelers who follow Gulf Shores & Orange Beach Tourims Facebook page, approximately 558,000 consumers.

**DRIVE TRAFFIC:** Create traffic by serving relevant advertisements to a highly targeted audience.

**BRING THEM BACK:** Stay in front of people who have already engaged with our destinations brand.

**INCREASE CONVERSIONS:** Conversion tracking is provided for all digital co-ops.

The beach is calling! Book with Southern Vacation Rentals for your fall getaway on Alabama's Coast.



	LEVEL 1	LEVEL 2
Cost Per Campaign	\$3,000	\$5,000
*Guaranteed Clicks	2,200	3,700
GSOBT Portion	\$1,300	\$1,600
Partner Portion	\$1,700	\$3,400

## 2023 RESULTS

Participants	52
Savings	\$67,000
Clicks	75,000+
Impressions	5.3 MILLION
Revenue	\$450,000+

\*Campaigns can be optimized either for clicks or for conversions. If optimized for conversions, the clicks are no longer a guaranteed number. Remarketing co-ops are serviced by Compass Media; billing and reporting will come to your company from Compass Media.

# MONTHLY EMAIL CO-OP



Reach the 55,000 GSOBT E-Tidings newsletter subscribers by joining our monthly e-mail co-op. This co-op allows you to share deals and special offers with travelers interested in our destination.

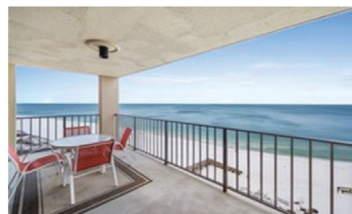
Email is known to have some of the best ROI scores among marketing channels. Don't miss out on this opportunity.

- 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, you receive one month free.
- Cost: \$350 per month



## ONE MONTH FREE

Sign up for 12 months by Nov. 30 and you will receive one month free.



### Sunset Properties **It's Time for a HOT DEAL SUMMER**

Grab your towel and head to the beach! Sunset Properties is doing its fill-in-the-gap special for those who want a quick last-minute getaway.

[Book Now](#)



### Brett/Robinson Vacation Rentals **Tune in for June Wins**

The summer heat is on the way, but the cool deals are here today. Score your spot on the shore and save 25% to fulfill a winning vacation for all.

[Book Now](#)

To participate in email co-ops select the desired month(s) on the included Co-Op Response Form and return to GSOBT by Dec. 8, 2023. Billing for these co-ops come to your company from Gulf Shores & Orange Beach Tourism.

# FEATURED INDUSTRY PARTNER ENHANCED LISTING



Take advantage of the 3.8 million users who visit GulfShores.com each year to learn more about Alabama Beaches and invest in a Featured Partner listing. It is a great way to distinguish your business on the GulfShores.com. Choosing to upgrade from the free standard listing brings the following benefits:

- Your business is highlighted with a large listing at the top of all applicable search returns.
- Increase partner referrals to your own website.

Pricing:

- \$3,000 - Reserve and pay **no later than** Jan. 3, 2024
- \$4,000 - Reserve and pay **after** Jan. 3, 2024

## FEATURED LISTING



### The Hangout >

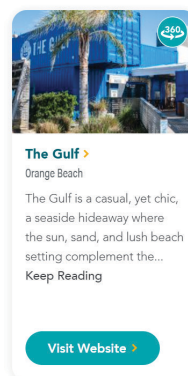
Gulf Shores

The Hangout is the place for great food and family fun. Come enjoy live entertainment, relax around the fire pit...

[Keep Reading >](#)

[Visit Website >](#)

## STANDARD LISTING



**The Gulf >**  
Orange Beach

The Gulf is a casual, yet chic, seaside hideaway where the sun, sand, and lush beach setting complement the...

[Keep Reading](#)

[Visit Website >](#)

Space is limited. Please indicate your interest on the included Co-Op Response Form and return to GSOBT by Dec. 8, 2023. Billing for this program come to your company from Gulf Shores & Orange Beach Tourism.

# 2024 Featured Partner Listing Order Form



Featured Partner Listings are a great way to make your business stand out on GulfShores.com.

Benefits of a Featured Partner Listing:

- Highlights your business at the top of all applicable search results including the deals and listing pages of our website
- Your listing includes longer descriptive text and a large display
- Increases traffic to your website

**Now is the time to reserve your spot for 2024. Renew or upgrade your listing, and pay in full by January 3, 2024, to receive \$1,000 off.**

Featured Partner Listing **BEFORE** January 3, 2024 - \$3,000

Featured Partner Listing **AFTER** January 3, 2024 - \$4,000

If you have questions about the Featured Partner Listing program, contact Kim Jones at [KJones@AlabamaBeaches.com](mailto:KJones@AlabamaBeaches.com).

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Email Address \_\_\_\_\_

Signature \_\_\_\_\_

Please mail your payment along with this order form to:

Gulf Shores & Orange Beach Tourism  
Finance Department  
PO Drawer 457  
Gulf Shores, AL 36547

Contact the Finance office at 251-968-9320 for credit card payment options.

# Monthly Email Co-Op Order Form



Participating in our Monthly Email Co-Op is a great way to share your deals and special offers with the thousands of travelers interested in our destination.

Benefits of the monthly email co-op:

- Reach more than 55,000 subscribers to the GSOBT eTidings newsletter
- One of our highest performing communications that drives traffic to your site
- No minimum required; choose the months that work best for your business
- Monthly reports detail your offer results

**Now is the time to reserve your spot! You'll receive one month free when you commit to all twelve issues by November 30.**

Please select the months you would like your business to be featured. Each month is \$350.

- |                                   |                                 |                                    |
|-----------------------------------|---------------------------------|------------------------------------|
| <input type="checkbox"/> JANUARY  | <input type="checkbox"/> MAY    | <input type="checkbox"/> SEPTEMBER |
| <input type="checkbox"/> FEBRUARY | <input type="checkbox"/> JUNE   | <input type="checkbox"/> OCTOBER   |
| <input type="checkbox"/> MARCH    | <input type="checkbox"/> JULY   | <input type="checkbox"/> NOVEMBER  |
| <input type="checkbox"/> APRIL    | <input type="checkbox"/> AUGUST | <input type="checkbox"/> DECEMBER  |

If you have questions about the Monthly Email Co-Op program, contact Kim Jones at [KJones@AlabamaBeaches.com](mailto:KJones@AlabamaBeaches.com).

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Email Address \_\_\_\_\_

Signature \_\_\_\_\_

Please mail your payment along with this order form to:

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