

# STRATEGIC PERFORMANCE ELEVATION

## 2023/2024 Search Engine Marketing Cooperative Campaign



MATCH FROM  
LOUISIANA OFFICE OF TOURISM  
FIRST COME FIRST SERVED

Google SEM helps you get qualified traffic to your site without having to manage the account or breaking your budget. Madden's experts are here to help you every step of the way and the Louisiana Office of Tourism has made it affordable and easy for every Parish in the state to participate!

### 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.

### CONTRIBUTION LEVELS

(Based on the Parishes Annual Operating Budget):

- **>\$3M LOT Contribution is 50%,**
- **\$3M-\$6M LOT Contribution is 30%**
- **\$6M+ LOT Contribution is 15%.**

3 month minimum participation



**SIGN UP BY**  
April 1, 2024



**CAMPAIGN TIMING\***  
September 2023 - June 2023  
\*3 month participation (minimum)



The Madden Media SEM co-op has been in place since 2014 working with Parishes throughout Louisiana.

### NET RATES

	Bronze	Silver	Gold	Platinum
Partner*	\$1000/mo.	\$1500/mo.	\$2000/mo.	\$3000/mo
Clicks	850/mo.	1,230/mo.	1,600/mo.	2400/mo

\*4 month minimum participation

Funding for this program is provided by the Louisiana Office of Tourism to support and enhance your marketing efforts.

Don't wait! To get the most value out of your campaign, contact me today!



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08/24/2023

## 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