



innovative *Online Marketing*

MDT SEM PARTNERSHIP



innovative *Online Marketing*

ADWORDS™
.....
QUALIFIED
COMPANY
.....



SEM start

SEM  *Search
Engine
Marketing*



The Importance of Search

- **Drives 45%-65% of traffic to travel websites**
- **Creates significant lift for offline sales**
- **Measurable ROI**
- **Improves brand recall and purchase intent**
- **Yields immediate results**

- **Your website is your biggest ongoing investment**
- **You lose market share to competing destinations who appear ahead of you in search results**

Sources: Hitwise, 2007 Research Online Buy Offline Study (comScore), Search Marketing Benchmark Guide 2008 (Marketing Sherpa), The Brand Lift of Search (Google/Enquiro)



| Metric | Improvement Range | Typical Range | Target Range |
|---------------------------------|--------------------------|----------------------|---------------------|
| Landing Page Bounce Rate | | | |
| Click-thru Rate | | | |
| Keyword Quality Score | | | |
| Average Cost Per Click | | | |

Source: Madden Media, Proprietary Insights November, 2008



| Metric | Improvement Range | Typical Range | Target Range |
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“Quality Score” Drives PPC



Google uses “Quality Score” to determine:

1. Cost you pay for each click;
2. Ad position of your copy; and
3. Eligibility for ad copy to show.

Source: adwords.google.com/support



Example “SarasotaFL.org”

Keyword



Web [Maps](#)

Results 1 - 10 of about 951,000 for [siesta key](#). (0.13 seconds)



[Siesta Key](#)
[Uninc Sarasota County, FL](#)

[maps.google.com](#)

Start address

Remember this location

[Siesta Key Chamber](#)

Welcome to the **Siesta Key** Chamber of Commerce in Sarasota, Florida. We are delighted that you have come to our web site and hope you will visit **Siesta Key** ...

[www.siestakeychamber.com/](#) - 31k - [Cached](#) - [Similar pages](#)

Sponsored Links

[Siesta Key Sarasota](#)

Need a Relaxing Escape? Find The Perfect White Sand Beach For You!
[SiestaKeyFlorida.SarasotaFL.org](#)

[Siesta Key Hotels](#)

Your Official Travel Site.
Great Rates from 150+ Hotel Sites
[www.hotels.kayak.com](#)

[Siesta Key, Florida Hotel](#)

Boutique resort on **Siesta Key** ideal for a honeymoon or vacation getaway
[www.TurtleBeachResort.com](#)



Example “SarasotaFL.org”

Keyword

AD Copy

Google

siesta key

Search

[Advanced Search](#)
[Preferences](#)

Web [Maps](#)

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Example “SarasotaFL.org”

Keyword Relevance AD Copy

Google [Advanced Search](#) [Preferences](#)

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Elements of “Quality Score”



Your “Quality Score” includes:

1. Relevance of Keywords to ad text/ad group;
2. **Quality** of your **landing pages**; and
3. Click Through Rate (CTR) ; and
4. Other relevance factors.

Source: adwords.google.com/support



Example “SarasotaFL.org”



siesta key

Search

[Advanced Search](#)
[Preferences](#)

Web [Maps](#)

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Landing Page



Example “SarasotaFL.org”

SARASOTA
— AND HER ISLANDS —

HOME DISCOVER PLACES TO STAY THINGS TO DO DINING & NIGHTLIFE CVB

Tropical Weather Update →

Print → Email

Search by Keyword 🔍

SIESTA KEY

Siesta Key has a youthful spirit that is drawn to the glassine waters and quartz-crystal white sands, which have been officially ranked as the "finest, whitest sand beach in the world." Siesta Beach is energized ... plenty of Frisbee throwing, volleyball, jogging, beachside tennis, biking, and picnicking. Best of all, though, is giving in to afternoon "siestas" in the sun, either swaying on comfy floats atop gentle waves or on shore near the lapping waterline. Just steps away is Siesta Village, a spirited medley of different sides of Sarasota, from candlelit dining to beach bouquies and cool daiquiris. And speaking of spirited medley, be sure to experience the Siesta Key Drum Circle, held almost every Sunday evening. Visitors become one of the family as the spontaneous rhythm of drums, bongos, and maracas fill the evening air.

30 DAYS OF
discovery
COME PLAY ALL SEPTEMBER LONG.

SUMMER SPECIALS →

WINTER SPECIALS →

SIGN UP FOR E-MAGAZINE →

Siesta Key - A powdery white

Siesta Key Village

Parasailing at Siesta Key Beach

Landing Page

www.maddenmedia.com



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Landing
Page



Keyword Quality Score: Ranges

“Poor”

“OK”

“Great”



Minimum Bid:

\$0.40+

Minimum Bid:

\$0.06 – 0.30

Minimum Bid:

\$0.01 – 0.05

Source: adwords.google.com/support



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| Average Cost Per Click | | | |

Source: Madden Media, Proprietary Insights November, 2008



Budget – Average CPC Cost

| Average Search CPC by Category, May and June, 2008 | | | |
|--|---------------|--------------|------------|
| Category | CPC June (\$) | CPC May (\$) | Change (%) |
| Total finance | 2.94 | 2.96 | -1 |
| Mortgage | 3.53 | 3.15 | 12 |
| Auto finance | 1.91 | 1.93 | -1 |
| Insurance | 11.14 | 10.63 | 5 |
| Travel | 0.67 | 0.74 | -10 |
| Automotive | 0.50 | 0.49 | 2 |
| Retail | 0.47 | 0.45 | 5 |
| Dating | 0.41 | 0.40 | 3 |

Source: [efficient frontier](#) : Jul 15, 2008



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Budget – Range Tourism CPC Cost

\$ 0.60

\$ 0.80+

\$ 1.00+



Source: Madden Media, Proprietary Insights November, 2008



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Budget – Range Tourism CPC Cost



Source: Madden Media, Proprietary Insights November, 2008



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| Average Cost Per Click | \$1.00+ | \$0.80 | \$0.60 |

Source: Madden Media, Proprietary Insights November, 2008



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The MDT SEM Partnership



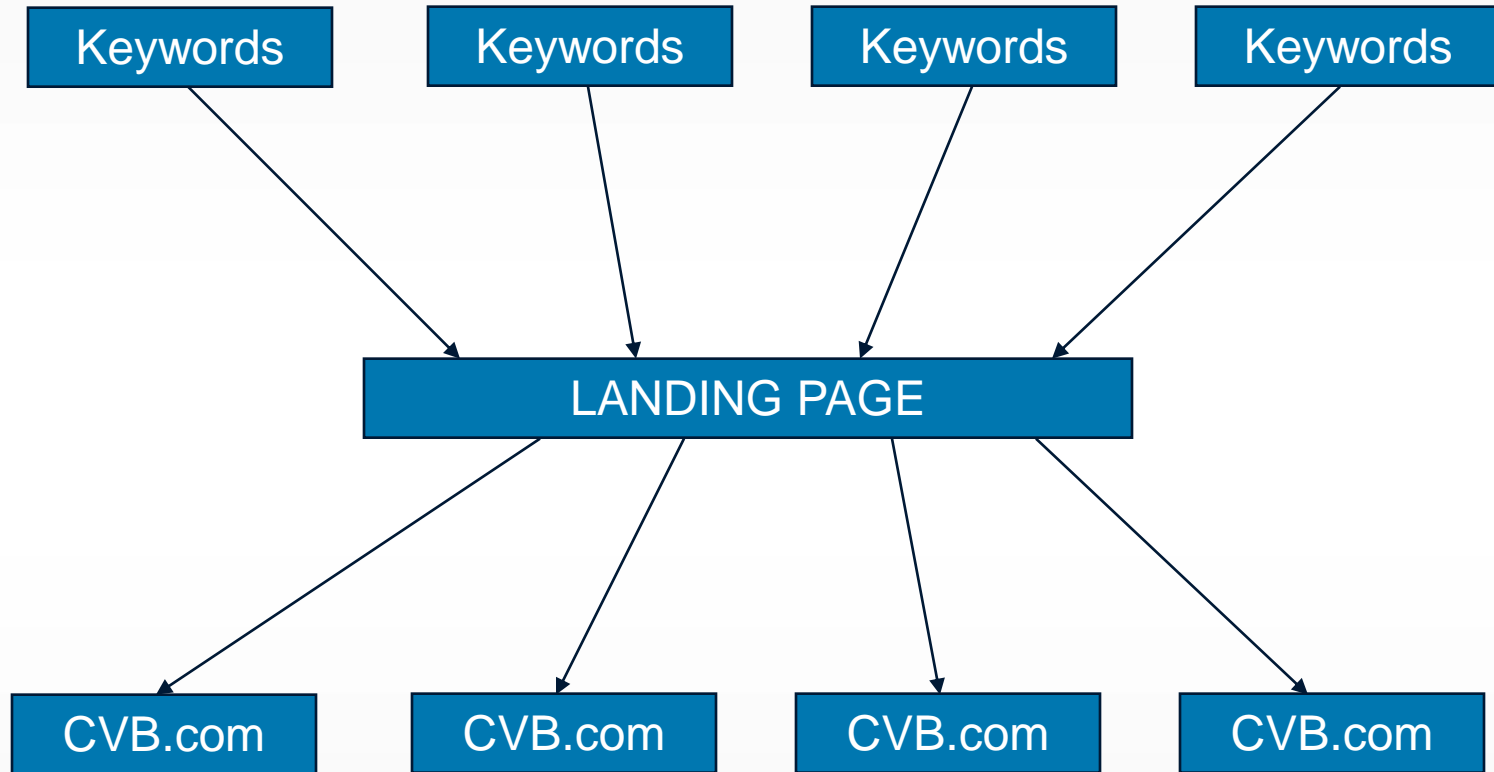
What it is:

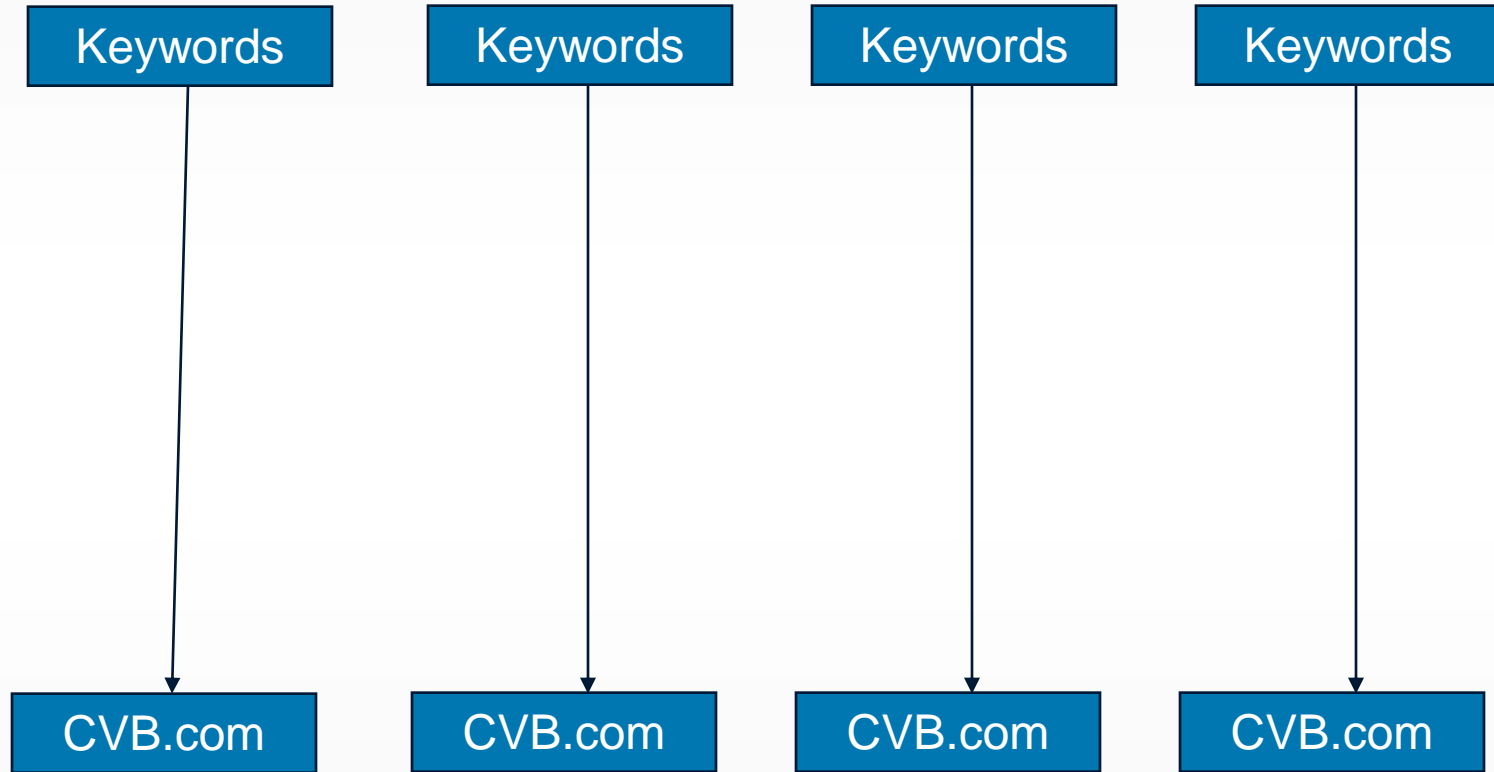
- **A unified MO effort, fully support by MDT**
- **An extension of your marketing budget through MDT matching funds**
- **A customized campaign designed to drive traffic directly to your web site**



What it is not:

- **It is not a co-op**
 - No co-op funds can be used for partner's half
 - You cannot apply for MDT co-op funding of this program
 - The partnership match paid by MDT will not come from the co-op budget
- **It is NOT an exclusion from other SEM efforts on your own**
 - You can continue to maintain your own SEM account if desired







VISITMO.COM

Things To Do

Events

For Kids

Places to
Go

Outdoors

Camping

Fishing

Hunting

Attractions

Museums

Arts &
Culture

Zoos

Stay, Eat, Shop

Places to
Eat

Places to
Shop



MDT SEM PARTNERSHIP

Lake of the Ozarks

Ad Word Group

Ad Word Group

Ad Word Group

Table Rock Lake

Ad Word Group

Ad Word Group

Ad Word Group

Hermann

Ad Word Group

Ad Word Group

Ad Word Group

Ste.Gen

Ad Word Group

Ad Word Group

Ad Word Group



How it works

- **\$12,500 of matching funds available each month**
- **50/50 match on first-come, first-serve basis**
- **Minimum investment - \$250 per month for 6 months**
- **Maximum investment - \$1,000 per month for 6 months**
- **Guaranteed Cost-Per-Click - \$0.65**
- **Effective Cost-Per-Click - \$0.325**



How it works

- **Managed by Madden's Google Certified Professionals**
- **Monthly reporting**
- **Monthly billing of your portion**
- **Matching portion is billed directly to Hoffman Lewis**
- **Management of competitive keywords**
- **Logo requirements**



How it works

- **For a partnership match minimum of \$250 up to a maximum of \$1,000 per month:**
 - **Convention and Visitor Bureaus recognized by the MACVB**
 - **Chambers of Commerce that market tourism for their destination**
 - **City or County tourism departments that operate as a destination marketing organization**
- **For a partnership match minimum of \$250 up to a maximum of \$500 per month:**
 - **Regional or statewide tourism associations that market tourism for their destination**



How it works

- **Eligible organizations must be set up as one of the following entities:**
 - **Non-profit corporation registered and in good standing with the Missouri Secretary of State**
 - **City department with dedicated budget**
 - **County department with dedicated budget**



How it works

- **Guaranteed. Easy, and Risk-Free**
 - **Guaranteed cost-per-click**
 - **No co-op paperwork required**
 - **Matching funds are billed directly to HL, no reimbursement process**
 - **All of the traffic goes directly to you site**
 - **Support from Madden Media**



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RESULTS



Results

- **Lake of the Ozarks**
 - \$1,000 investment
 - \$1,000 in matching funds
 - 2,469 clicks month-to-date

- **Table Rock Lake**
 - \$1,000 investment
 - \$1,000 in matching funds
 - 2,148 clicks month-to-date



Results

- **Springfield**
 - \$750 investment
 - \$750 in matching funds
 - 2,161 clicks month-to-date
- **Hermann**
 - \$500 investment
 - \$500 in matching funds
 - 1,501 clicks month-to-date



Results

- **Maryland Heights**
 - \$250 investment
 - \$250 in matching funds
 - 787 clicks month-to-date
- **Washington**
 - \$250 investment
 - \$250 in matching funds
 - 758 clicks month-to-date
- **Ste. Genevieve**
 - \$250 investment
 - \$250 in matching funds
 - 755 clicks month-to-date



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QUESTIONS