

Social Media Coop Program Guide for Industry Partners

Why have a coop program?

As many of you have noticed, reach has dramatically declined on Facebook. Unfortunately, social networking is rapidly becoming a pay-to-play game. If you want your fans/potential customers/ visitors to see your message you need to invest in paid promotion. The CTO is continuing the **Paid Social Media Co-op Advertising** effort that will leverage the power of the CTO's social channels to help give more widespread distribution for your content.

Under the direction of Dave Fluegge, our social media expert, the basic premise of the pilot program is that we promote industry partner content on CTO channels and push consumers to content on your pages/sites. In addition, we created an opportunity to not only increase your reach into the marketplace, but also ensure that the promoted content goes to your target audience, using various targeting tools that Dave has at his disposal.

And finally, you'll be able to invest a nominal amount of dollars, double your budget through the co-op with the CTO and dip your toes into paid social advertising (if you have not ventured into those waters). Since this is managed by the CTO, there is no management fee, 100% of funds go to your media purchase.

How does it work?

Once a week there will be an opportunity for an industry partner to participate in the program. The CTO will promote the industry partner content through the <u>Visit Colorado</u> Facebook page for a maximum duration of 3 days.

- Industry partner creates a relevant piece of content
 - Content can/should live on your site
 - CTO will critique the content if necessary to ensure we are maximizing engagement
 - CTO has final say on whether content fits the program (more on that below)
- Industry partner decides how much budget they would like to invest in the program and what the goals are for their effort (clicks, engagement, awareness, etc)
 - Budget requirements
 - Minimum investment of \$1,000 (Affordable, yet with the match, we'll make a splash)
 - CTO will match those funds dollar for dollar up to \$2,500
 - If a partner would like to invest more than the match, they are allowed to invest as much as they would like above and beyond the match.
- Industry partner will decide on the audience you want to target; CTO will come up with a plan
 using Facebook targeting tools. (Note: the intent here is to not just not just target Visit Colorado
 fans, but use resources to reach beyond both CTO and your current audiences.)
 - Age
 - Geolocation
 - Interests (hiking, biking, foodie, etc, do your best to describe your target audience)

- CTO will build a targeting cluster based off of this information
- CTO will craft a message on Facebook about the content and post it (with partner approval)
- CTO will create and manage a paid media campaign promoting that content with the industry partner goals in mind.

What type of content is accepted?

"Content" can be anything you want to feature that will draw attention to your destination – but that's a pretty general description. We know people will be wondering how to create content, what type of content works in paid social advertising, what is acceptable, etc.

Here are some basic guidelines, to aid you in creating the best content possible. First and foremost you should know your brand, your target audience and what type of information about your destination will resonate with them. The key to the content is that it should inspire someone to take a trip to Colorado - and specifically, your destination.

Types of content:

- Video we know video can be expensive, but if you have a short :30 2 minute short feature, video can be very effective in creating engagement. But understand, we're not just promoting the "commercials" but instead featuring the content in the video, so it must be relevant.
 - How-to's
 - Tour of your area/business
 - Inspirational
 - Note: Video content on Facebook performs better when it is hosted by the page
 promoting it. While we can promote a video hosted on YouTube, the cost per view
 will be significantly higher. The CTO can host video content on its Facebook channel,
 which will keep costs more efficient.
- Blog Post This will be the most common type of content
 - Can be hosted on your site (and we recommend you do)
 - Content ideas
 - A list/article about upcoming events
 - Must experience activities around your destination
 - Top 10 things to do in your area
 - Examples of past coop content below
- If you have another type of content that you think would work, we are open to discussing, but remember that inspiration is the key thing to focus on with the content.
- Event This could be an article about an event or an actual Facebook event we setup and promote. Note that this is a very one track path, so it would not be the recommended one.

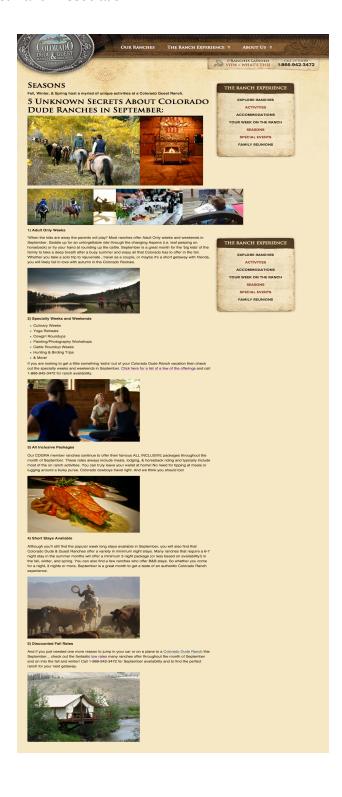
Content not accepted:

- Promotions & Deals BOGO
 - While it is ok (and recommended) to have this information on your site, it cannot be the focus of the content we are promoting.
- Content that applies to a very small subset of an audience
 - To use dollars efficiently, it must apply to a larger audience (500K+ is a good starting point).
- Content that is not related to tourism
- Please note: Since this is a pilot program, we do not have every scenario ironed out. CTO has
 final say over whether content would be a good fit. We recommend talking with the CTO prior to
 creating content specifically for this program.

Has this been done before?

This Paid Social Co-op was dreamed up and created within CTO, but we have market-tested the concept with a few partners prior to the launch of the pilot to see how it works. The results have been great!

Colorado Dude & Guest Ranch Association



This content was created by a partner with limited web and content creation experience in just a few hours, the idea was to keep the content easy to digest and generate awareness within the target audience.

Campaign Date: 9/03 - 9/05 Primary Goal: Awareness

Target: 40+

Phoenix, Dallas, Front Range

·Interests: Horseback riding, outdoors, fishing, skiing, hiking

Total Budget: \$2,000 (\$1,000 was CTO match)

Things that worked:

- · Lots of beautiful imagery
- · Content broken up into lists
 - Buzzfeed style content
- · Laddered up to sales
- · Short, easy to consume sections
- · Links to other relevant content
- Knew their target market

Link to content: http://bit.ly/1rUWI1G

Facebook Post

- This is the coop piece promotion of your content
- Without paid lift, organic reach would be ~8,000
- All paid reach is target audience
- Total reach: 225K
- 14,000+ actions taken (Like/Comment/Share/Click)



If you have any questions, or would like your name added to the signup emails that are sent out, contact Dave Fluegge at dave.fluegge@state.co.us