



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 [Visit Colorado](#) 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








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1-866-942-3472

SEASONS


Fall, Winter, & Spring host a myriad of unique activities at a Colorado Guest Ranch.

5 UNKNOWN SECRETS ABOUT COLORADO DUDE RANCHES IN SEPTEMBER:



1) Adult Only Weeks


"When the kids are away the parents will play!" Most ranches offer Adult Only weeks and weekends in September. Saddle up for an unforgettable ride through the changing Aspens (i.e. leaf peeping on horseback) or try your hand at rounding up the cattle. September is a great month for the 'big kids' of the family to take a deep breath after a busy summer and enjoy all that Colorado has to offer in the fall. Whether you take a solo trip to rejuvenate, travel as a couple, or maybe it's a short getaway with friends, you will likely fall in love with autumn in the Colorado Rockies.



2) Specialty Weeks and Weekends


- Culinary Weeks
- Yoga Retreats
- Cowgirl Roundups
- Painting/Photography Workshops
- Cattle Roundup Weeks
- Hunting & Birding Trips
- & More!

If you are looking to get a little something 'extra' out of your Colorado Dude Ranch vacation then check out the specialty weeks and weekends in September. [Click here for a list of a few of the offerings](#) and call 1-866-942-3472 for ranch availability.




3) All Inclusive Packages

Our CDDRA member ranches continue to offer their famous ALL INCLUSIVE packages throughout the month of September. These rates always include meals, lodging, & horseback riding and typically include most of the on ranch activities. You can truly leave your wallet at home! No need for tipping at meals or lugging around a bulky purse. Colorado cowboys travel light. And we think you should too!




4) Short Stays Available

Although you'll still find the popular week long stays available in September, you will also find that Colorado Dude & Guest Ranches offer a variety in minimum night stays. Many ranches that require a 6-7 night stay in the summer months will offer a minimum 3 night package (or less based on availability!) in the fall, winter, and spring. You can also find a few ranches who offer B&B stays. So whether you come for a night, 3 nights or more, September is a great month to get a taste of an authentic Colorado Ranch experience.



5) Discounted Fall Rates

And if you just needed one more reason to jump in your car or on a plane to a Colorado Dude Ranch this September... check out the fantastic [low rates](#) many ranches offer throughout the month of September and on into the fall and winter! Call 1-866-942-3472 for September availability and to find the perfect ranch for your next getaway.



THE RANCH EXPERIENCE

- EXPLORE RANCHES
- ACTIVITIES
- ACCOMMODATIONS
- YOUR WEEK ON THE RANCH
- SEASONS
- SPECIAL EVENTS
- FAMILY REUNIONS

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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)



SEE OTHER CO-OP PARTICIPANTS: <http://bit.ly/CoopParticipants>

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