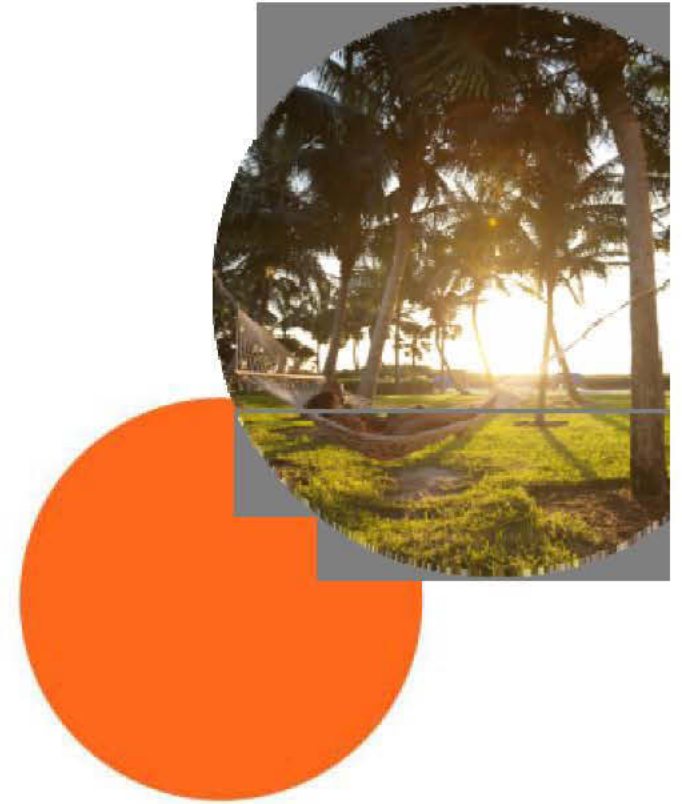
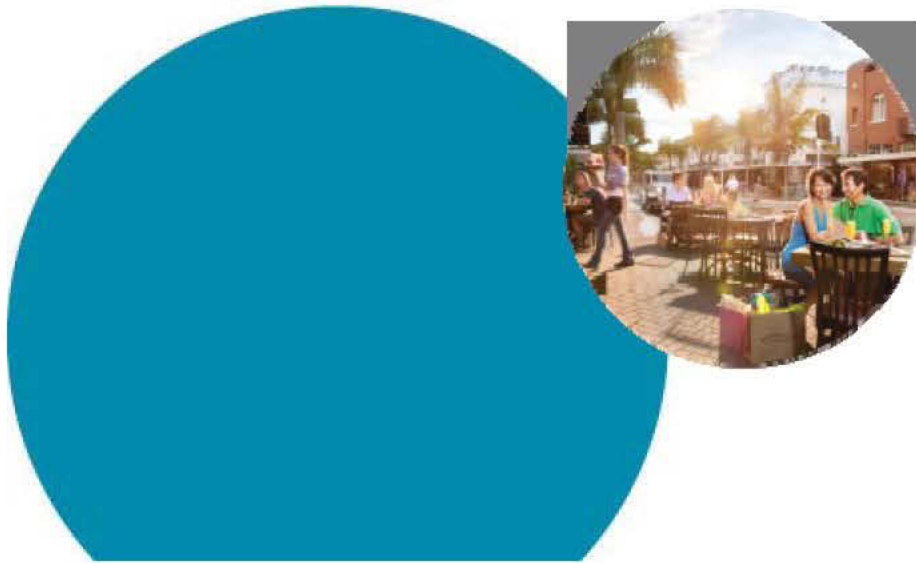




THE BEACHES OF
FORT MYERS
AND SANIBEL

FORTMYERS-SANIBEL.COM

CONTENT MARKETING



CONTENT MARKETING?

Creating and distributing content to attract, acquire, and engage a target audience with the objective of driving customer action.





TELLING OUR STORY

INSPIRATION

POINT-OF-VIEW

RECOMMENDATIONS

ANSWERS





38

Sites visited before booking
a trip.



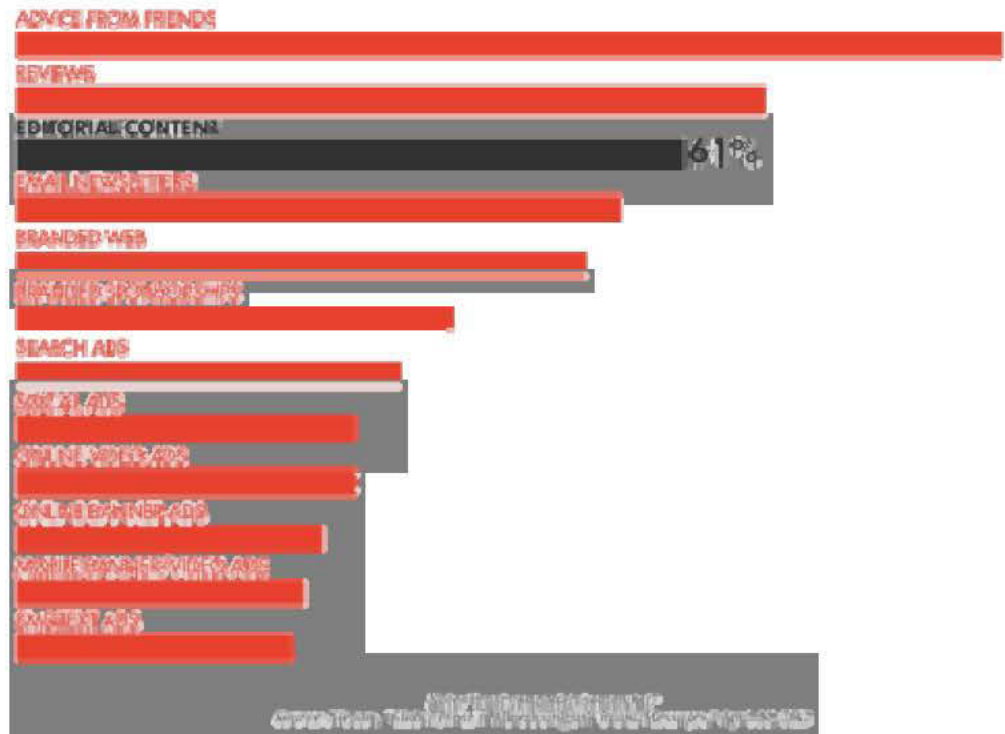


Destinations
National Brands
Local brands
Reviews
Online Travel
Agencies
Travel Suppliers
Collective Buying
Publishers
Blogs
Social Media

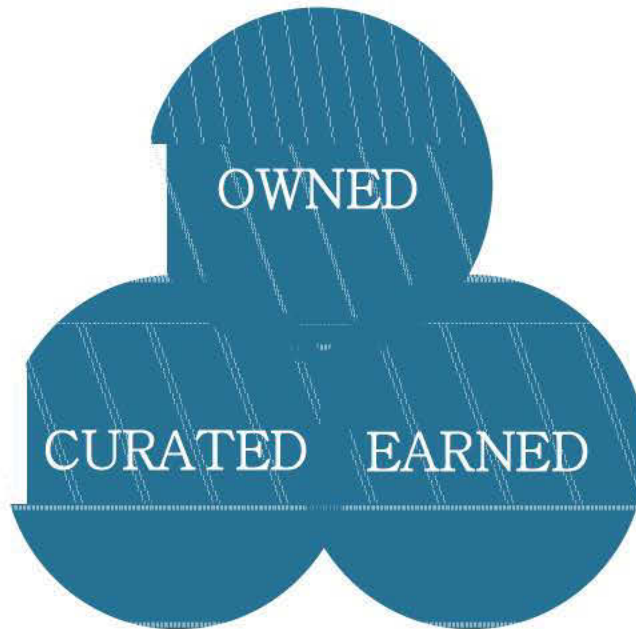


- Destinations
 - National Brands
 - Local brands
- Reviews
 - Online Travel Agencies
 - Travel Suppliers
 - Collective Buying
 - Publishers
- Blogs
- Social Media

TRUST



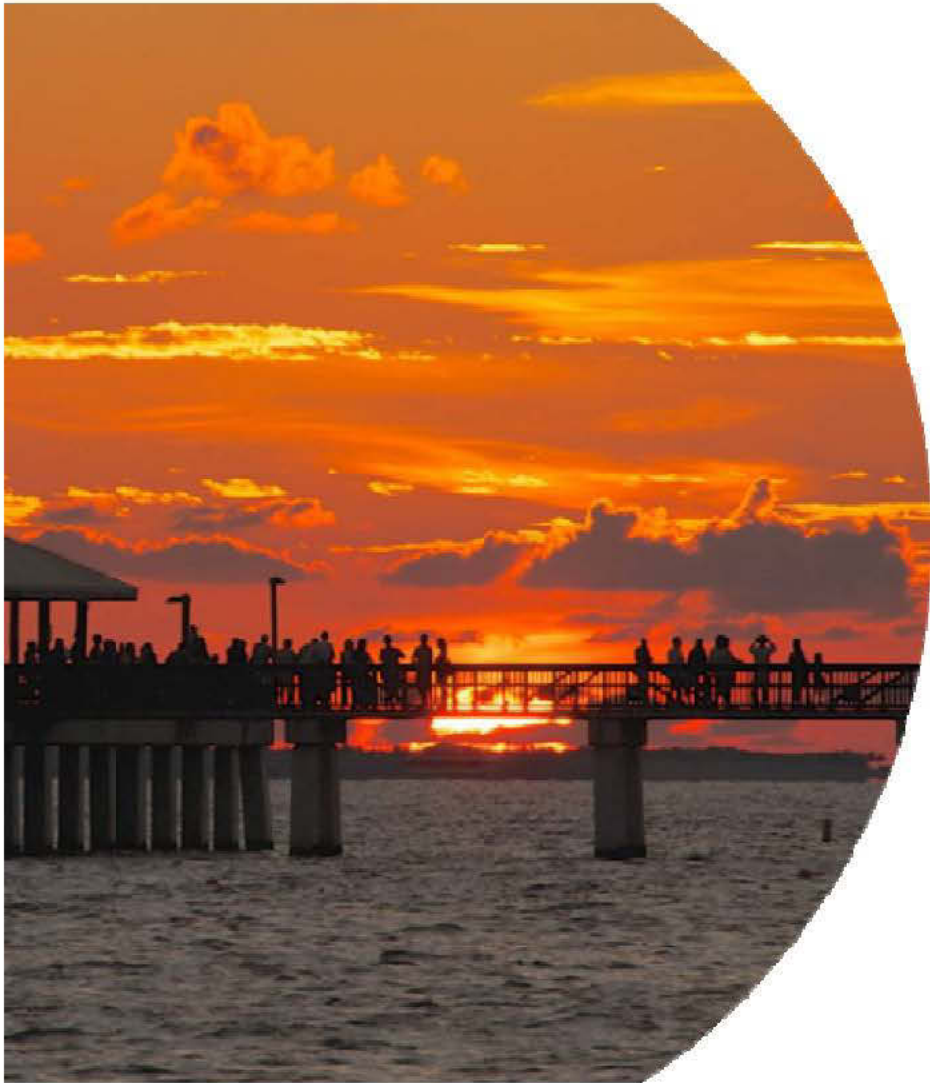
TRAVEL BRAND & PRODUCT
MARKETING CHANNELS
CUSTOMER DATABASE



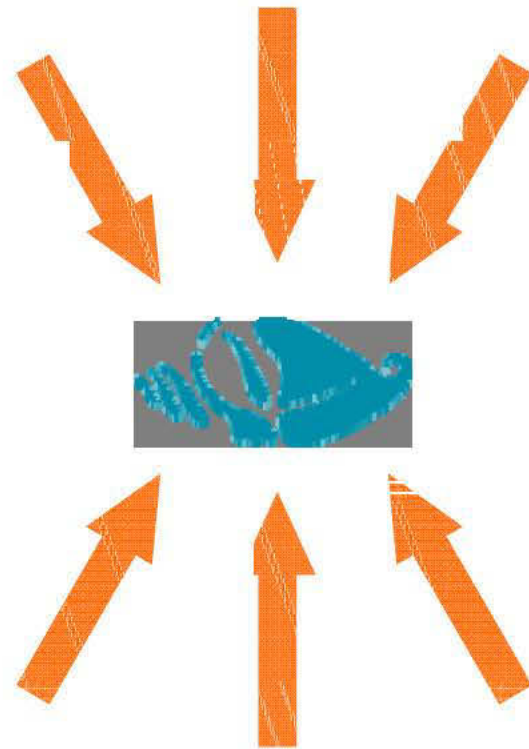
VISITORS/GUESTS
STAKEHOLDERS
TASTEMAKERS

PUBLIC RELATIONS
SOCIAL MEDIA
INFLUENCERS



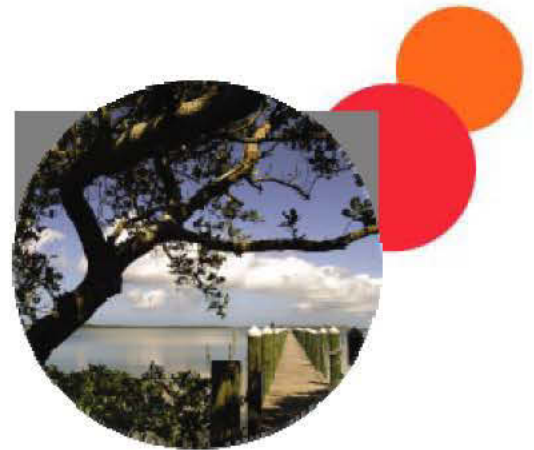


INBOUND MARKETING



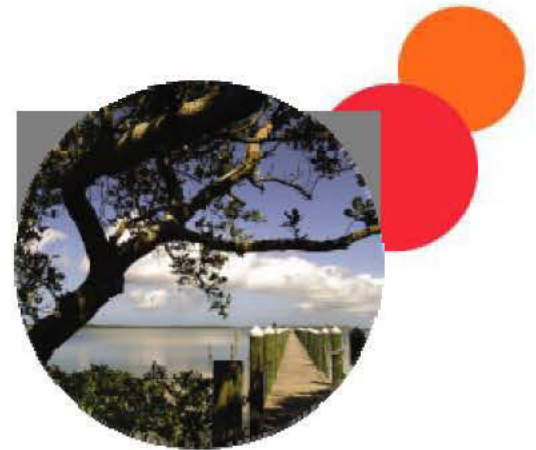


PROVIDE THE
ANSWER





**BECOME THE
ANSWER**





CHICAGO ART PROJECT



ISLAND HOPPER FESTIVAL



ISLAND FINDINGS



THE BEACHES OF
FORT MYERS
AND SANIBEL

FORTMYERS-SANIBEL.COM

FY 2014-15 MEDIA PLAN



2013/14 MEDIA RECAP

- 700 Million Impressions
- 1.8 Million Website Visits
- Nearly 20% Mobile Traffic
- More than 525k Partner Referrals

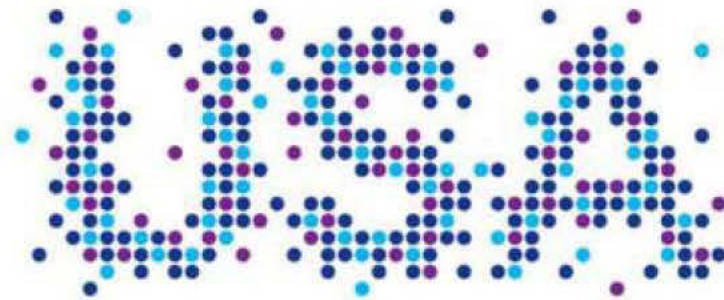
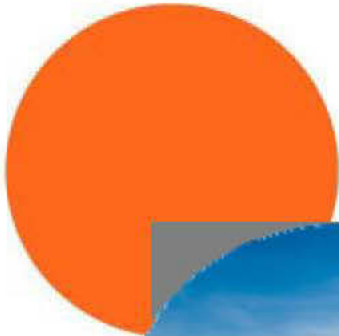


LOOKING AHEAD

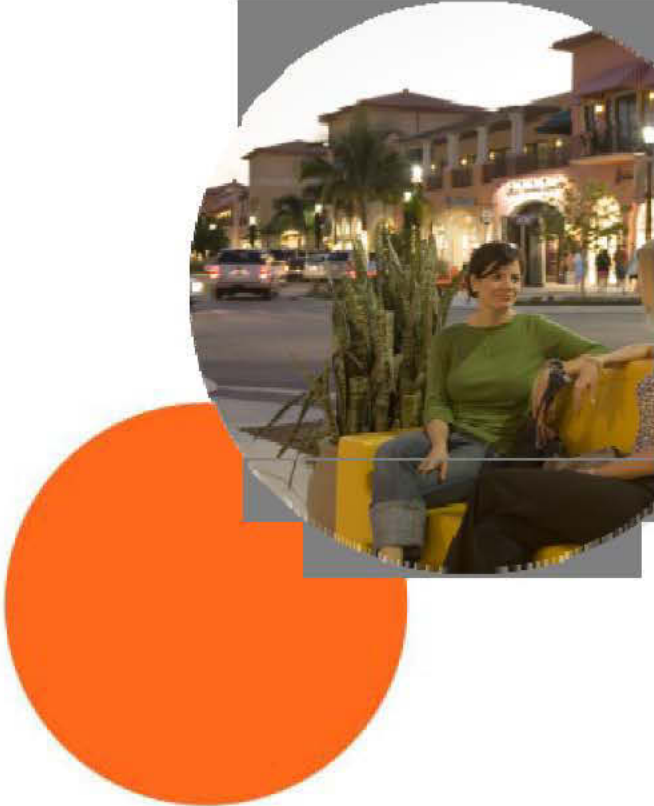
- New media markets – Detroit and St. Louis
- Content-driven plans
- Expanded rich media opportunities
- More International Media



EXTENDING OUR REACH—MORE!



PRINT MEDIA





PRINT REACHES TRAVELERS

- GfK MRI media research: FL travelers, adults 35-64, HHI \$100K+
- Read an average of 11.6 magazines per month
- Spend an average of 43 minutes with each magazine
- Average 4.7 newspapers per week

APPROACH TO PRINT CO-OP

- Continuation of successful programs from FY13-14
- Sharp geographic and demographic targeting
- Enhanced content offerings
- Structured for maximum efficiency and effectiveness



POPULAR PRINT PROGRAMS



- Midwest Living “Warm Weather Getaways”
- Southern Living
- The Villages
- Newspaper insert program
 - Ft. Lauderdale, Miami, Orlando, Tampa

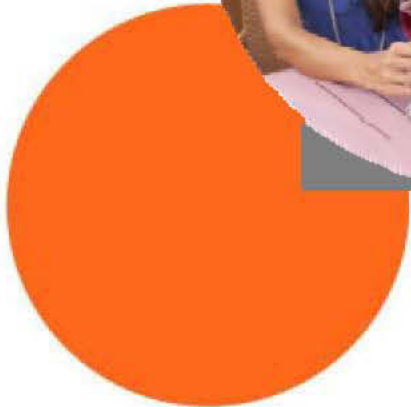
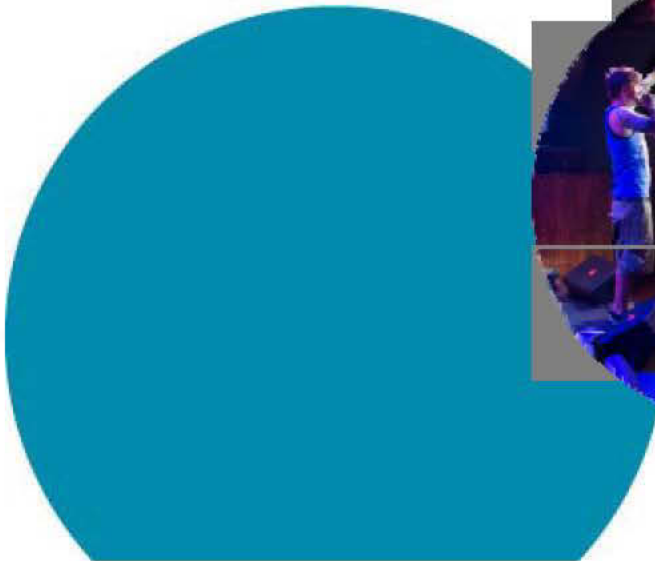


POPULAR PRINT PROGRAMS

- Eight-page editorial insert:
 - Midwest Living
 - Family Circle
- International reach:
 - Essentially America - UK, Canada
 - Horizon - Canada
 - Zoomer - Canada



DIGITAL MARKETING





DIGITAL PROGRAMS

- Continuation of exclusive HTML emails
 - *NYTimes.com (Great Getaways), Sherman'sTravel.com*
- Advanced audience targeting
- Rich media & video
- TripAdvisor.com
- Online travel aggregators & metasearch
 - *Expedia, Orbitz, Kayak*




NEW DIGITAL PROGRAMS

- Custom audience segments
 - *Activity seekers*
 - *Nature admirers*
 - *Affluent adventurers*
 - *Social sharers*
- Expanded paid social opportunities
- More international coverage
- Travelzoo Newsflash email

TRAVELZOO[®]





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TOP 25 Deals of the Week

October 17-23










Top Deal of the Week



10-Night Barcelona & Canary Islands Cruise Package
Discover vibrant Barcelona, then set sail on a 9-night cruise to the Canary Islands.

\$499 per person

[Get Details >](#)

 <p>Hotel 4-Night Bahamas Vacation w/Air & Atlantis Resort Access \$299</p> <p><small>Provider Name</small></p>	 <p>Air 6-Night, 3-City Scotland Vacation w/Air & 5-Star Hotel \$1,399</p> <p><small>Provider Name</small></p>	<p>Featured Destination</p> <p>Scotland A small, proud country with a tumultuous past, Scotland's worldly contributions include electricity, television, golf, and whisky (though the Irish would beg to differ). Soak up tartan tradition and modern sounds and scenes. ></p> 
 <p>Hotel Florida: Suite at Marco Island 4-Diamond Resort, \$250 Off \$139</p> <p><small>Provider Name</small></p>	 <p>Cruise 5-Night Tahiti & Moorea Package w/Air & Luxury Hotel \$1,599</p> <p><small>Provider Name</small></p>	
 <p>Hotel 4-Night Bahamas Vacation w/Air & Atlantis Resort Access \$299</p> <p><small>Provider Name</small></p>	 <p>Air 6-Night, 3-City Scotland Vacation w/Air & 5-Star Hotel \$1,399</p> <p><small>Provider Name</small></p>	

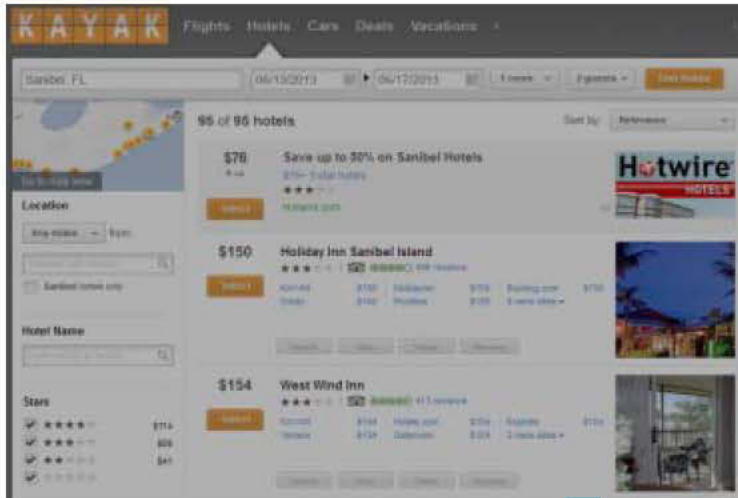
Special Offers

3 Nights at 4-Star Resort w/Air \$379

NEW DIGITAL PROGRAMS

- Cost Per Click Options within eNewsletters
- Cost Efficient
- High Reach
- FL Resident Targeting
- Proven Past Performance

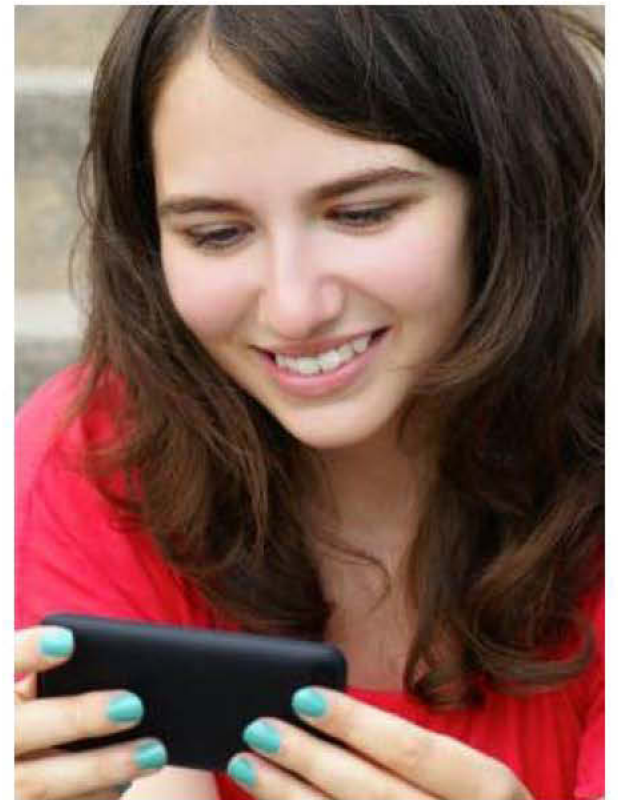
KAYAK + EXTENDED NETWORKS



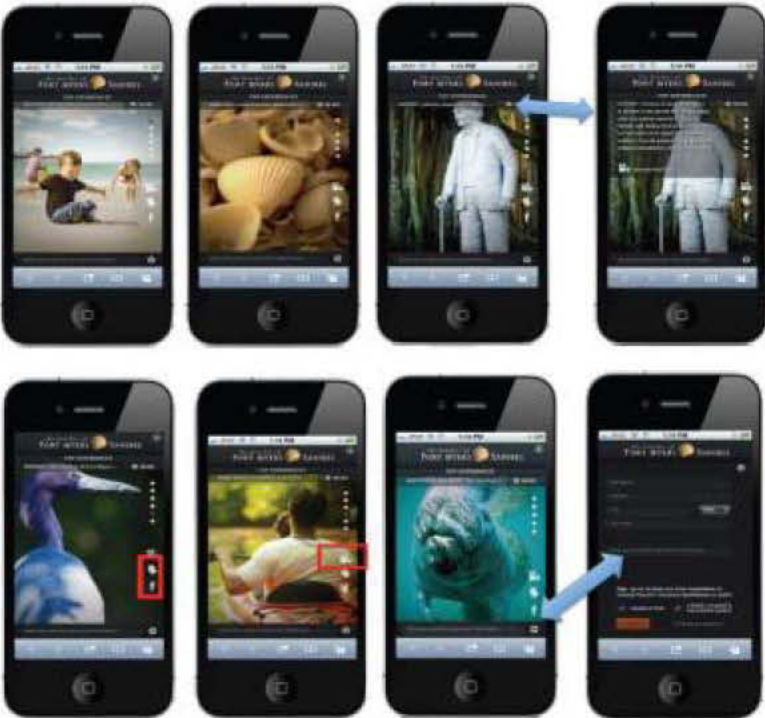
Utilizing Kayak's 1st party data to target consumers on an extended network



NEW CUSTOM AUDIENCES



MOBILE RICH MEDIA



Showcase Pictures, Deals, Offers.

1ST PARTY RETARGETING

The image illustrates first-party retargeting through two screenshots of a travel website. The left screenshot shows the homepage with a prominent banner for the "Go East! FISHIN' SWEEPSTAKES" and several smaller promotional tiles. The right screenshot shows the "Yahoo! TRAVEL" interface, where a "Go East!" ad is highlighted with a red box in the "Featured Articles" section. A large blue arrow points from the left screenshot to the right one, indicating the flow of retargeting.

Left Screenshot (Website Homepage):

- Navigation: DISCOVER, STAY, SEE & DO, EAT & DRINK, MEETINGS, TRAVEL TRADE, WEISKING, EVENTS
- Header: ENTER FOR A CHANCE TO WIN! **Go East! FISHIN' SWEEPSTAKES** SEARCH
- Content: A collage of travel-related images including a street scene, a boat, and a person fishing.
- Bottom Tiles: "FIND YOUR ISLAND SWEEPSTAKES", "VACATION FOR LESS", "EXPLORE THE MYSTERY OF SIEM REAP", "SUNDAY PLANET GUIDANCEBOOK".

Right Screenshot (Yahoo! TRAVEL):

- Navigation: Home, Travel News, Travel Guides, Book a Trip, My Travel, Visit Us Here
- Search: Search Yahoo! Travel
- Featured Article: **Siem Reap, Cambodia** (highlighted with a red box)
- Other Content: "Find your price" section, "Featured Articles" list.

B2B MEDIA



COMPREHENSIVE B2B COVERAGE

- Combining the power of well-established B2B print media with targeted digital opportunities
- Travel agents, social groups, and meetings





TRAVEL AGENTS

- *Recommend*
- *Travel Weekly*





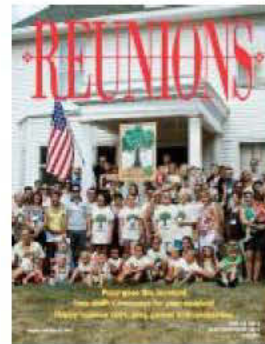
MEETINGS MARKET

- *Meetings & Conventions*
- *Meetings Focus*
- *Prevue*
- *Smart Meetings*
- *Connect*
- *FSAE*



SOCIAL GROUPS

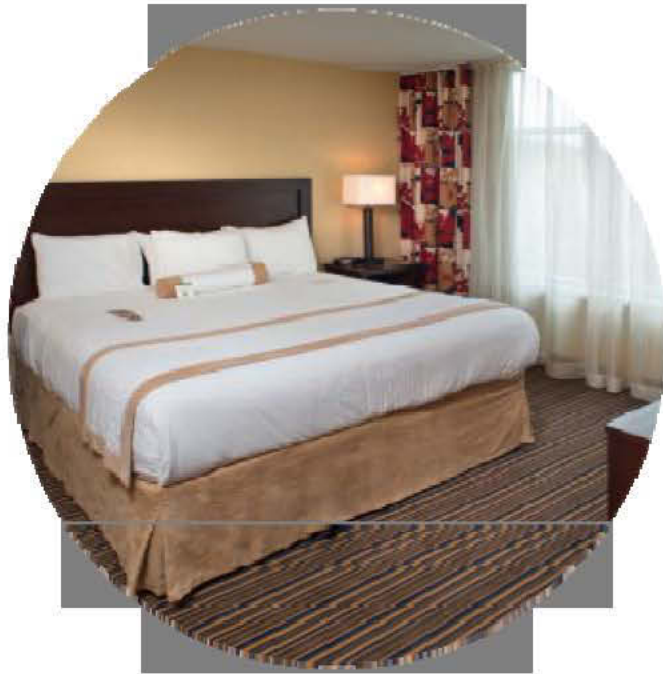
- Group Tour Magazine
 - Reaches group tour leaders (BIG, GLAMER, Bank Travel)
 - Florida editorial section
- Reunions Magazine
 - Spring Issue + Annual Workbook
 - Skyscraper Banner (Feb)



CO-OP OPTIMIZATION



IMAGE SELECTION



VS

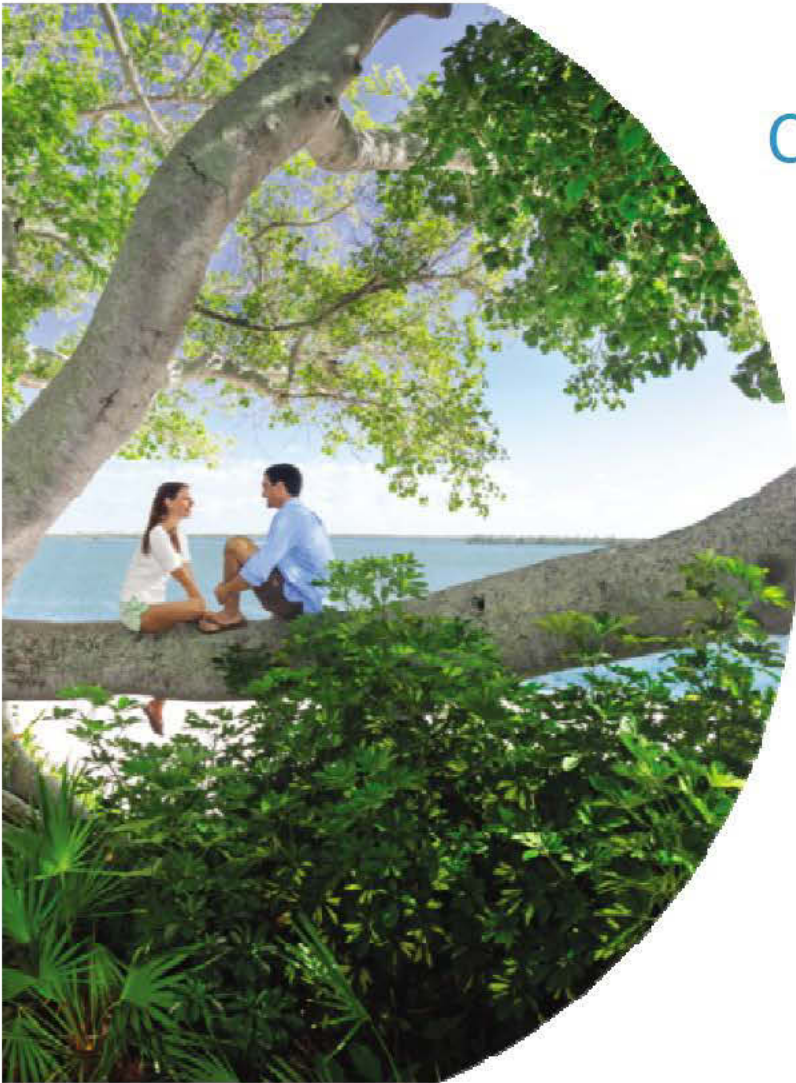


COMPELLING OFFERS

Book now and save \$250

Vs

\$109/night with a view of the
beach!



CONTINUATION



Industry Average	Campaign Average	Clicks	Media Investment
0.26%	0.15%	23	
0.02%		2	
0.04%		25	
18.77%	21.51%		
18.80%			
Campaign Average		267	\$245.00
		40	\$105.00
			\$350.00

CONVERSION TRACKING

Measure what matters
to accurately assess
ROI



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coop.leevcb.com

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Wednesday, October 22
10:00AM



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