



# EXPLORE MINNESOTA CO-OP MARKETING GOOGLE DMO PROGRAM

Provided by Miles Partnership

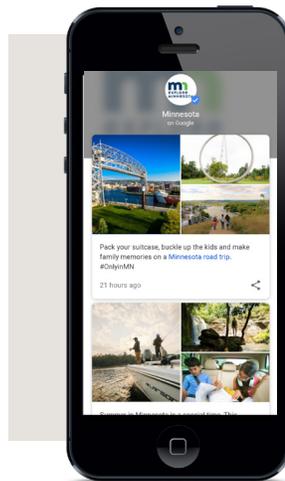


## Support Your Communities on the World's Largest Travel Planning Platform

- The Google DMO Program is a foundational initiative for DMOs. Google is **the first place travelers go** to seek out additional destination information when responding to marketing.
- A tourism business' Google profile is its **single largest source of organic exposure** for the business online. Position local businesses and points of interest to be both complete and compelling within Google's products.
- Participating destinations have their best foot forward, digitally, when travel resumes at full capacity, further **assisting in economic recovery and building consumer confidence**.

## FEATURED BENEFITS

- Extend Content Beyond Owned Channels**
- Detailed Analysis of Destination Footprint**
- Optimize Content to Improve Perception**
- Educate & Empower Your Industry**
- Facilitate Economic Recovery Locally**



Only 10 spots available!

Partner Investment: \$2,000

Reservation Deadline:  
September 15, 2020

Program Kickoff:  
Last week in September

**PROGRAM VALUE: \$7,500**  
**73 % SAVINGS!**

## PROGRAM INCLUDES:

### AUDIT

#### Comprehensive Analysis of the Destination:

- Google Travel Guide
- Google Top Things to Do
- Google Maps & Street View

#### Google Business Listing Completeness Analysis

Audit of the Google Business Profiles of up to 250 local businesses for completeness and whether they have been claimed by the owner.

### ACTIVATION

#### Google Business Listing Missing Data Submission

Submission of critical missing data edits for businesses and missing locations to improve destination representation.

#### Visual Content Review & Submission

Identifies critical missing images, flags poor images & extends the trackable reach of DMO's image library.

Uploads up to 75 DMO-owned images to locations on Google Maps

### TRAINING & SUPPORT

#### DMO Team Training

Step-by-step guidance on Google tools, best practices and use of hardware.

Includes free Google Pixel phone.

#### Local Businesses Support

Assistance to claim business profiles

Google My Business Virtual Training Workshop