



# 2020 Central Regional Marketing Program

***A partnership between Minnesota Heartland, Explore Minnesota, central region tourism organizations and businesses.***

The goal of the regional marketing program is to create awareness and visits to the Central Region through a cooperative marketing program that focuses on four different activities: fishing, golfing, arts and culture, and biking.

## 2019 CENTRAL PROGRAM RECAP

\$32,895 TOTAL INVESTED

\$495 INDIVIDUAL PARTICIPATION LEVEL

2.8 MILLION IMPRESSIONS

35,500 CLICKS

\$0.93 COST PER CLICK

### Program Components:

- Stories written by a professional writer focusing on each niche target market creating a desire to experience the activity. Stories will appear on Central section of [ExploreMinnesota.com](http://ExploreMinnesota.com).
- *Native advertising* – using the above stories to drive clicks to the Central pages. **Each participant will have a listing and link on the story page.**
- *Email Marketing* – proven results with the 2019 marketing campaign. Targeting potential customers who have interest in the activities. Links in the email will go to the associated story page. Retargeting campaign to continue to develop interest in the activity and region.

### What's in it for you?

- ❖ *Where else can you be part of \$50,000+ marketing campaign for under 500 bucks? Actual campaign amount depends on participation.*
- ❖ *Furthers your reach into new markets with partners from your region.*
- ❖ *Cost-sharing to reach those new markets.*
- ❖ *Minnesota Heartland and Explore Minnesota provide funds to partner in the program.*
- ❖ *Direct links on story pages to your web site.*
- ❖ *Buy into all three activities and receive a photo and listing/link on [ExploreCentralMinnesota.com](http://ExploreCentralMinnesota.com).*



## ➤ What is Native Advertising?

Native Advertising is strategically targeted advertising that takes on the natural appearance and function of the platform on which it is found. In layman's terms, it is advertising that camouflages itself to blend in as organic publisher content. Quality native advertising is nearly indistinguishable from the organic content, with the exception of the "sponsored" language that must appear.

Native advertising can be found on nearly any website commonly visited today. For example, if you view [Yahoo.com](http://Yahoo.com), the "sponsored" native ads begin as few as two links down on their story board.



\*copy and graphic courtesy of [Orange142.com](http://Orange142.com)

## ➤ Proven Results with Email Marketing and Retargeting

Email regional marketing targets the consumer profile by interest, geographic location, and demographics. Clicks from emails will be linked to the associated story page. A link to your website will be included on the story page.



You can review the 2019 email marketing results for Central at: [MinnesotaHeartland.com](http://MinnesotaHeartland.com).





# Participation Investments

## Fishing | Golfing

## Arts & Culture | Biking

Sign-up and membership information below. **Please respond by Friday, January 24, 2020.**  
 Activity promotions include: fishing, golfing, arts & culture, and biking. Choose the activity (ies) you want to focus on. One, two, three or all four! Your cost to participate in each promotion:

- ❖ \$495 for members of Minnesota Heartland\*\*
- ❖ \$595 for non-members
- ❖ Sign up for all four activity promotions and receive a discounted rate of \$1,400 for members/\$1,600 for non-members and a featured listing on [ExploreCentralMinnesota.com](http://ExploreCentralMinnesota.com).

To participate in this regional marketing program, the organization or tourism business must be listed in the Explore Minnesota Tourism database.

\*\* Membership is open to any tourism organization or business that does business in the Central region. Membership does not guarantee participation in this program.

**Make checks payable to: Minnesota Heartland**

**Mail your completed form with your check to:  
 Explore Minnesota  
 322 Laurel Street, Suite 32  
 Brainerd, MN 56401**

\*\*\* You will be contacted for links and other information required to activities pages once the program is confirmed.

For more information, or have questions, please contact either:  
**Nicole Lalum, Partner Relations,**  
 nicole.lalum@state.mn.us  
**Dawn Bushman, Admin Assistant,**  
 dawn.bushman@state.mn.us

Organization/Business:

Contact Person:

Street Address:

City:  State:  Zip:

Phone:  Cell:

Email:  Web Site:

Signature:

<u>Member</u>		<u>Non-Member</u>	
All Four!	\$1,400	All Four!	\$1,600
<b>Or choose individual activity promotions:</b>			
Arts & Culture	\$495	Arts & Culture	\$595
Fishing	\$495	Fishing	\$595
Biking	\$495	Biking	\$595
Golfing	\$495	Golfing	\$595

TOTAL AMOUNT ENCLOSED:

