



Explore Minnesota Online Guide Requests

LEAD GENERATION PROGRAM

HOW IT WORKS

- Available to non-profit DMO, tourism promotion agencies.
- A singular brochure/fulfillment piece must be used that directly matches with the name/title of the listing.
- Due to data privacy, leads cannot be shared with other organizations, businesses or partners.
- DMO will receive a daily report including a list of site visitors who have requested to receive your brochure by mail or access your lead report anytime.
- Site visitors will receive an email from Explore Minnesota with your custom message upon requesting your brochure. Use this opportunity to provide a short snippet of information about your destination and to set expectations about when they will receive your brochures or link directly to your digital brochure.

Contact Name:

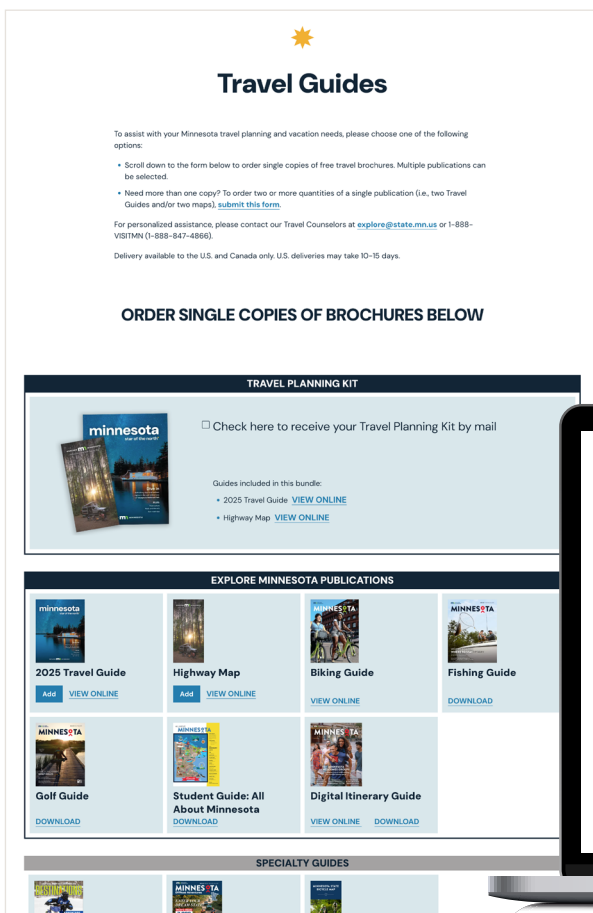
Contact Email:

Contact Phone:

Address:

Name of DMO:

Custom Contact Email Message: 200 characters (including spaces)

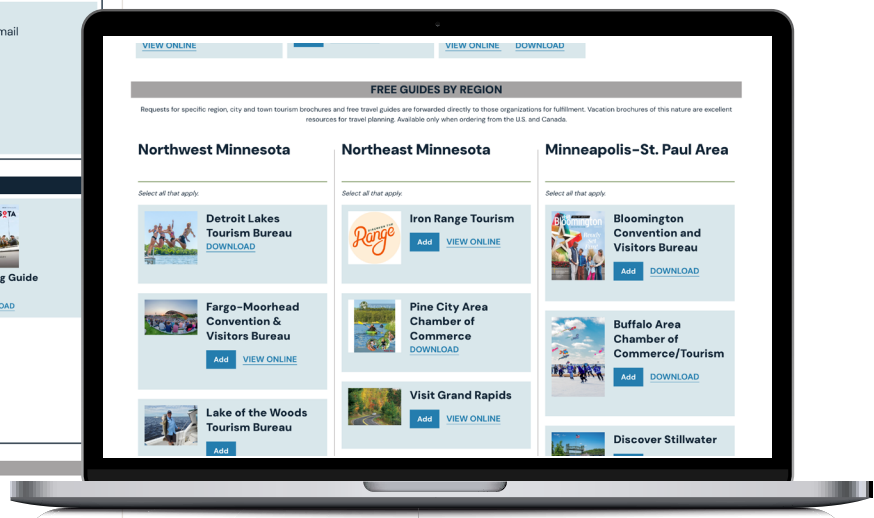


Tell the visitor when to expect your guide to arrive, and keep them engaged by telling them where they can learn more about your destination.

Photo: at least 640px wide

jpg. file format. You may choose a photo that is already associated with your listing on ExploreMinnesota.com

Photo may not be included on brochure order page.



QUESTIONS? CONTACT ALLY AT 800-683-0010 OR EMAIL
ALLY.DREES@MILESPARTNERSHIP.COM