

# Cooperative Marketing

## *Marketing Opportunities for Your Business*

Want your marketing dollars to work even harder? Double your efforts and get as much as a dollar for dollar match on select co-op opportunities.



### **Paid Social Media Campaign**

Run targeted ads on our social media profiles to get the word out (1:1 dollar match available; \$50-\$500).

### **Ad in SoIN Tourism's Monthly Newsletter**

Run an ad in our newsletter showcasing things to do. More than 15,000 subscribers with an average open rate of 50%.



### **Speak with Potential Travelers at Travel Shows**

Tell your story to these potential travelers who are looking for new experiences.

### **Direct Mail to SoIN's Targeted Lists**

Rent a mailing list from SoIN. More than 20,000 contacts interested in different experiences.



### **Cooperative Branding**

Are your employees SoIN? Purchase co-branded pins to leverage the SoIN brand for your business.

### **Up, Up and Away!**

Bring the SoIN balloon to your event/business. Weekends only; \$300 pilot fees.



See the cooperative guidelines for more details. <https://bit.ly/soincoop>

Want more information? Contact Luanne Mattson, [Luanne@GoSoIN.com](mailto:Luanne@GoSoIN.com) or Clint Bryant, [Clint@GoSoIN.com](mailto:Clint@GoSoIN.com).