

62^A ABOVE

MCCVB SEARCH CO-OP MEDIA OPPORTUNITY

2021 PAID SEARCH CO-OP OPPORTUNITY
10.5.2021



METHODOLOGY

Key focuses when considering this opportunity

- > Acknowledge value of Brand keywords (Monterey and Monterey County) and strategize an efficient approach to better serve the destination and its Partners
- > Identify desired goals and objectives
- > Align budget to seasonal performance
- > Flight campaign to align with key support time periods throughout the year
- > Demand capture strategy to monetize upper funnel efforts by all Partners
- > Drive efficiency and maximize conversion volume within given budget
- > Focus efforts on a single search platform to aggregate results and learnings
- > Seek areas to add conversion tracking
- > Collaborate with Partners on existing search strategy to offer a complimentary solution that is either more efficient or drives incremental traffic to their site
- > Define ideal user experience to generate greatest conversion rate
- > Offer opportunities for transparency to partner results/outcome

PAID SEARCH

- > Top performing channel, due to the high intent and extremely granular targeting, driving the best efficiency
- > Intend to maximize Brand efficiency which delivers extremely cost effective website traffic at high click-through rates
- > Users who proactively seek out information online do so with a Google search (92% market share)
- > Guaranteed engagement as we only pay when a user clicks on our ad
- > Would directly contribute to increasing online bookings as a demand capture vehicle for other media in market

visit monterey county

All News Images Maps Shopping More Tools

About 38,200,000 results (1.22 seconds)

Ad · <https://www.expedia.com/monterey/package>

Monterey Vacations - Monterey Tourism

Monterey Vacation Packages. Find Our Best Travel Deals and Book on Expedia. Bundle...

Weekend Getaways Find the Perfect Weekend Away Travel Beyond Your Imagination.	Last Minute Deals Expedia Last Minute Travel Deals. Book Today, Travel Tomorrow.
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Ad · <https://www.seemonterey.com/>

Grab Life By The Moments - There's Something For Everyone

Discover Everything **Monterey** Has to Offer on the Official **Visitors** Website! Discover The Undiscovered In **Monterey County**. Art, Music & Food. Beaches & More. Iconic Locations.
[Plan Your Epic Road Trip](#) · [Monterey County Beaches](#) · [Clean Lodging Commitment](#)

Ad · <https://www.canneryrow.com/visit/cannery-row>

Discover What's Waiting - Visit Cannery Row in Monterey

Experience luxurious waterfront hotels, enticing restaurants and captivating boutiques. The most popular **vacation** destination on California's Central Coast. Special offers.



MEASURING SUCCESS

> Awareness

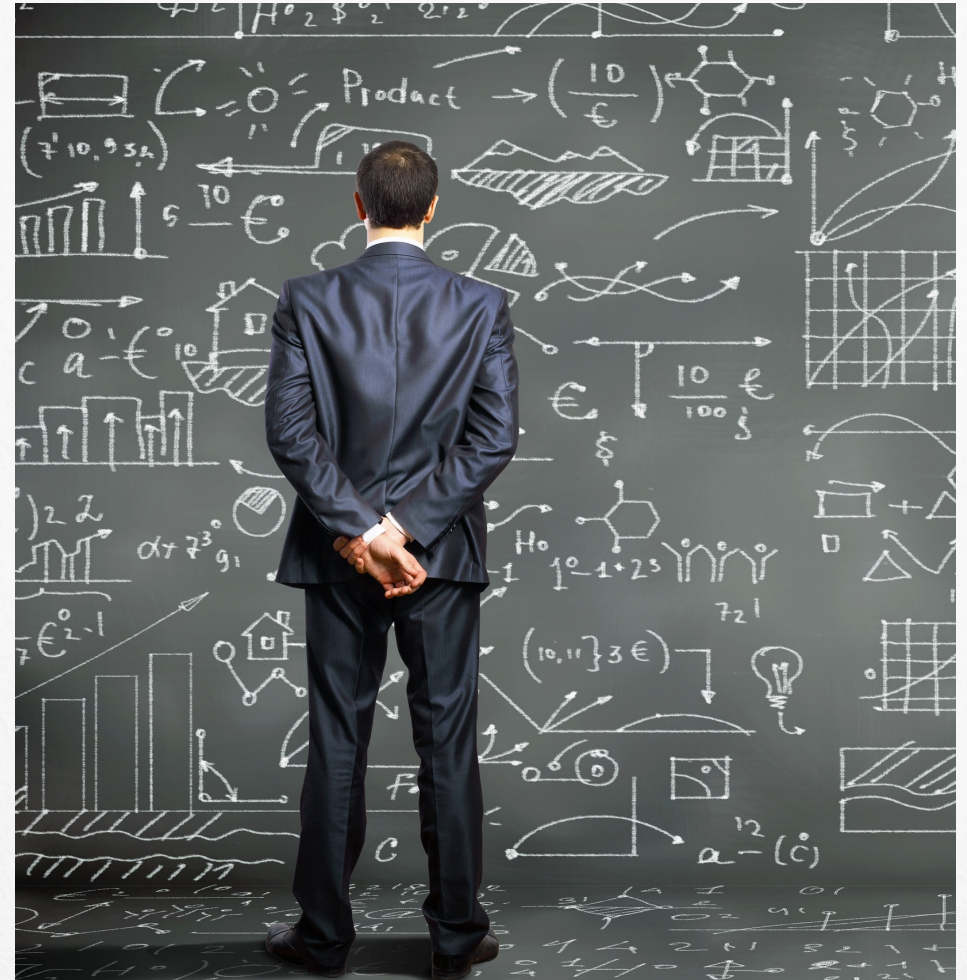
- Impressions

> Engagement

- Clicks
- Click-through Rate
- Cost per Click

> Conversion

- Partner Click-out
- Cost per Partner Click-out



OPTIMIZATION OPPORTUNITIES

Areas of consideration to strategically hone in on the efficient elements

- > Geographic Targeting
 - Identify areas of focus and confirm with partners to allow combined budgets to go further for the partners
- > Partner Competition
 - Can exclude (through negative keywords) all competing keywords by reviewing Partner keyword lists OR collaborate to confirm bid tiers on competing keywords where Partners and Co-Op are both bidding on terms but avoiding bid escalation and trying to occupy all listings
- > Audience Targeting
 - Layer on behavior and interest data to further qualify users
 - Search retargeting
- > Add ad extensions
 - Grabs more real estate and improves page rank
- > Responsive Text Ads
 - Through a library of approved text, Google can mix and match to create multiple permutations and try to craft an ad the user is most likely to engage with

LANDING PAGE SUGGESTION

Singular focus of driving partner click-outs/referrals as easily as possible

- > Answers the question, “Why are we driving users here?”
- > Goal of driving partner traffic in only 2-3 clicks for the user
- > Gated landing page with minimal exit links to drive users to click
- > Page should be separate from the rest of the domain
- > Minimize text and rely on photography to entice users to click
- > Should be a “portal” page with search filter capability so returned listings just show partner results
- > Landing page should be themed by category to align with search keyword theme, ie. lodging, shopping, dining, spa, etc.
- > Create conversion goals in Analytics tied to each partner for transparency

62 ABOVE

THANK YOU

