



NEW MEXICO  TRUE

## COOPERATIVE MARKETING PROGRAM

FY22 HIGHLIGHTS  
+ FY23 OVERVIEW

## PARTNERS LEVERAGING NEW TOOLS FOR STRONG IMPACT

### Brand Resource Hub:

*One-Stop Ad Creation, Approval, and Upload Platform*

### Co-Branded Logos:

*Custom lock-ups created on request to let your unique identity shine through*

### Social Media Content Creation:

*Social Starter and Social Amplification packages*

### User Generated Social Content:

*Images gathered by hashtags and approved for use through CrowdRiff*





## GROWING ONLINE IMPACT THROUGH NEW SOCIAL & DIGITAL OPTIONS

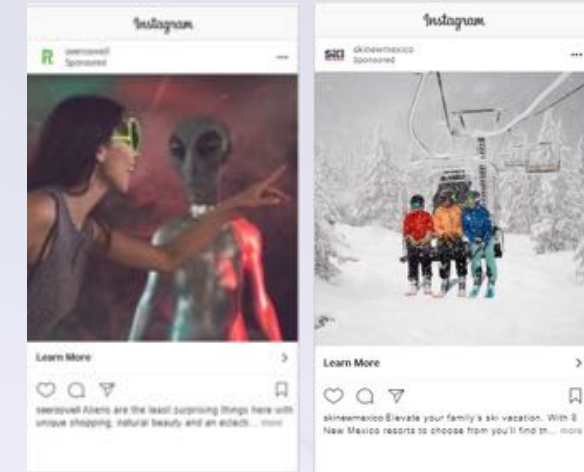
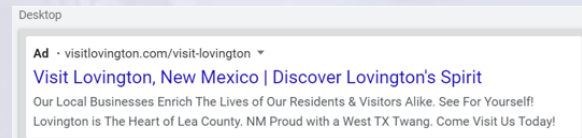
**InstaMeets:**  
*Micro-Influencer Events*

**NM Magazine Article Distribution:**  
*Digital and Social Article Amplification*

**Managed Search:**  
*GoogleAd Words SEM Campaign*

**Instagram:**  
*Static Ads*

**New Video Distribution Outlets:**  
*Facebook and YouTube*



## VISIBLE IMPACT WITH NEW REPORTING DASHBOARD

### Digital Performance Measurement: *Partner-Specific Dashboards for Comprehensive Quarterly Reporting*



### Digital Results

Top Level Metrics

Partner	Spend	Impressions	CPM	Clicks	CPC	Sessions	Cost Per Session	Video Views	Social Post Engagement	Conversions
Albuquerque	\$379,185	25,312,415	\$15.01	41,365	\$5.12	385,916	\$0.46	5,962,306	—	6
Taos	\$187,221	6,468,190	\$28.71	7,867	\$34.81	352,576	\$0.53	4,628,741	253,276	100
Las Cruces	\$72,287	5,775,657	\$12.52	5,812	\$12.44	82,351	\$0.88	355,863	—	6
Total	\$638,693	37,556,262	\$16.97	55,044	\$20.37	820,843	\$0.62	14,946,910	253,276	112

Top Level Metrics - by Week

Partner	Week	Spend	Impressions	CPM	Clicks	CPC	Sessions	Cost Per Session	Video Views	Social Post Engagement	Conversions
Albuquerque	03 Jan 2022	\$32,489	2,757,991	\$11.78	4,531	\$2.57	36,816	\$0.69	536,666	—	—
Taos	03 Jan 2022	\$7,643	265,864	\$28.71	318	\$34.81	14,820	\$0.52	196,302	—	—
Las Cruces	03 Jan 2022	\$5,278	387,351	\$13.62	206	\$25.39	3,719	\$1.42	—	—	—
Roswell	03 Jan 2022	\$5,362	150,847	\$35.25	224	\$15.68	1,754	\$2.91	—	—	143
Farmington	03 Jan 2022	\$2,406	\$4,432	\$18.33	42	\$48.81	3,379	\$0.71	—	—	—
Albuquerque	03 Jan 2022	\$1,796	171,189	\$10.34	289	\$35.61	235	\$7.39	104,991	45,642	—
Truth or Con...	03 Jan 2022	\$1,635	585,895	\$2.81	481	\$3.40	5,972	\$0.27	54,000	28,735	—
San Jose Mex...	03 Jan 2022	\$1,615	498,580	\$3.24	2,528	\$0.65	9,376	\$0.14	—	—	695
Quitova	03 Jan 2022	\$993	108,364	\$9.17	5,153	\$0.52	1,611	\$0.42	—	—	2,026
Denning	03 Jan 2022	\$776	60,178	\$12.89	389	\$32.80	2,041	\$0.38	31,332	21,624	—
Las Vegas	03 Jan 2022	\$585	532,719	\$1.10	1,362	\$0.40	2,254	\$0.27	—	—	991
Taos Ski Vall...	03 Jan 2022	\$471	1,245	\$378.27	239	\$1.57	10,295	\$0.05	—	—	—
Roswell	03 Jan 2022	\$453	1,561	\$290.09	196	\$3.31	11,091	\$0.04	—	—	—
Hobbs	03 Jan 2022	\$447	2,079	\$215.14	55	\$39.13	1,191	\$0.39	—	—	—
Tularosa	03 Jan 2022	\$432	915	\$472.44	102	\$4.64	295	\$1.48	—	—	—
Total	03 Jan 2022	\$373,276	38,651,869	\$16.96	60,576	\$20.16	603,172	\$0.62	5,175,376	511,889	—

### Conversion Information

Highlight Activity	Highlight Group	Highlight Type	Conversions	Events
New Mexico - Alamogordo - 15s TOS	Engagement - Time On Site	Secondary Event	—	—
New Mexico - Alamogordo - Download Guides	Action - Download eGuides	Primary Event	39	—
New Mexico - Alamogordo - Virtual Tour Clicks	Action - Other	Primary Event	13	—
New Mexico - Albuquerque - 15s TOS	Engagement - Time On Site	Secondary Event	—	—
New Mexico - Albuquerque - Newsletter Sign Up	Event - Sign Up (Newsletter)	Primary Event	5	5
New Mexico - Albuquerque - Order Visitor Guide	Event - Sign Up (Newsletter)	Primary Event	3	3
New Mexico - Carlsbad - 15s TOS	Engagement - Time On Site	Secondary Event	—	—
New Mexico - Cloudcroft - 15s TOS	Engagement - Time On Site	Secondary Event	—	—
Total			6,803	540

### Spend by Medium (Digital)

# **TRIPLE YOUR IMPACT**

## **2:1 Matching \$\***

**\*\$ Awards Pending Funding Outcomes of 2022 Legislative Session**



## ACHIEVE

greater media buying power by matching state dollars with your own marketing investments



## EXTEND

the power of New Mexico True with consistent brand standards and efficient production



## BENEFIT

from our commitment to meet a diverse range of goals and budgets



## GAIN

support through conscientious and expert service provided from strategy to implementation



## RECEIVE

performance reporting to measure impact, inform optimization, and summarize year-end results

✓ **FUNDING\* TO FUEL CONTINUED RECOVERY:**  
2:1 \$ Match of Your Investment

✓ **YOUR INVITATION:** ALL local and tribal governments, tourism-related IRS non-profit organizations, and attractions are invited to participate

✓ **TAILORED DESIGN:** “Smart Select” Menu custom-created based on your objectives & priorities

- Provide your input via **MANDATORY** Partner Priorities & Situation Assessment Survey



**DEADLINE FEB 7**

✓ **SIMPLE APPLICATION:** Opt-In to your Media Menu Plan (MMP) + Request any desired Flex Grants for off-menu initiatives



**DEADLINE APR 8**

✓ **\*NEW\* SMARTER DIGITAL MEDIA OPTIONS:**  
Packages allow cross-channel optimization throughout the year to maximize ROI

✓ **\*NEW\* STREAMLINED EXECUTION:**  
Time-saving approach to meeting partner goals through holistic pre-launch planning

✓ **RIGOROUS REPORTING:** New dashboard tool to demonstrate impact + enhanced, real time digital optimization

1

## PARTNER PRIORITIES & SITUATION ASSESSMENT

Share YOUR specific situation and marketing priorities  
**Survey Deadline: Feb 7**

2

## SMART SELECT MEDIA PLAN

Receive partner-specific recommended Media Menu Plan (MMP) & proposed NMTD \$ Match for your consideration, based on your unique situation & priorities: **March 1**

3

## MARKETING CONSULT

Participate in 1:1 to discuss recommended media options and get your questions answered: **Month of March**

4

## APPLICATION

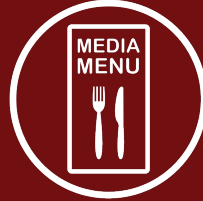
Opt-In to any or all recommended MMP menu & Request additional Flex fund to address any gaps: **Deadline April 8**



# TWO Plans to Support Your Needs

## MMP

### (MEDIA MENU PLAN)



- “Smart Select” Menu of content & media options at negotiated rates, based on unique Partner Priorities & Situation Assessment Survey
- Partner contributes only their share of \$ (1/3rd of total) prior to media launch

### **2:1 Match for ALL awarded partners\***

- **CoOp Team is responsible** for program development & negotiation, execution, trafficking creative, and performance reporting

## FLEX



### (FLEX PLAN)

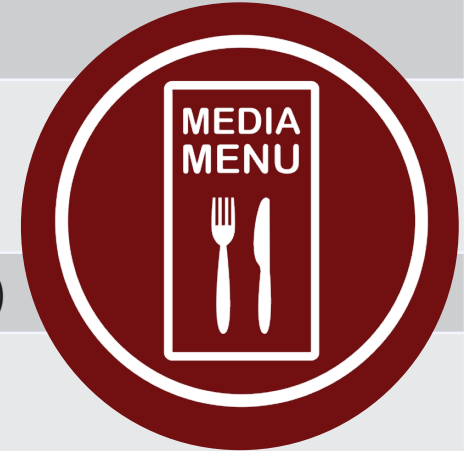


- **2:1 matching funds** for eligible off-menu marketing or media initiatives of the partner's own design
- Partner funds 100% of costs upfront, with 2/3rd cost reimbursed by NMTD after proof of placement, performance, and payment
- **Partner is responsible** for program development & negotiation, execution, trafficking creative, and performance reporting

\*Total \$ awarded pending funding outcomes of the 2022 Legislative Session



# FY23 Program Architecture – Media Menu Plan (MMP)

Eligible Entities	Tourism-related IRS non-profits + tribal and local governments
Application Process	STEP 1: Complete <a href="#">Partner Priorities &amp; Situation Assessment Survey</a> STEP 2: Review customized “Smart Select” MMP & Identify any gaps for which to request Flex Funds STEP 3: Upload Flex Requests with MMP “Smart Select” request confirmation via <a href="#">SM Apply</a>
Support Available	 “CoOp Concierge” + Marketing Planning Consultations (Schedule Your Appointment at <a href="#">NMTrueCoOp.org</a> )
Application Due Date	Partner priorities & situation assessment: Due Feb 7 MMP Selects + Flex Fund Requests: April 8 



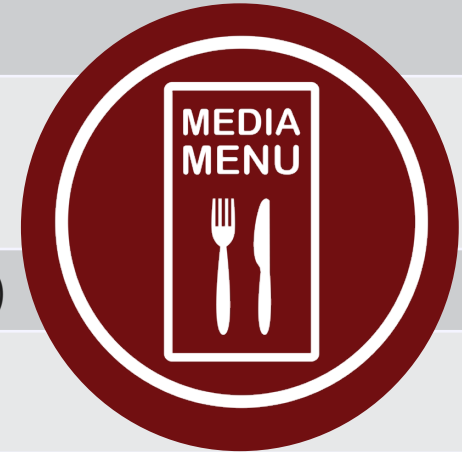
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Application Due Date	<b>Partner priorities &amp; situation assessment: Due Feb 7</b> <b>MMP Selects + Flex Fund Requests: April 8</b> 
NMTD Funding*	<b>2:1 \$ Match for ALL Partners</b> (Add locally-allocated Federal funds to Partner contribution for greater impact)
Funding Process	<ul style="list-style-type: none"><li>✓ Partner pays only Partner portion of MMP media cost (directly to NMTD or through partner’s ad agency**, if applicable)</li><li>✓ First 50% of partner payment due 7/8/22 and final 50% due 12/1/22</li><li>✓ NMTD pays vendors</li></ul>



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Execution Process	<div> <div> <p>NMTD CoOp Team provides:</p> <ul style="list-style-type: none"> <li>✓ Vendor negotiations</li> <li>✓ 1:1 Marketing Planning Consult with partners (&amp; ad agency, if applicable)</li> <li>✓ Custom production timelines &amp; instructions</li> </ul> </div> <div> <ul style="list-style-type: none"> <li>✓ Insertion orders</li> <li>✓ Creative trafficking to media vendors</li> <li>✓ Proof of placement</li> <li>✓ Reporting</li> </ul> </div> </div>
Brand Standards	<ul style="list-style-type: none"> <li>✓ <b>All creative must meet New Mexico True brand standards</b></li> <li>✓ <b>Any website URL listed in CoOp advertising must feature partner's New Mexico True logo lockup above the fold</b></li> <li>✓ <b>All creative must be reviewed &amp; approved by NMTD prior to trafficking</b></li> </ul>

## NMTD CoOp Team



- Handle media vendor Insertion Orders, Purchase Orders, and Payments.
- Supply useful tools that provide all production specs and requirements in a practical format.
- Negotiate all production timelines with vendors.
- Deliver all assets and traffic all ads to vendors.
- Manage production process on a daily basis.
- Facilitate creative approval routing process.
- Provide launch communication alerts.
- Track and optimize live media as needed.
- Collect all vendor reporting and provide comprehensive summaries.



## MMP Partner

- Remit payments on time.
- Deliver assets/creative on time & to spec.
- Respond in a timely manner to reviews and approvals.
- Complete year-end Tracking & Impact report with additional local data to complement MMP vendor reporting.



# FY23 Program Architecture – FLEX

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Support Available	 “Marketing Planning Consultations”
Application Due Date	<b>Mandatory Partner priorities &amp; situation assessment: Feb 7.</b> <b>MMP Selects + Flex Fund Requests: April 8</b> 
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# FY23 Program Architecture – FLEX

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Funding Process	<ul style="list-style-type: none"><li>✓ Partner fronts <u>100% of cost</u> to vendors</li><li>✓ NMTD reimburses awarded Flex funds to Partner after Reimbursement Request received with proof of placement, proof of payment, proof of NMTD creative approval. Reporting Required.</li></ul>



# FY23 Program Architecture – FLEX

Eligible Entities	Tourism-related IRS non-profits + tribal and local governments		
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Execution Process	<u>Partner handles:</u> <ul style="list-style-type: none"><li>✓ Vendor negotiations</li><li>✓ Insertion orders</li><li>✓ Vendor payments</li></ul>	<ul style="list-style-type: none"><li>✓ Creative trafficking to media vendors</li><li>✓ Proof of placement</li><li>✓ Reporting</li></ul>	
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## NMTD CoOp Team

- Facilitate reimbursement request process.
- Issue reimbursements per Flex award, once proof of creative approval, placement, and payment is received.



## Partner

- Negotiate programs with media vendors (estimates must be uploaded and submitted as part of CoOp application).
- Develop production timelines with vendors.
- Manage production process and secure NMTD creative approval.
- Deliver all assets and traffic ads to vendors.
- Confirm programs are live.
- Track and optimize live media as needed.
- Handle media vendor payments.
- Collect proof of placement and all vendor reporting.
- Complete Flex reimbursement within 30 days of in-market date for each initiative.
- Complete required reporting to NMTD by July 15, 2023.



## What's In (Eligible)

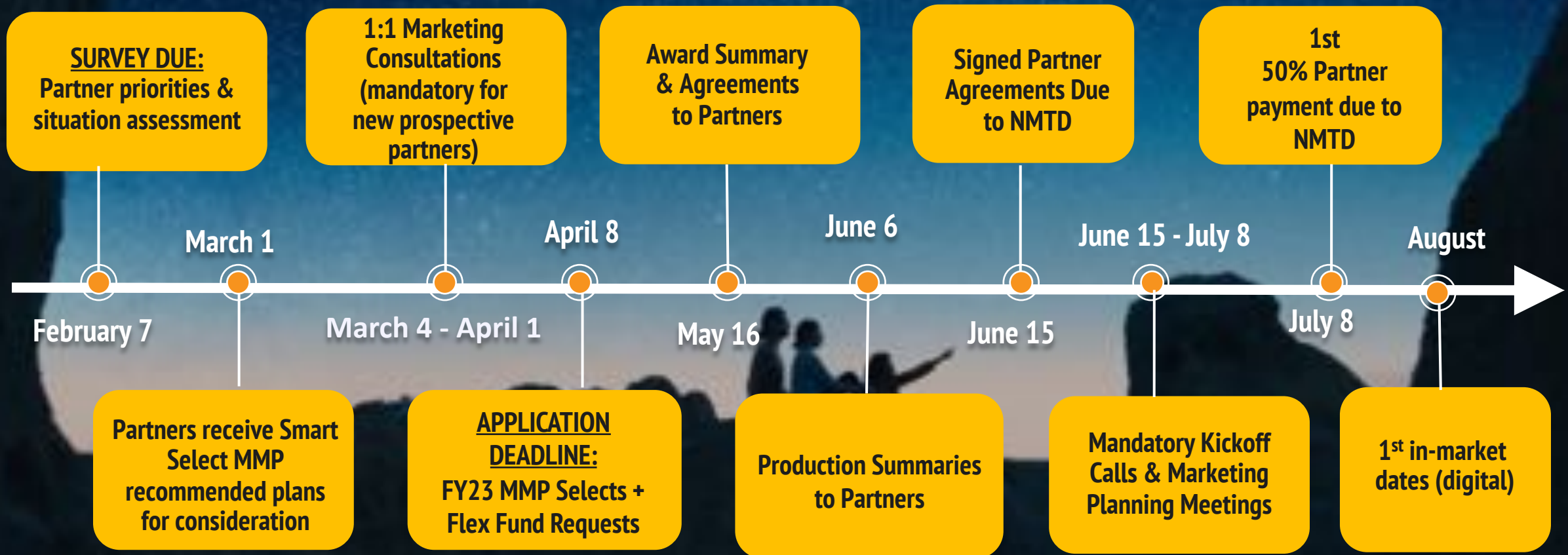
- Any media placement not specifically offered in the MMP menu
- Any media vendor of partner's choice (including MMP vendors)
- Website development/enhancement and SEO (site must meet New Mexico True guidelines)
- Tradeshow exhibits and booth rentals – signage must incorporate New Mexico True and must not be a tradeshow in which NMTD is already participating
- Meetings & Convention and Group Travel Marketing initiatives



## What's Out (Ineligible)

- Agency commissions and fees
- NM Gross Receipts Tax (GRT)
- Creative production and ad design fees
- Fulfillment costs (direct mail or collateral distribution costs)
- Earned Media/PR, including press releases & FAM tours (media events)
- Strategic planning and research
- Product development
- Office supplies
- Lobbying
- Attendance/Individual registration fees for educational conferences, trade shows, & advocacy programs
- Subscriptions and membership dues
- Travel expenses, food, and any beverages
- Purchases or rentals of equipment and supplies
- Employee salaries, personnel costs or hours; Contractor hours or consulting fees
- Infrastructure, including construction of facilities or modification of eligible historic structures

# FY23 Cooperative Marketing Program Timeline



# Contact us! Your New Mexico True CoOp Team



**Andrea  
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**Program  
Manager**

Oversees all aspects of program

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Velarde**

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grant reimbursements

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**Celia  
Garcia**

**Account  
Director**

MMP program execution  
& reporting

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## Your Partner Service Representative



Introduced once we  
receive your Partner  
Priorities & Situation  
Assessment Survey

## We are here for you!



QUESTIONS?



We look forward to our True journey

**TOGETHER**