

NEW MEXICO *True*

WELCOME TO THE WEBINAR

UPDATED Webinar Logistical Notes

- ✔ Mandatory real-time participation in this webinar as a prerequisite for Co-Op application has been **WAIVED**.
- ✔ The entire Webinar presentation will be available for download at [NMTrueCoOp.org]
- ✔ Due to the number of participants, we will take questions from the chat panel and via email after that.
 - ✔ Submit your question(s) to CoOp.Marketing@state.nm.us by EOD Thursday, April 16th
 - ✔ FAQs will be posted by EOD Friday, April 17th on [NMTrueCoOp.org]

WEBINAR CONTENT

NEW! Recovery Readiness Initiative: Google DMO Program

FY21 CoOp Overview & Improvements

NEW! Recovery Stimulus 2:1 Match Opportunities

Q & A

WEBINAR CONTENT

***NEW!* Recovery Readiness Initiative: Google DMO Program**

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Q & A

Recovery Readiness Initiative: Google DMO Program

What is it?

How will it benefit my community & support our recovery?

What's included?

How do you participate?

Recovery Readiness Initiative: Google DMO Program

What is it?

Comprehensive program **100% funded by NMTD** designed for NM Destination Marketing Organizations (DMOs) including non-profits and local governments

Expert help for your destination to **improve, document and expand** your market's digital readiness within Google's products.

4-6 week service for implementation starting **May 2020**



Recovery Readiness Initiative: Google DMO Program

How will it benefit our community & support our recovery?

Proactive efforts now will put your destination's best foot forward when we re-open to visitors

Up-to-date profiles are:

2.7X more likely to be considered reputable.¹

70% more likely to attract location visits.¹

50% more likely to lead to a purchase.¹



Bradbury Science Museum

4.5 ★★★★★ (130)

Museum

OVERVIEW

REVIEWS

PHOTOS

ABOUT



DIRECTIONS



CALL



SAVE



SHARE PLACE

Verify info with this place

Hours or services may differ due to COVID-19

Educational science spot with 35 hands-on exhibits from natural defense to nuclear bombs. >



1350 Central Ave. Los Alamos, NM 87544

Recovery Readiness Initiative: Google DMO Program

What's included?



Destination Audit



Analysis of your destination's digital footprint including Google Travel Guide, Things to Do, Google Maps, & Top Sights



Google Business Listing Completeness Analysis + Update data and images via Local Guides account



Tokens for unverified businesses, Google My Business Check-Up Tool + access to online Local Marketing Academy for tourism businesses



Instruction on tools & resources, detailed action plan & dedicated Google Pixel phone



Activation & Clean-Up



Community Support & Training

Recovery Readiness Initiative: Google DMO Program

How do you participate?

- ✓ [Register](#) at NMTrueCoOp.org & upload list of up to 200 businesses
- ✓ Prioritize time for checkpoint meetings over 4-6 weeks after kick off
 - ✓ Kick off Webinar: 30 min
 - ✓ One-on-one call: 30 min
 - ✓ Audit Review & Activation Discussion: 1 hr
 - ✓ Staff Training Webinar: 1.5 hrs
 - ✓ One-on-one call: 30 min
- ✓ Secure up to 75 high-quality photos
(DMO must own full rights)

**REGISTRATION
DEADLINE**

APRIL 30



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CoOp Basics

✓ WHO can participate?

- ✓ Local governments, i.e. counties and municipalities
- ✓ Tribal governments
- ✓ Tourism-related non-profit organizations (industry associations, chambers of commerce, etc.)
- ✓ Private, for-profit businesses when collaborating with one of the above entities and contributing up to 50% investment (hotels, attractions, restaurants, etc.)
- ✓ Applications must originate from the eligible entity (collaborators welcome)

✓ WHAT can I advertise?

- ✓ Destinations ✓ Events
- ✓ Attractions ✓ Anything that will attract visitors your way!

✓ WHERE can I advertise?

- ✓ Any market 60+ miles away from your destination
- ✓ Any media channel or publisher of your choice



**GET FULL PROGRAM
DETAILS HERE!**

WHAT'S NEW to support your recovery?

2:1 Match Recovery Stimulus Options

- Media Menu Program (MMP) Digital Packages
- Flex: SEO/SEM initiatives now eligible for 2:1 Match



Extended Timelines

- Application Due Date now May 22
- Fall/Winter MMP Partner Payments delayed to August 1
(Spring/Summer Partner Payments remain due December 1)



NEW 2:1 MATCH MMP options specifically designed for recovery

TURNKEY TACTICS enable quick response in market with little to no production budget

FOCUSED ON FORMATS that allow for longer copy or more specific conversion-based messaging. Makes it ideal to showcase deals with public/private partnerships (hotels, restaurants and events)

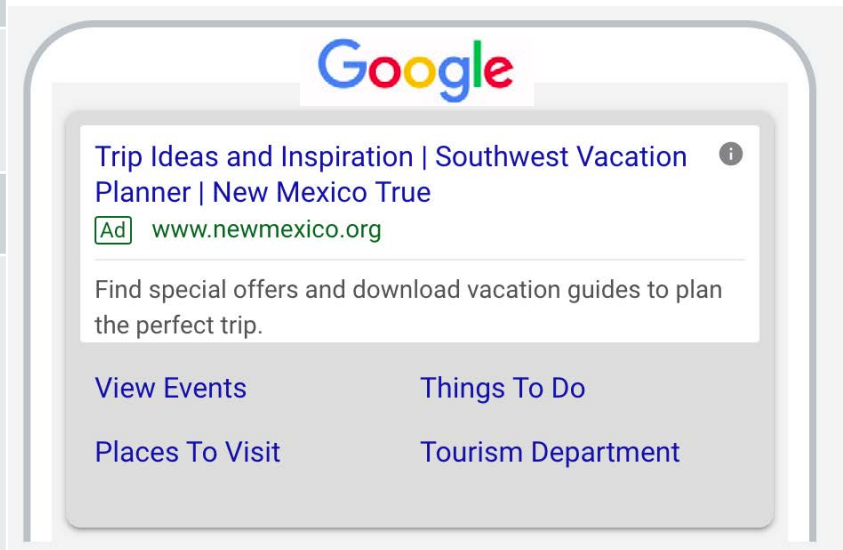
RESPONSE DRIVEN MEDIA

Across search, social, display and e-blasts, we'll reach in-market consumers across a variety of tactics that are focused on delivering engagement, clicks and responses.



***SPECIAL 2:1 MATCH* RECOVERY STIMULUS PACKAGE 1: Managed Search**




Run Date Options:	Three month Run Dates Sept 2020-Aug 2021. (Indicate Fall/Winter and/or Spring/Summer, with specific month(s) to be requested at later date based on your recovery stimulus needs)
Ad Placement & Deliverables:	SEM campaign, Access to travel audience data (requires opt-in to NMTD funded Google DMO program in Apr 2020)
KPI:	CTR
Placement	<ul style="list-style-type: none">• Google Adwords SEM campaign• Boosted performance and efficiency with ADARA audience data search enhancement to find the most likely travelers• Executed and managed for you <i>(If you want to use existing resources to manage search, apply for a 2:1 Match FLEX award for SEO/SEM)</i>
Targeting:	From application: Geo, Behavioral and Psychographic
Exposure	8,000 total clicks to website
Partner Cost:	\$5,900 (MATCHED 2:1 BY NMTD: TOTAL VALUE = \$17,700)



CONVERSION

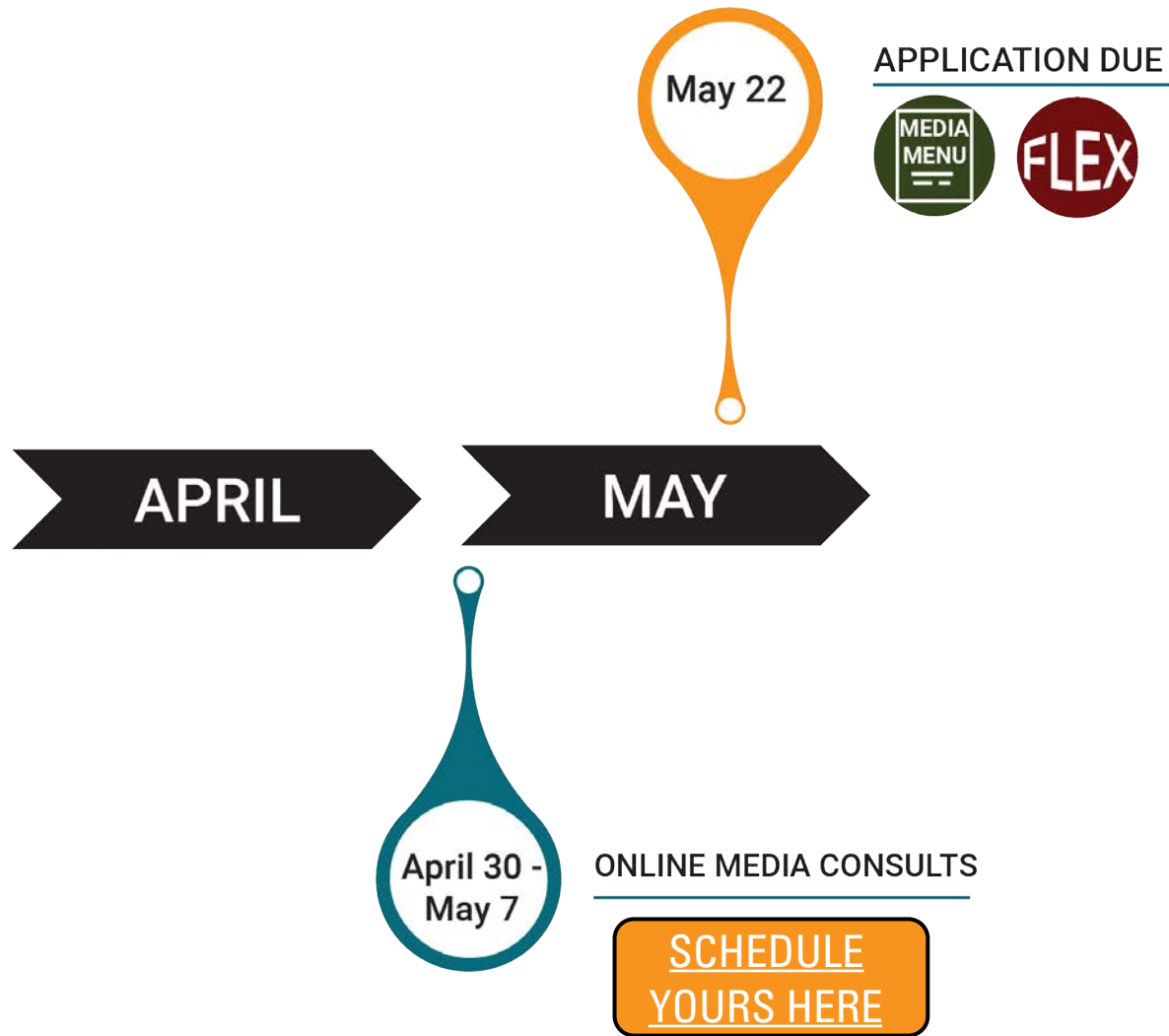


SPECIAL 2:1 MATCH RECOVERY STIMULUS PACKAGE 2: Social/Digital

Run Date Options:	One Month Run Dates Sept 2020-Aug 2021, Multiple opt-ins allowed. (Indicate Fall/Winter and/or Spring/Summer, with specific month(s) to be requested at later date based on your recovery stimulus needs)		
Ad Placement & Deliverables:	Various, per Bronze, Silver, Gold Opt-In descriptions below		
KPI:	Impressions and CTR		
Package Options	 BRONZE	 SILVER	 GOLD
Placement	<ul style="list-style-type: none"> Facebook Carousel Ad featuring up to 5 points of interest (POIs) or events ADARA prospecting & retargeting banners 	<ul style="list-style-type: none"> Facebook Carousel Ad featuring up to 5 POIs, plus Instagram ADARA prospecting & retargeting banners TripAdvisor display campaign 	<ul style="list-style-type: none"> Facebook Carousel Ad featuring up to 5 POIs, plus Instagram ADARA prospecting & retargeting banners TripAdvisor display campaign Custom Email e-blast
Targeting:	<p>Facebook: Up to 3 Geos, Visit NM FB Followers, Look Alike Audiences, Site Retargeting</p> <p>ADARA: Reaching those likely to be interested/convert on your page (Prospecting) + Reaching those who have already engaged to push to trip conversion (Retargeting)</p> <p>TripAdvisor: New Mexico Destination Content, Retargeting New Mexico Searchers on TripAdvisor (for Destinations) or New Mexico Things to Do & Destination Content (for Attractions/Events)</p> <p>Custom Email: Top priority Geographic, Psychographic, Demographic markets per Partner Application</p>		
Exposure	1.8K Clicks, 500K imps	2.7K clicks, 860K imps	5.4K clicks, 1.79 imps
Partner Cost:	\$1,500 (MATCHED 2:1 TOTAL VALUE = \$4,500)	\$3,500 (MATCHED 2:1 TOTAL VALUE = \$10,500)	\$8,000 (MATCHED 2:1 TOTAL VALUE = \$24,000)



UPDATED Timeline: April - May

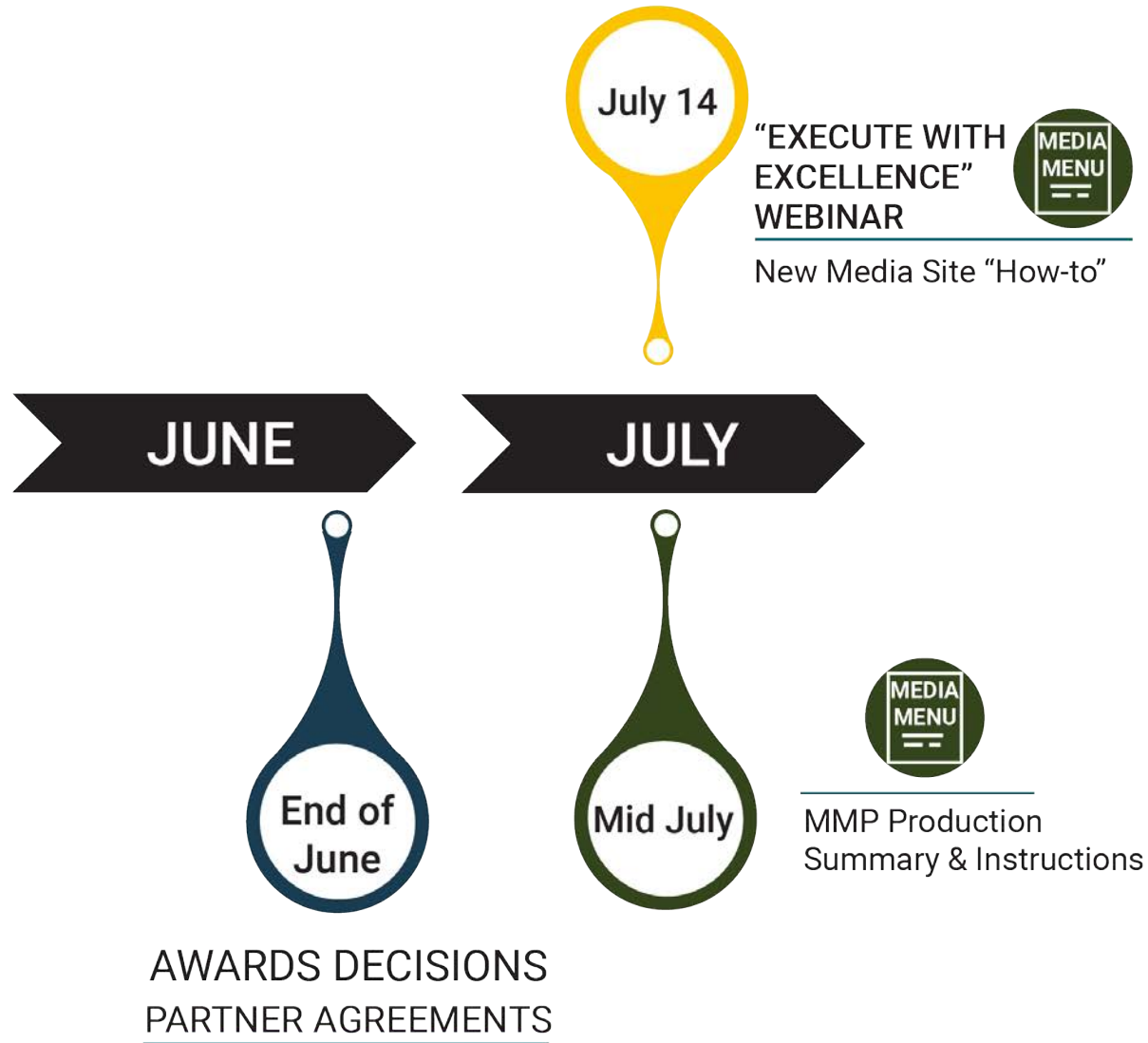


Start Planning Now!

- ✓ Talk to your community
- ✓ Partner with Tourism Related Private Businesses
- ✓ Never Participated? Contact Us
- ✓ Build a draft plan & schedule your media consult

NMTrueCoOp.org

UPDATED What's Happening: June - July

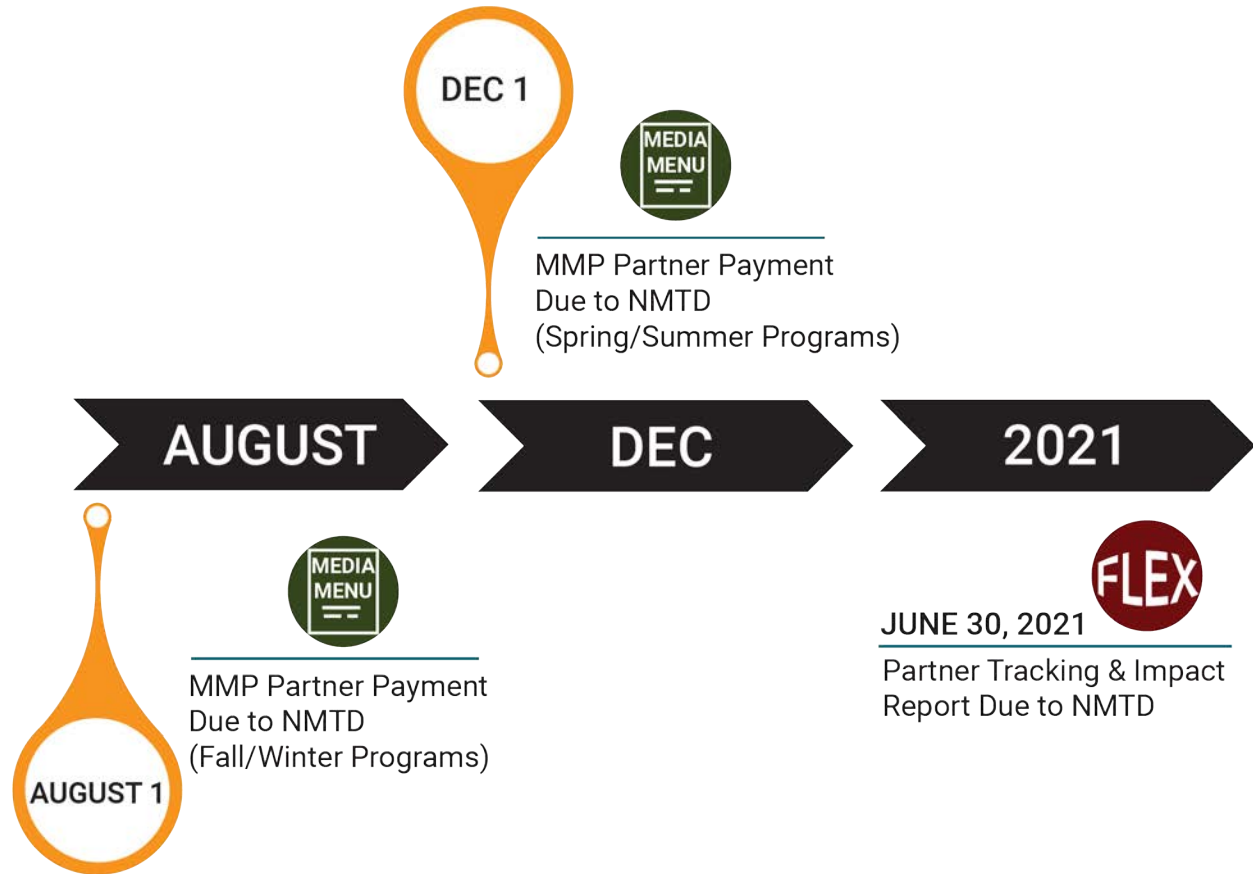


✓ End of June: Award Decisions & Partner Agreements

✓ July 14: Execute with Excellence Webinar

AWARDS DECISIONS
PARTNER AGREEMENTS

UPDATED Looking Ahead: August and Beyond



- ✓ August 1: MMP Partner Payment Due Fall/Winter
- ✓ December 1: MMP Partner Payment Due Spring/Summer
- ✓ June 30, 2021: Partner Tracking & Impact Report

Where can I get more information?

Visit NMTrueCoOp.org

- ✓ Google DMO Recovery Readiness (Register by 4/30)
- ✓ Updated FY21 CoOp Program (Apply by 5/22)
 - Updated Opt-In Workbook with 2:1 Match options
 - Updated Webinar Deck & Media One Pagers
 - Updated Timelines



Schedule a Virtual Consult with the CoOp Team

- [Media Consult](#) for expert guidance of selecting media options to best fit your objectives & budget
- [CoOp Concierge Appointment](#) for Technical Support with Opt-In workbook



Save the Date

- Execute with Excellence Webinar **July 14, 2020** featuring NEW Media Site how-to



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Q & A

We are here to answer your questions!



Erin Ladd
Marketing Director



Andrea Lawrence
Program Manager



Brandy Velarde
Financial Specialist



Katie Olivey
Brand Strategist



Cimin Ahmadi Cohen
Media Director



Celia Garcia
Account Manager



Erika Yocom
CoOp Concierge

THANK YOU!

