

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Marketing Webinar Series:
Cooperative Marketing

Cooperative Marketing Program

Visit Williamsburg isn't just our name—it's our goal. By leveraging the success of the destination marketing organization's (DMO) campaign, we're consistently building the region's image by driving visitation and bolstering our economy.

The DMO's cooperative marketing program allows participants to double the impact of their marketing investment with a 1:1 match. Choose from four leading travel and tourism digital media partners, TripAdvisor, Adara, Sojern, and VistaGraphics.

Program Goals

- Increase destination visitation and overnight stays
- Amplify with a consistent brand presence
- Extend partner advertising budgets to maximize share of voice

Cooperative Marketing Program

\$107,000+

In matching funds provided to participants since 2021

How the Co-op Program Works

Visit Williamsburg Provides:

1:1 match on
media investment

Creative template
for digital ad units

Local Partner Provides:

Media investment
of \$2,500–\$25,000

Final creative files per
media vendor's specifications

Media Vendor Provides:

Custom advertising packages based
on multiple investment levels

Performance reporting

Invoice management
(automatically split between
partner and Visit Williamsburg)

Who Can Participate?

You! Any tourism-related business, association, government entity, or organization physically located within the City of Williamsburg, James City County, or York County can participate.

Participating businesses must offer tourism services including: attractions, activities, tours, dining, brick-and-mortar retail shops, or accommodations.



How Do I Qualify?

To qualify for investment match, ad creative must utilize supplied digital advertising templates, Visit Williamsburg logo, your own logo and imagery

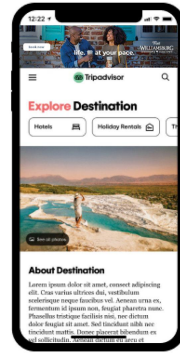
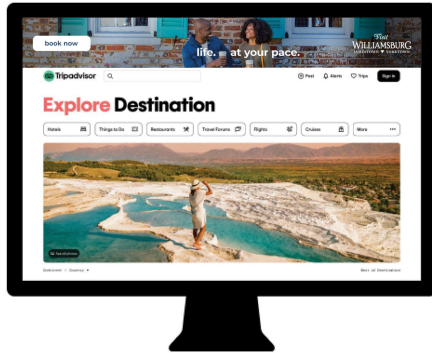
Ad units must drive to the business listing on visitwilliamsburg.com or its' own website, provided that a pixel can be placed for tracking purposes.



Channel Overview

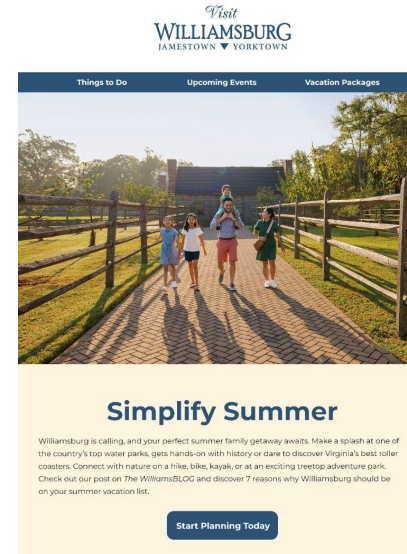
Display

- Digital ads of varying sizes that can be clicked on
- Oftentimes targeted at certain users who exhibit qualities desired by a marketer, (e.g. showing the intention to travel)
- Can also be served across a specific websites, that are part of a consumer's journey to booking



Email

- Created and deployed by vendors that have access to curated lists of email addresses.
- Designed and built in HTML allowing businesses to deliver content to a targeted list of consumers.



TripAdvisor

Who are they?

As the **leading network for travel planning**, they are able to reach consumers at multiple touch-points during their trip planning journey via display ad units, and can also extend reach to partner sites and social channels.

What kind of audience can they reach?

Consumers searching for travel options and living in regional drive markets.

Where do my ads run?

Display ads run within the TripAdvisor site.



Investment Tiers

Partner Investment	DMO Match	Total Value
\$2,500	\$2,500	\$7,500
\$5,000	\$5,000	\$15,000
\$10,000	\$10,000	\$30,000
\$25,000	\$25,000	\$75,000

Adara

Who are they?

Having first-party data relationships with some of the largest travel brands (inclusive of airlines & hotels) they are able to cover ample audiences and segments with strong travel tendencies.

What kind of audience can they reach?

Families and couples who are in the market for travel based on their online searching behaviors and searchers in real time for travel in competing destinations.

Where do my ads run?

Display ads run across a network of websites and are served based on target audience.



Investment Tiers

Partner Investment	DMO Match	Total Value
\$5,000	\$5,000	\$10,000
\$10,000	\$10,000	\$20,000

Sojern

Who are they?

Having first-party data relationships with some of the largest travel brands (inclusive of airlines & hotels) they are able to cover ample audiences and segments with strong travel tendencies.

What kind of audience can they reach?

Families and couples who are in the market for travel based on their online searching behaviors and searchers in real time for travel in competing destinations.

Where do my ads run?

Display ads run across a network of websites and are served based on target audience.



Investment Tiers

Partner Investment	DMO Match	Total Value
\$1,500	\$1,500	\$4,500
\$7,500	\$7,500	\$22,500
\$15,000	\$15,000	\$45,000

VistaGraphics, Inc.

Who are they?

Email Marketing Partner based in Virginia that allows for multiple points of engagement with audiences through opt-in, compliant dedicated email program.

What kind of audience can they reach?

Consumers who have a HHI of \$150K+, live within the key drive markets and have interests in History, Theme Parks, Golf, Domestic Travel, Family Vacations.

Where do my ads run?





Promotional email drops to targeted database.



Investment Tiers

Partner Investment	DMO Match	Total Value
\$5,000	\$5,000	\$10,000
\$10,000	\$10,000	\$20,000
\$15,000	\$15,000	\$30,000
\$25,000	\$25,000	\$50,000

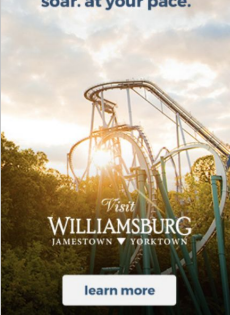
Media Partner Overview

Who Are They?	What Kind of Audience Can They Reach?	Where Do My Ads Run?
 <p>As the leading network for travel planning, they are able to reach consumers at multiple touch-points during their trip planning journey via display ad units, and can also extend reach to partner sites and social channels.</p>	<p>Consumers searching for travel options and living in regional drive markets.</p>	<p>Display ads run within the TripAdvisor site.</p>
 <p>Having first-party data relationships with some of the largest travel brands (inclusive of airlines & hotels) they are able to cover ample audiences and segments with strong travel tendencies.</p>	<p>Families and couples who are in the market for travel based on their online searching behaviors and searchers in real time for travel in competing destinations.</p>	<p>Display ads run across a network of websites and are served based on target audience.</p>
 <p>Having first-party data relationships with some of the largest travel brands (inclusive of airlines & hotels) they are able to cover ample audiences and segments with strong travel tendencies.</p>	<p>Families and couples who are in the market for travel based on their online searching behaviors and searchers in real time for travel in competing destinations.</p>	<p>Display ads run across a network of websites and are served based on target audience.</p>
 <p>Email Marketing Partner based on Virginia that allows for multiple points of engagement with audiences through opt-in, compliant dedicated email program.</p>	<p>Consumers who have a HHI of \$150K+, live within the key drive markets and have interests in History, Theme Parks, Golf, Domestic Travel, Family Vacations.</p>	<p>Promotional email drops to targeted database.</p>

Sample Ads

PARTNER LOGO

soar. at your pace.



Visit
WILLIAMSBURG
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[learn more](#)

PARTNER LOGO

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discover. at your pace.



[learn more](#)

Display

WILLIAMSBURG
CAMPGROUND

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN



Camp. at your pace.

You'll love relaxing with family and friends in the great outdoors at this beautiful wooded campground! Enjoy amenities like the heated pool, splash pad, two new Jumping Pillows, Grassy Park, geocaching, gem mining, and 9-hole disc golf course. Stay in a fully furnished Deluxe Cabin with a full bathroom, kitchenette, designer beds, linens, and TV for an upscale camping experience. For a more rustic feel, try a Camping Cabin with electricity, beds, A/C, and heat. Park your RV at a Deluxe Patio RV Site with outdoor furniture for family time around the campfire. Colonial Williamsburg, Bushy Gardens, Water Country USA, Jamestown Settlements, and American Revolution Museum are just minutes away for easy family outings. Experience special themed weekends and fun events in season. Come celebrate 50 years of great camping memories! You'll have an amazing time! Reserve now at williamsburgcampground.com or call us at (757) 565-2907 | 1-(855)-881-1733.

[reserve now](#)

WILLIAMSBURG
CAMPGROUND

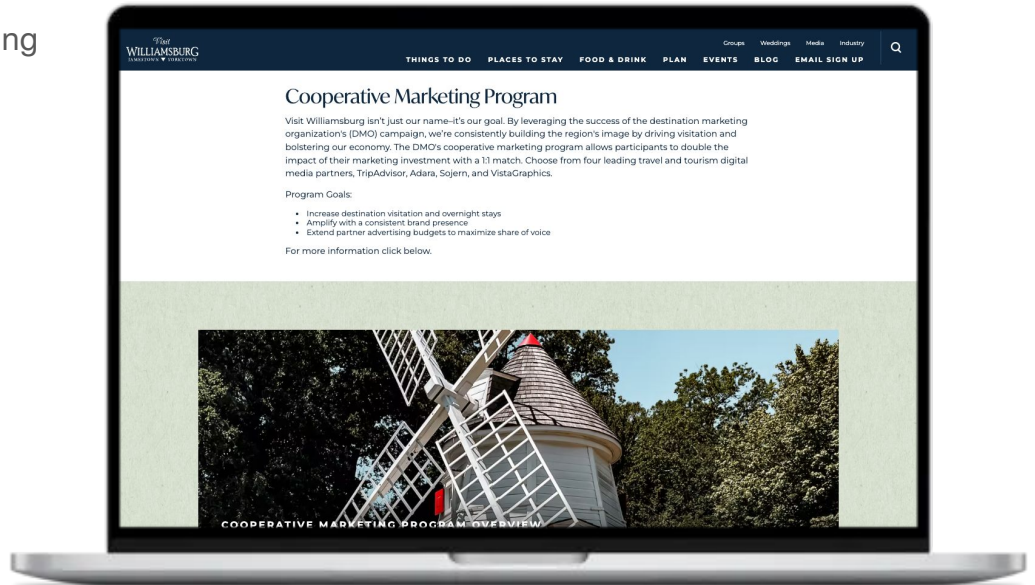
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Email

Where to Start

To learn more about the cooperative marketing program and find contact information for partner vendors visit the Industry section of visitwilliamsburg.com

OR scan the QR code below.



Thank you.

Please contact Jennifer Case (jennifer.case@visitwilliamsburg.com)
with any questions.

Participation

Who Can Participate?

You! Any tourism-related business, association, government entity, or organization physically located within the City of Williamsburg, James City County, or York County can participate.

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