

FY2026 WYOMING OFFICE OF TOURISM WYOMING CO-OP OPPORTUNITIES



JULY 1, 2025–SEPTEMBER 30, 2026

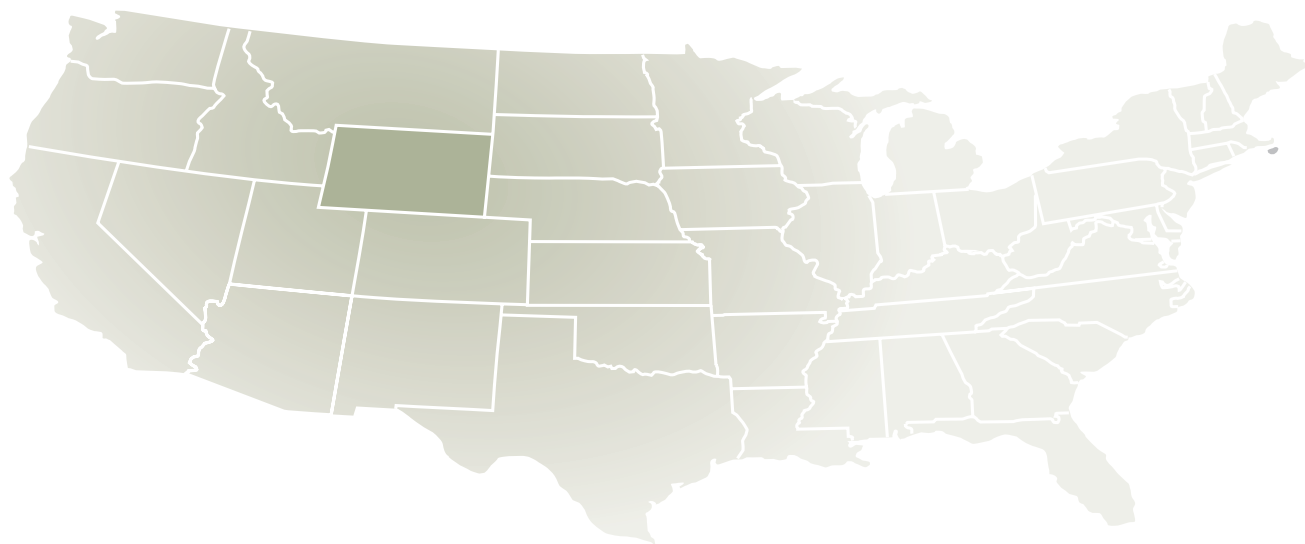
AUDIENCES

Active Recreationalists, Sightseeing Adventurers, and Cultural Explorers

MARKETS SELECTION

- » **National** (intended specifically for SEM)
- » **Primary markets:** Salt Lake City, UT; Denver, CO; Phoenix, AZ; Dallas, TX
- » **Secondary markets:** Los Angeles, CA; Chicago, IL; Rapid City, SD; Billings, MT; Idaho Falls, ID
- » **Partner/regional markets:** Customized based on individual partner's current marketing efforts and key markets

**PREFERRED
SIGN-UP DATE
DEC. 31, 2025**



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INNOVATIVE TACTICS

These tactics serve as the cornerstone of digital marketing endeavors. They provide an excellent starting point for Tier 1 partners initiating their marketing efforts, offering a solid foundation to establish their online presence and engage with their audience. While Tier 1 partners may initially benefit the most from these tactics, it's important to note that they are designed to be effective for partners at any level.

RECOMMENDED: Tier 1

SEM - NEAR ME

Introducing SEM Near Me, a targeted Search Engine Marketing solution tailored for local travel businesses. Utilizing local search, it connects you with nearby travelers in real-time, driving foot traffic to your destination. With a pay-per-click model, you only invest when potential customers engage, ensuring cost-effectiveness and maximizing return on investment. Reach eager tourists efficiently and guide them to your doorstep with SEM Near Me.”

SEM - NEAR ME	BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE
Campaign Flight Minimum	2 months	3 months	6 months
Deliverable	1,900+ clicks	3,000+ clicks	6,900 clicks
Total Value	\$2,500	\$4,000	\$9,000
Wyoming Match	\$1,250	\$2,000	\$4,500
PARTNER PRICE	\$1,250	\$2,000	\$4,500



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RECOMMENDED: Tier 1

YOUTUBE VIDEO DISTRIBUTION

Google Video Advertising presents several advantages, including the ability to convey messages visually, engage audiences through dynamic content, and leverage the popularity of YouTube. With extensive reach and targeting options, advertisers can connect with their audience effectively, driving brand awareness and engagement through a powerful visual medium. Additionally, the flexibility in ad formats and measurement tools enhances the effectiveness of video advertising campaigns on the Google platform.

Spots should be less than 1 minute in length.

GOOGLE VIDEO	BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE	PLATINUM PACKAGE
Campaign Flight Minimum	1 month	3 months	6 month	9 months
Deliverable	14,000+ views	28,000+ views	64,000+ views	96,000+ views
Total Value	\$2,000	\$4,000	\$9,000	\$13,500
Wyoming Match	\$1,000	\$2,000	\$4,500	\$6,750
PARTNER PRICE	\$1,000	\$2,000	\$4,500	\$6,750



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INTERMEDIATE TACTICS

These tactics serve as the cornerstone of digital marketing endeavors. They provide an excellent starting point for Tier 2 partners initiating their marketing efforts, offering a solid foundation to establish their online presence and engage with their audience. While Tier 2 partners may initially benefit the most from these tactics, it's important to note that they are designed to be effective for partners at any level.

RECOMMENDED: Tier 2 and Above

SEARCH ENGINE MARKETING (CPC)

Google SEM offers wide reach, targeted advertising, a PPC model for cost-effective engagement, quick results, measurable performance through analytics, real-time flexibility in budget and targeting, increased brand visibility, and parallel benefits with SEO. This makes it a potent tool for digital marketing.

BENEFITS

- Wide Reach
- Targeted Advertising
- Pay-per-Click (PPC) Model
- Quick Results
- Measurable Performance
- Flexibility
- Brand Visibility
- Complementary with SEO

SEARCH ENGINE MARKETING	BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE	PLATINUM PACKAGE
Campaign Flight Minimum	3 months	6 months	9 months	12 months
Deliverable	5,333+ clicks	8,000+ clicks	16,667+ clicks	32,200+ clicks
Total Value	\$8,000	\$12,000	\$25,000	\$32,000
Wyoming Match	\$4,000	\$6,000	\$12,500	\$16,000
PARTNER PRICE	\$4,000	\$6,000	\$12,500	\$16,000



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RECOMMENDED: Tier 2 and Above

META REMARKETING (CPC)

The advantages of Meta Remarketing include the ability to reconnect with users who have previously interacted with a brand on the Meta platform. By leveraging user data and behavior, advertisers can deliver targeted and personalized ads, increasing the likelihood of re-engagement and conversions. This strategic approach enhances the overall effectiveness of remarketing efforts on the Meta platform.

META REMARKETING	BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE	PLATINUM PACKAGE
Campaign Flight Minimum	3 months	6 months	9 months	12 months
Deliverable	3,800+ clicks	8,500+ clicks	12,800+ clicks	15,200+ clicks
Total Value	\$4,000	\$9,000	\$13,500	\$16,000
Wyoming Match	\$2,000	\$4,500	\$6,750	\$8,000
PARTNER PRICE	\$2,000	\$4,500	\$6,750	\$8,000



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FOUNDATIONAL TACTICS

Tier 3 opportunities are tailored for seasoned DMOs seeking to refine their destination’s marketing strategies with advanced tactics. Participants at this level should possess a solid grasp of foundational and intermediate tactics. If your team is already implementing successful marketing campaigns or collaborating with external partners, Tier 3 offers advanced strategies to further enhance your destination’s visibility and engagement. Explore Tier 3 to discover how you can fine-tune your marketing approach and achieve even greater impact in promoting your destination.

RECOMMENDED: Tier 3 and Above

SEO & CONTENT OPTIMIZATION

Search engine optimization (SEO), is the foundation to every website, and should be the foundation to every good marketing plan. SEO is often undervalued and misinterpreted simply as a suggestions tool to move pages slightly higher in search results. In reality, it is a treasure trove of data and information that can help website owners both keep track of their own site, as well as provide key insights into the performance of competitors. Before you spend money driving paid media to your website, it is critical to ensure that you have a good handle on your SEO efforts.

SEO & CONTENT OPTIMIZATION	BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE
Monthly Technical Support for Keyword Optimizations	X	X	X
Technical Audit	X	X	X
Content Audit		X	X
Monthly Content Support inclusive of monthly content briefs		(1 brief per month)	(3 briefs per month)
Competitive Analysis		X	X
Quarterly Strategy Deep Dive		X	X
*Estimated Monthly Hours	14	19	30
Reporting Cadence	Automated Monthly	Virtual Monthly	Virtual Monthly
Total Value	\$6,000 per quarter	\$8,000 per quarter	\$12,000 per quarter
Wyoming Match	\$3,000 per quarter	\$4,000 per quarter	\$6,000 per quarter
PARTNER PRICE	\$3,000 per quarter	\$4,000 per quarter	\$6,000 per quarter



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RECOMMENDED: Tier 3 and Above

META PROSPECTING (CPC)

The advantage of Meta Prospecting lies in its capability to leverage user data from the Meta platform, enabling advertisers to target and reach a highly specific audience based on their interests, behaviors, and demographics. This precise targeting enhances the effectiveness of ad campaigns, increasing the likelihood of engaging the right audience and driving conversions.

META PROSPECTING	BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE	PLATINUM PACKAGE
Campaign Flight Minimum	3 months	6 months	9 months	12 months
Deliverable	4,400+ clicks	10,000+ clicks	15,000+ clicks	17,700+ clicks
Total Value	\$4,000	\$9,000	\$13,500	\$16,000
Wyoming Match	\$2,000	\$4,500	\$6,750	\$8,000
PARTNER PRICE	\$2,000	\$4,500	\$6,750	\$8,000



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RECOMMENDED: Tier 3 and Above

AZIRA STANDARD DISPLAY - NEW + ATTRIBUTION

Azira specializes in mobile-first, location-based advertising, utilizing device IDs to deliver highly targeted campaigns. By aggregating opt-in location data from mobile devices, Azira enables advertisers to reach audiences based on real-world behaviors and movement patterns. The platform also offers real-world attribution by tracking whether users who were served ads later visited your destination or point of interest. Attribution included on all campaigns.



AZIRA STANDARD DISPLAY	BRONZE PACKAGE	SILVER PACKAGE
Campaign Flight Minimum	3 months	6 months
Deliverable	640k+ impressions	1.2m+ impressions
Total Value	\$8,000	\$15,000
Wyoming Match	\$4,000	\$7,500
PARTNER PRICE	\$4,000	\$7,500



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SUPPORT TACTICS Available to all tiers

CONTENT DEVELOPMENT	BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE
Deliverable	<p>Short-form content:</p> <ul style="list-style-type: none"> • Less than 1,000 words • Three total pieces • Short-form article • Email copy • Campaign landing page article • Custom social post <p>All content pieces are researched and produced with SEO best practices and strategy in mind.</p> <p><i>Posts to be cross-promoted on Wyoming Office of Tourism's social page with client tagged.</i></p>	<p>Long-form content:</p> <ul style="list-style-type: none"> • More than 1,000 words • Three total pieces • Evergreen/Primary landing page/article • Detailed blog post • Long-format articles <p>All content pieces are researched and produced with SEO best practices and strategy in mind.</p> <p><i>Posts to be cross-promoted on Wyoming Office of Tourism's social page with client tagged.</i></p>	<p>Long-form content:</p> <ul style="list-style-type: none"> • More than 1,000 words • Content contributors may be freelance writers or regional influencers • Three total pieces • Evergreen/Primary landing page/article • Detailed blog post • Long form articles • Supporting photography assets for web usage <p>All content pieces are researched and produced with SEO best practices and strategy in mind.</p> <p><i>Posts to be cross-promoted on Wyoming Office of Tourism's social page with client tagged</i></p>
Total Value	\$2,550	\$6,000	\$10,000
Wyoming Match	\$1,275	\$3,000	\$5,000
PARTNER PRICE	\$1,275	\$3,000	\$5,000



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