



South Dakota

À LA CARTE MARKETING OPTIONS



Every year, we invite visitors from across the country and around the world to experience the Great Faces and Great Places of South Dakota.

In order to attract more guests to our communities and businesses, we've created a new cooperative marketing program using a more individualized approach. This new approach leverages our efforts, making new opportunities available for all, across a multitude of channels. The following pages provide an overview of the cooperative marketing tactics that will allow you to enhance your current marketing efforts.

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À LA CARTE

Communities and businesses alike can bolster their current marketing efforts by choosing from the following advertising elements. Consider your community's or business's marketing budget and goals, then select the tactics which best address your needs.

In addition to your selections, you'll gain access to media partners, advanced technology and audience

targeting through South Dakota Department of Tourism partnerships as well as creative concepts and production paid for by the South Dakota Department of Tourism.

If you have questions about the À La Carte program or simply want to read more about the tactics included in this book, head to **SDVisit.com**.



**DIRECT
MAIL**



Through the use of targeted lists, direct mail pieces effectively reach target audiences in their home.

Great Getaways
Direct Mail Co-op
 \$750

Primary Audience
 Families and Wanderers

Markets
 Chicago, Minneapolis,
 Denver, Omaha*

Available Spots
 Peak (54), Shoulder (48)

Timeframe
 Spring 2019, Fall 2019

Unit
 TBD

Quantity
 TBD

Est. Impressions
 TBD

Direct Mail Standard Piece
 \$10,000

Primary Audience
 Choice of One

Markets
 Choice of One

Available Spots
 Peak (1)

Unit
 4 Panel Roll-Fold

Quantity
 30,000-35,000

Est. Impressions
 105,000

* Markets subject to change in Shoulder 2019



MAGAZINE CO-OPS



Allows partners to gain exposure in national publications with preference given to partners on a first come, first served basis.

Peak Magazine Co-op

\$2,500

Publications

Choice of Family Circle, Parents, Midwest Living, Real Simple, or HGTV Magazine

Markets

CO, IA, IL, KS, MN, MO, MT, NE, ND, SD, WI & WY

Available Spots

6 Per Publication

Timeframe

Spring 2019

Unit

Eight Page Booklet with Partner Feature

Circulation

Varies by Publication

Est. Impressions

Varies by Publication

Group Tours Magazine Co-op

\$2,100

Primary Audience

Group Tour Operators

Publications

Group Travel Leader, NTA Courier, Destinations ABA

Markets

National

Available Spots

12

Timeframe

Winter 2019

Unit

TBD; Partner Feature in All

Circulation

32,500

Est. Impressions

73,600



CONTENT MARKETING



Influencer marketing and content partnerships deliver your digital message to connected, targeted audiences.

Influencer Marketing

\$3,000

Paid influencers share the message of your brand in an authentic way to reach consumers, while allowing for a brand to showcase itself through various forms of content such as blogs, photos, videos, and social content.

Primary Audience

Choice of One

Standard Elements

Blog Post, Social Posts, Full Image Rights

Available Spots

Peak (1), Shoulder (1)

Content Partnership - Native Content

\$3,000

Placement including two long form articles and photos targeting interest and behavioral based targeting through native advertising.

Primary Audience

Choice of One

Markets

Choice of Two

Available Spots

Peak (2), Shoulder (1)

Est. Impressions

TBD

Content Partnership - Video Content

\$6,750

Video content collected to develop :60, :30, and :15 video to be utilized for media placement through native, programmatic, and social video.

Primary Audience

Choice of One

Markets

Choice of Two

Available Spots

Peak (3)

Est. Impressions

TBD

Digital Media Reporting

One end of campaign report including all digital media paid performance metrics.



EMAIL MARKETING



Through the creation of a custom segment of the Travelsmart email list, a unique eCRM message can be tailored to your community or business.

Custom Segment

\$2,500

Get your own dedicated email sent to your choice of primary audience based on the South Dakota Department of Tourism’s email database.

Primary Audience

Choice of Outdoor Adventure, National & State Parks, Camping, Road Trip

List Size

12,000 minimum

Open Rate

Approx. 20-25%

Markets

National

Opens

2,400-3,000

Available Spots

Peak (3), Shoulder (2)

Monthly Featured Section

\$500/ad

Secure a dedicated section in the South Dakota Department of Tourism’s Travelsmart email.

Primary Audience

Travelsmart Email Subscribers

List Size

600,000

Markets

National

Open Rate

Approx. 20%

Available Spots

Peak (6), Shoulder (6)

Opens

120,000

Email Reporting South Dakota Tourism to provide email stats after send.



South Dakota