

A composite image featuring a steel truss bridge over a river, a Native American figure in traditional regalia, and two people on a small boat. The bridge is a large steel truss structure spanning a river. In the foreground, two people are standing on a small boat on the water. A large, semi-transparent image of a Native American figure in traditional regalia, including a feathered headdress and beaded jewelry, is overlaid on the right side of the image. The text "COMMUNITY COOPERATIVE MARKETING PROGRAM" is written in bold, white, sans-serif capital letters on the left side. The "South Dakota" logo is in the bottom left corner.

# COMMUNITY COOPERATIVE MARKETING PROGRAM

*South Dakota*



Every year, we invite visitors from across the country and around the world to experience the Great Faces and Great Places of South Dakota, utilizing various programs and partnerships to do so effectively. It takes teamwork, and our tiered cooperative marketing program shows how powerful it can be. By leveraging Travel South Dakota's efforts with those of our other partners, we can build cohesive, cost-efficient and strategic marketing campaigns that maximize our reach.

Regardless of your marketing budget and goals, you will likely find a tier that works for you. And no matter what level you choose, the elements included in each will help you effectively promote your community to hundreds of thousands of potential visitors in key target markets through advanced audience targeting and award-winning ad creative. Together, we can elevate the brand awareness of South Dakota, and of the state's great communities and regions.

## CONTACT

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## STRATEGY

Utilize Travel South Dakota's advanced technology, audience targeting and first-rate media partners to create a cohesive strategy that makes marketing dollars go further.

Create a plan to assist with budget planning.

Create transparency for all cooperative partners' media tactics, markets and plans, which in turn assists communities, businesses and attractions to supplement and support these efforts.

Access to travel industry experts and industry knowledge, advanced technology and audience targeting, first-rate media partners, and award-winning creative development.



## MATERIALS

Determine key points to help tell your story.

Establish primary goals to determine clear calls-to-action.

Media efforts to direct audiences to community website.

Co-brand campaign elements with community logo and the Travel South Dakota logo.





## MEDIA PLACEMENT

Establish unified goals and objectives for consistent tracking and metrics.

Gain access to media partners, advanced custom programs and technology through Travel South Dakota partnership.

Create media efficiencies resulting in lower cost-per-impressions and further impact in target markets.

Freedom to execute additional efforts outside of the partnership.



## CREATIVE

Campaign concepting and planning paid for by Travel South Dakota.

Imagery tailored to each partner as directed by Travel South Dakota.

Creative production efficiencies and flexible approval timelines.

Award-winning creative development.



## REPORTING

Receive ongoing access to a real-time campaign dashboard, which includes all paid media performance metrics. A full campaign report will be provided at the end of the campaign.



A night-time photograph of Mount Rushmore National Memorial. The four presidential faces are illuminated against the dark rock. Above the monument, a massive display of fireworks bursts in the sky, with long, vibrant streaks of purple, pink, and green light trailing upwards. The scene is festive and celebratory.

# TIER 1

**\$100,000 –  
\$125,000**  
Budget

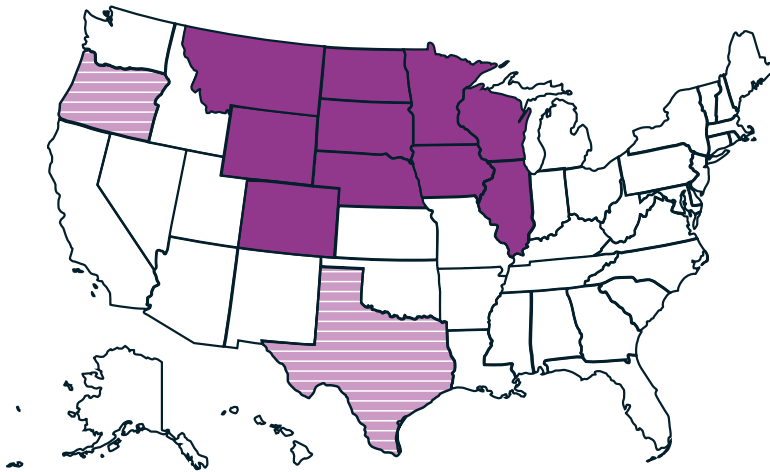
**6–7.5 Million**  
Impressions

**6 Month**  
Campaign  
Duration

**3 Audience**  
Groups

PEAK: FEBRUARY – JULY // SHOULDER: AUGUST – JANUARY

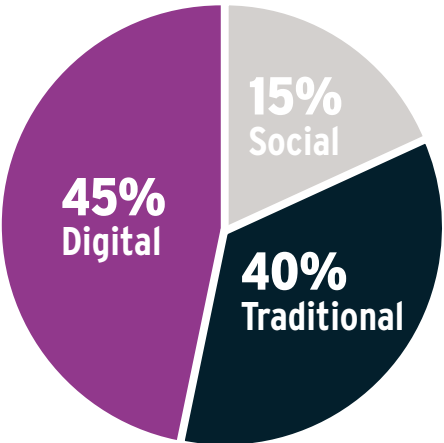




# MARKET OBJECTIVES

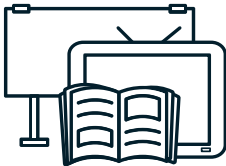
- Support growth markets
- Support regional efforts
- Test emerging markets
- Provide presence in South Dakota
- Tourism established markets

**6** Digital/Social Markets      **3** Traditional Markets      **1** Potential Test Market



# DIGITAL CHANNELS

- Alternative/Connected TV
- Digital Amplification
- Display
- Website Retargeting
- Digital Audio/Podcasts
- Digital Video
- Online Travel Agency (OTA)
- Digital Placement
- Rich Media
- Paid Search
- Social
- Targeted Emails



# TRADITIONAL CHANNELS

- Broadcast TV (3 Weeks)
- Cable TV (6 Weeks)
- Regional/Local Print (2 Insertions)
- Outdoor/Out-of-Home (8 Weeks)
- Radio (4 Weeks)

Your plan may include any combination of the channels listed here. Visit [SDVisit.com](https://www.sdvisit.com) for more information on channels.





# **TIER 2**

**\$65,000 –  
\$100,000**  
Budget

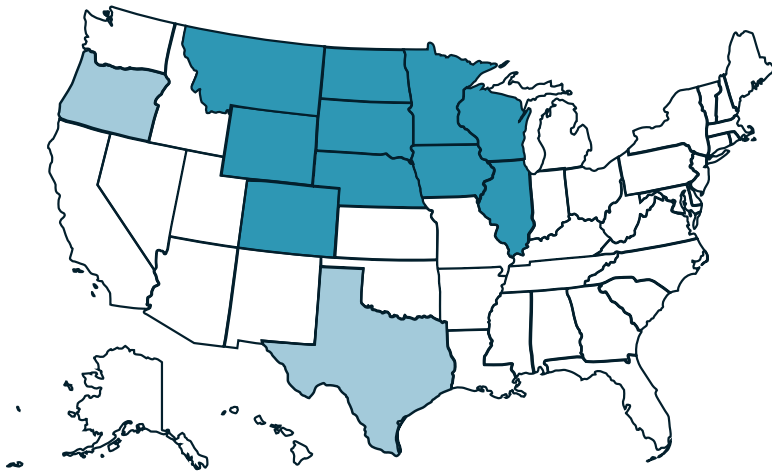
**4 – 6.5 Million**  
Impressions

**6 Month**  
Campaign  
Duration

**2 – 3 Audience**  
Groups

PEAK: FEBRUARY – JULY // SHOULDER: AUGUST – JANUARY





# MARKET OBJECTIVES

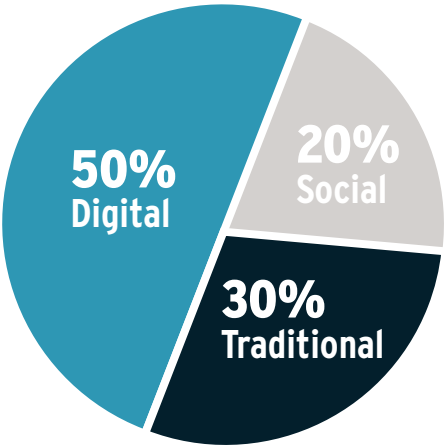
Support regional efforts  
Test emerging markets

Provide presence in South Dakota  
Tourism established markets

**4-5** Digital/Social  
Markets

**2** Traditional  
Markets

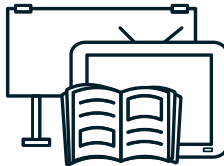
**1** Potential Test  
Market



# DIGITAL CHANNELS

Alternative/Connected TV  
Digital Amplification  
Display  
Website Retargeting  
Digital Audio/Podcasts  
Digital Video

Online Travel Agency (OTA)  
Digital Placement  
Rich Media  
Paid Search  
Social  
Targeted Emails



# TRADITIONAL CHANNELS

Cable TV (4 Weeks)  
Regional/Local Print (1 Insertion)

Outdoor/Out-of-Home (8 Weeks)  
Radio (4 Weeks)

Your plan may include any combination of the channels listed here. Visit [SDVisit.com](https://www.sdvisit.com) for more information on channels.



An aerial photograph of a large, winding lake with a small waterfall cascading into it. The lake is surrounded by dense green forest. In the foreground, there is a grassy peninsula with scattered trees. The water is a deep blue-green color.

# **TIER 3**

**\$40,000 –  
\$65,000**  
Budget

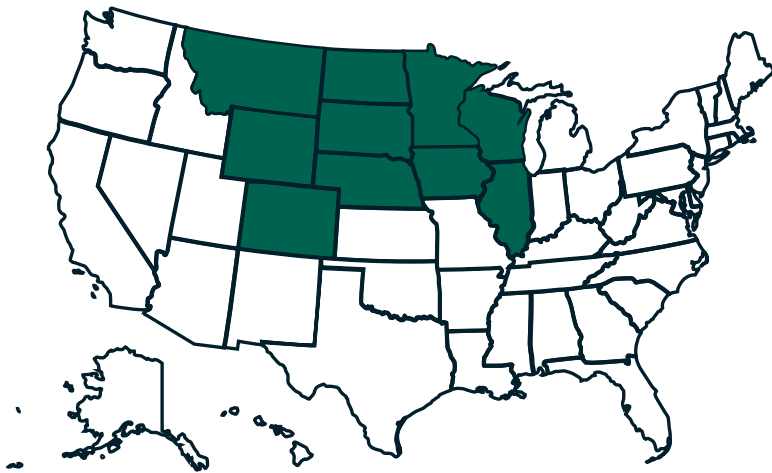
**2.5 – 5 Million**  
Impressions

**6 Month**  
Campaign  
Duration

**2 Audience**  
Groups

PEAK: FEBRUARY – JULY // SHOULDER: AUGUST – JANUARY

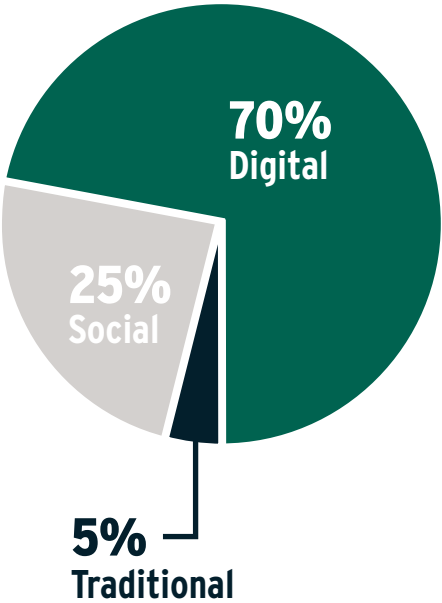




# MARKET OBJECTIVES

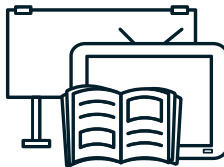
Support regional efforts

**3-4** Digital/Social Markets      **1** Traditional Market



# DIGITAL CHANNELS

- |                        |  |
|------------------------|--|
| Display                | OTA Digital Placement (Online Travel Agency) |
| Website Retargeting    | Rich Media                                   |
| Digital Video          | Paid Search                                  |
| Digital Audio/Podcasts | Social                                       |
| Digital Amplification  |  |



# TRADITIONAL CHANNELS

- |                                    |                               |
|------------------------------------|-------------------------------|
| Regional/Local Print (1 Insertion) | Outdoor/Out-of-Home (4 Weeks) |
|------------------------------------|-------------------------------|

Your plan may include any combination of the channels listed here. Visit [SDVisit.com](https://www.sdvist.com) for more information on channels.





# GLOSSARY

## **Alternative Television**

Time shifted TV and increased trends in cable cutting make alternative TV more attractive. Digitally placed videos of :15 and :30 seconds get your message where target markets watch.

## **Broadcast Television**

Broadcast TV is effective at reaching a large audience with a high inspirational message. Efforts are bought by market with specific programming selected based on the target audience(s).

## **Cable Television**

Reaches a large number of views and assists in extending the reach of broadcast television by utilizing high viewership programs and using high inspiration brand messaging to trigger users to learn more about South Dakota as a vacation destination.

## **Connected Television**

Capitalizing on the evolving TV landscape with video placement on apps accessible through connected TV devices – such as smart TVs, Apple TV, Roku, Amazon Fire, Google Chromecast and gaming consoles – allows users to be reached across all channels.

## **Digital Amplification**

Allows the identification of users who have been exposed to traditional advertising by retargeting them with digital display and pre-roll videos, keeping the brand top of mind while ensuring its message is prominent across all channels.

## **Display**

Makes users aware of the brand and its message while they are browsing content on webpages by utilizing banners containing interactive imagery or animations, and then brings them to a specific landing page.



**Website Retargeting**

Serves personalized and relevant messages to all website visitors based on the information they consume on a specific website and activates users to take a specific action, such as downloading a Visitor Guide.

**Campaign Reporting**

Receive ongoing access to a real-time campaign dashboard, which includes all paid media performance metrics.

**Digital Radio**

As more people are utilizing online streaming services, such as Spotify and Pandora, online radio brings additional awareness and other benefits similar to that of traditional radio.

**Digital Video**

Reach users across all devices with online video formats such as standard :15 or :30 spots, 360-degree video, social spots (:06), interactive video and virtual reality video units.

**Outdoor**

Effectively reaches large masses of people by utilizing static and digital billboards with a high frequency message users see throughout their daily routine.

**Out of Home**

Reaches target audiences in unexpected ways as they go through their daily routine with efforts that include but are not limited to mall/skyway/airport advertising, branded bikes, etc.

**Podcasts**

Live host-read commercial messaging woven into the content of national-level podcasts which are selected based on content and interests of target audiences.

**Radio**

Delivers your ad to a captive audience while targeting listeners based on age and gender demographics, effectively building frequency amongst a broad audience.

**Rich Media Display**

Reach users in various stages of their planning process with an endless variety of targeting and units, all of which provide a high level of engagement to learn about and interact with a brand.

**Paid Search**

Provides the ability to control your message, offer and timing to users across all devices and drive meaningful traffic to your website through trackable, actionable text ads served to users actively searching online when planning their vacation.

**Social Media**

Paid and organic social efforts on platforms such as Facebook, Instagram, Pinterest and Twitter engage and inspire users through imagery and video, while retargeting messaging activates users to take a specific action like downloading a Visitor Guide.





*South Dakota*