



IntelliQuest



TOUR



TEXAS

Native Texan Campaign

According to AdWeek, third-party sources garner more attention to and respect for your content. For decades, TourTexas.com has been a trusted third-party source to millions of Texas travelers. Now we are taking it a step further in our “Native Texan” campaign, which utilizes our authority as a travel resource and the power of native and social promotion to complement your digital marketing efforts.

NATIVE TEXAN CAMPAIGNS INCLUDE:

- 👉 Guaranteed Clicks
- 🌐 Exposure on Premium Publisher sites
- 👍 Social promotion
- ★ Expanded visibility on the TourTexas.com homepage (for new content)
- 📖 Inclusion in the TourTexas.com Articles library (for new content)
- 📍 Reader access to all YOUR points of engagement: Brochures, Videos, Facebook, Pinterest, Twitter, Instagram, Newsletter sign-up, Website, App Download, Booking, Ticket Purchasing, Content Pages

What are my options?

CAMPAIGN A: \$7050

Guaranteed 3,500 clicks

Native Ad 1: Utilizes your Things to Do page on TourTexas.com

Native Ad 2: Linked to a custom SEO-optimized article that will:

- Provide referrals to your content pages
- Will live in the Articles section of TourTexas.com and on your content pages

CAMPAIGN B: \$5150

Guaranteed 2,500 clicks

Native Ad: Linked to a custom SEO-optimized article that will:

- Provide referrals to your content pages
- Be listed in the Articles section of TourTexas.com and on your content pages

CAMPAIGN C: \$3950

Guaranteed 2,500 clicks

Native Ad: Utilizes your Top Things To Do page on TourTexas.com

Where will my ad appear?

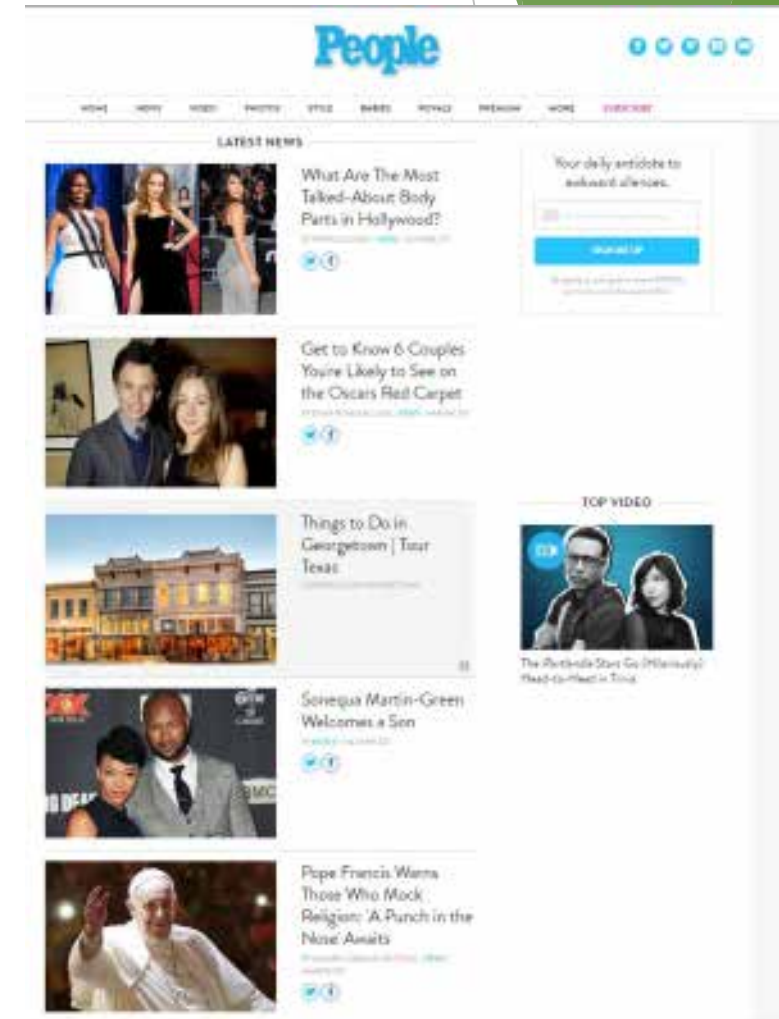
- ▶ 1. Premium Publisher Sites - the following are samples of how your ad might appear.



Mobile



Tablet



Desktop

Where will my ad appear?

- ▶ 2. Social Media - the following are samples of how your ad might appear.



Things to Do in Georgetown, Texas
Most Beautiful Town Square in Texas
This welcoming community just 30 miles north...

[Learn More](#)

 [tourtexas.com/destinations/Georgetown-things-to-do](https://www.facebook.com/TourTexas)
Sponsored

This welcoming community just 30 miles north of Austin is a popular destination for travelers due to its beautiful courthouse square that is full of distinct shops and restaurants, a recreational lake, a spectacular cavern, and much more.




Things to Do in Georgetown, Texas
Most Beautiful Town Square in T... [Learn More](#)

 47 562 Comments 311 Shares


[Like](#) [Comment](#) [Share](#)

 <https://www.facebook.com/TourTexas> [Like Page](#)
Sponsored

This welcoming community just 30 miles north of Austin is a popular destination for travelers due to its beautiful courthouse square that is full of distinct shops and restaurants, a recreational lake, a spectacular cavern, and much more.



Things to Do in Georgetown, Texas
Most Beautiful Town Square in Texas
YOUR CAPTION HERE [Learn More](#)

 47 562 Comments 311 Shares

[Like](#) [Comment](#) [Share](#)

What does my ad link to?

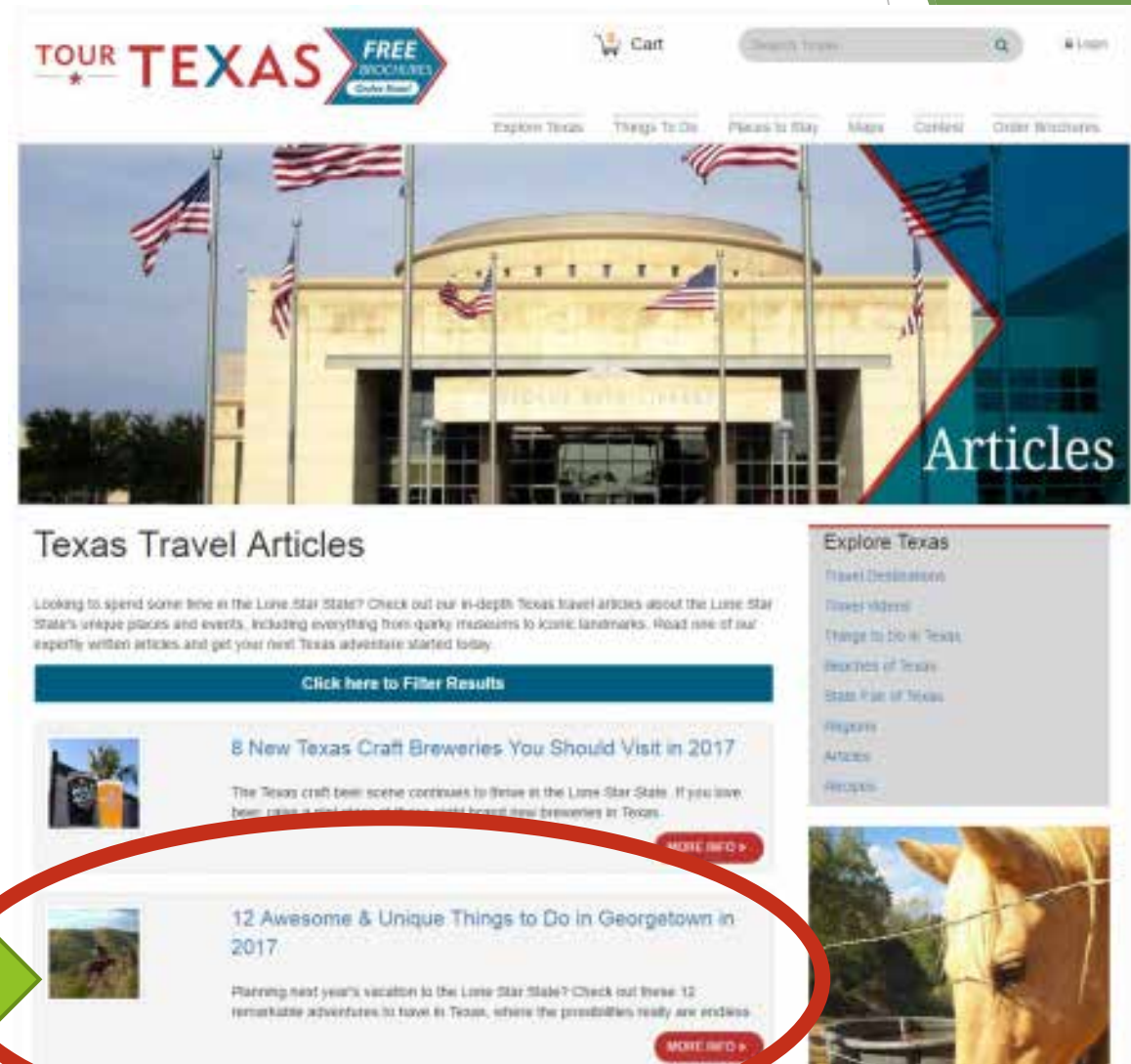
- ▶ Depending on which campaign you choose, your ad will link to either your Things to Do page on TourTexas.com



- ◀ and/or to a custom, Search Engine Optimized article - written by us and approved by you!

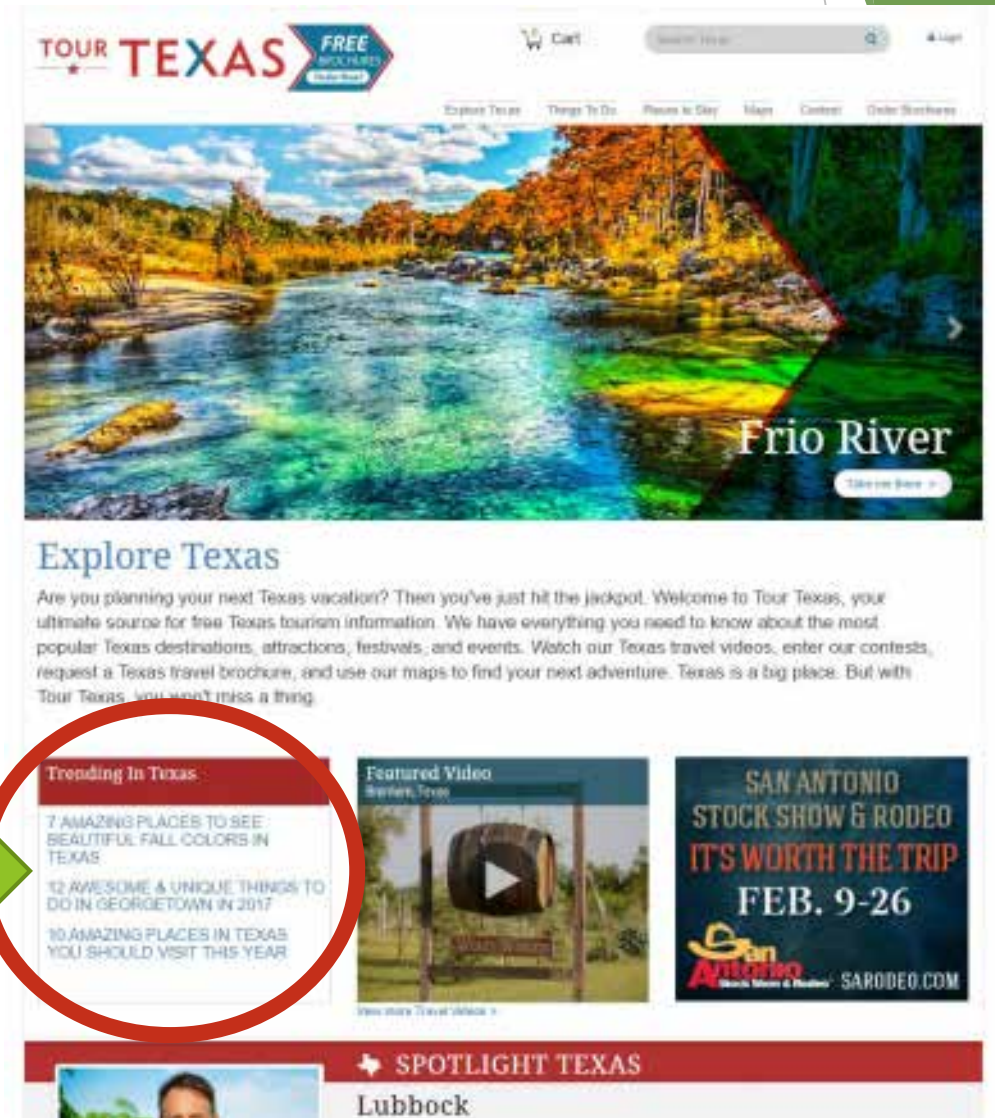
Where will my content live?

- ▶ 1. In the articles section of TourTexas.com



Where will my content live?

- ▶ 2. In rotation in the Trending in Texas box on the homepage of TourTexas.com
 - ▶ Note that your article will remain in rotation as long as it is not outdated information and still “trending”, which is determined by clicks to view your article



Where will my content live?

- ▶ 3. In the list of your content on your TourTexas.com pages

TOUR TEXAS **FREE BROCHURES** Order Now

Explore Texas Things To Do Places to Stay Maps Contact Order Brochures

Georgetown, Texas

Post Office Box 499
Georgetown, TX 78627
info@georgetown.org
1-800-438-6668
www.visitgeorgetown.com

OUR BEAUTIFUL TOWN SQUARE IN TEXAS

VISIT WEBSITE
VIEW VIDEO
BOOK NOW
ORDER FREE BROCHURE
NEWSLETTER SIGN UP

Georgetown, Texas

More Info

- Things to Do in Georgetown
- Events in Georgetown
- Attractions in Georgetown
- 12 Awesome & Unique Things to Do in Georgetown in 2017

Georgetown, Texas Social Media

What makes this different than regular Native advertising?

The basics of the Native Texan program are the same as a traditional Native advertising campaign.

Ads are placed on publisher websites promoting and linking to content (generally a story or article) on another site. The ads follow the natural form and function of the publisher site, so as not to disrupt the user experience.

With the Native Texan program it's the extra's that make it special:

- ▶ 3rd party voice - with more than 2 decades in the digital content and advertising space, TourTexas has established itself as an expert on Texas travel and it's reputation is recognized by both Google (in organic search returns) and Texas travelers.
- ▶ Multiple added exposure points across TourTexas - homepage, articles page & your content pages.
- ▶ Your story or article lives on TourTexas as an additional content page, as long as the content doesn't expire.
- ▶ Links to all your additional points of engagement - social, website, video, newsletter, etc.
- ▶ Reporting appears directly in your TourTexas statistics and can be accessed and progress monitored 24/7 by you.

What if I prefer a traditional native campaign?

IntelliQuest offers traditional native and other programmatic campaigns as well. Traditional campaigns mostly differ in the following ways:

- ▶ Ads link to content on your own site.
- ▶ Slightly higher minimum investment required - with different results and KPI's measured.
- ▶ More in-depth reporting.
- ▶ Creation of a database generated from knowledge gleaned from engagement with your ad and your content. The database can then be utilized in future programmatic efforts as a retargeting tool, eliminating the need to “start from scratch” with each future campaign.
- ▶ More detailed targeting options.



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