



# Destination Content Plan

It has never been easier to market your destination to potential Louisiana travelers. Our content plans combine your copy, referrals to your site, your social media, your newsletter, your ticket and booking tools, unlimited event listings and leads from postal requests and PDF downloads to provide a comprehensive solution to your digital marketing needs.

## INCLUDES

Destination Content Plan  
\$1,890 Annual Rate

- 3 SEO-rich content pages – written by us and approved by **you**
- Postal Leads\*: generated from specific requests for **your** brochure to include: name, address, email
- **Your** downloadable PDF brochure/guide
- Leads generated from postal requests and downloads of **your** PDF guide emailed weekly and/or accessed by you 24/7
- Links to download **your** app
- Links to **your** social media



- Links to **your** Booking and Ticketing pages
- **Your** images displayed in an extensive slideshow
- **Your** video – via a link to your own YouTube video (if available)
- Link to **your** newsletter sign-up page
- Links to **your** website
- Enriched Engagement Reports – providing ROI measurements as well as statistics highlighting **your** performance – that can be accessed by you 24/7

Upload all of **your** events in a single excel file or XML feed



\* Requires fulfillment commitment. You must have a brochure or pamphlet and agree to mail them out to requesters of information on your product.

TOUR  LOUISIANA