

WCVB Board Meeting

Meeting: August 13, 2020

Item: Madden Media Marketing Agreement-Show Me Strong Grant

Overview:

One of the eligible expenses for reimbursement from the Show Me Strong Grant is marketing.

The campaigns must run before the end of the calendar year. The campaign must be paid for by the reimbursement submittal date of Nov. 15.

The WCVB has worked with Madden Media on several campaigns-print and digital. They are the agency approved by the Missouri Division of Tourism to offer the search engine marketing program. The WCVB has participated in the SEM program since 2017.

Madden Media would provide:

*Facebook / Instagram Ads Click to Site (CPC)	\$10,050.88
*Facebook / Instagram Remarketing (CPC)	\$9,999.90
*Google Ads Prospecting Banners (CPM)	\$10,000.00
*Google Ads Site Remarketing Banners (CPM)	\$10,006.48
*Google Video Distribution (CPV)	\$9,940.00
Total Cost:	\$49,997.26

Deliverables:

Facebook Click to Site - 10,256 Clicks

Facebook Remarketing - 8130

Clicks Google Ads Prospecting - 2,519,000

Impressions Google Ads Remarketing - 1,826,000

Impressions Google Video - 71,000 Views

Includes Creating one So-Fi video with existing assets.

The expense is included in the 2020-2021 budget being presented for approval.

Additional Resources:

MDT's Program Overview: <https://mdt-visitmo-cdn.s3.amazonaws.com/industry-files/programs-2021-info/1596028930-show-me-strong-dmo-funding-guidelines.pdf>

Madden Marketing Agreement

Staff Recommendation:

Staff recommends the board approve the tourism director to sign the agreement for services in the amount of \$49, 997.26 with Madden Media following notification of approval of the Show Me Strong Grant.