

Destination Marketing Proposal

Presented to Warrensburg CVB
May 2021



MADDEN
CONNECT PEOPLE TO PLACES

Pricing

SOLUTION	DELIVERABLE	PLATFORM PRICE
Facebook	29,000 - 40,142 Clicks	\$34,868
Facebook Remarketing	18,000 - 20,224 Clicks	\$21,643
Facebook Video	100,000 - 122,834 Views	\$17,763
Google Prospecting	2,439,000 Impressions	\$8416
Google Remarketing	1,013,000 Impressions	\$4810

TOTAL COST**\$87,500**

Facebook:

General/Families - July 1 - Oct 31, 2021 & March 1 - June 30, 2022

Outdoors - July 1 - Oct 31, 2021 & March 1 0 June 30, 2022

Holidays - November 1 - December 31, 2021

Google:

General Families - April 1, 2022 - June 30, 2022