

# Destination Marketing Proposal

Presented to Warrensburg CVB  
May 2021



**MADDEN**  
CONNECT PEOPLE TO PLACES

# Pricing

SOLUTION	DELIVERABLE	PLATFORM PRICE
Facebook	44,286 Clicks	\$36,805
Facebook Remarketing	22,472 Clicks	\$23,745
Facebook Video	66,667 Views	\$18,996
Google Prospecting	2,439,000 Impressions	\$8311
Google Remarketing	1,165,000 Impressions	\$5477

**TOTAL COST****\$93,334**

## 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