

WCVB Board Meeting

Meeting: June 10, 2021

Item: Madden Media/Missouri Division of Tourism SEM Agreement

Overview:

The WCVB has participated in the SEM Agreement Co-op Partner program with Madden Media and Missouri Division of Tourism since 2016. Below is the brief overview regarding the program on the MDT's website. It is important to note MDT matches the DMOs allocated amount.

WCVB has allocated \$500/month in the 2020-2021 Budget (DRAFT) for the program. The program runs July 2020-June 2021. My experience with Madden Media has been very positive. I have been able to utilize the monthly reports with the keyword strategy to make content updates on the WCVB's website- VisitWarrensburg.com.

*The program is very competitive. In 2016, WCVB allocated \$500/month for the program. In 2017, due to budget restraints it was decreased to \$250. I have been asking to increase to \$500 since 2018. We are finally able to get back to the amount allocated in 2016-\$500.

SEM Partnership

This pay-per-click search engine marketing (SEM) partnership is a unified, coordinated effort that drives traffic to your site and ensures you are not in competition with MDT or other Missouri participants. Unlike the Marketing Matching Grant and Marketing Platform Development programs, the SEM Partnership does not reimburse participants; rather, they will pay 50% of the total invoice directly to the vendor, Madden Media, and MDT will pay the other half. This plan is on a first-come, first-served basis and the applicant must meet the criteria for participation.

Madden Media's SEM program participants receive custom-written ads, hands-on optimization, and monthly reporting of all key indicators. Madden Media performs an individualized website review and provides a keyword strategy for each partner. Campaigns will be established, monitored and optimized continuously to ensure fair and equitable exposure.

Limited spaces are available.

Additional Resources:

MDT's Program Overview: <https://industry.visitmo.com/programs/sem-partnership>

Madden Media Agreement for 2021-2022 (attached)

Staff Recommendation:

Staff recommends the board participate in the SEM Co-op Partnership for 2021-2022 and the board approve the WCVB entering into an agreement with Madden Media and MDT for SEM services for a maximum of \$500/month.