

WCVB Board Meeting

Meeting: September 9, 2021

Item: MDT MMG 2022 Digital Campaign Update

Overview:

The WCVB received the Missouri Division of Tourism Marketing Matching Grant for 2022 in the amount of \$70,000. Three of the five campaigns have launched. The remaining two will launch in the spring.

- Facebook/Instagram-Click to Site
- Facebook/Instagram-Remarketing
- Facebook Video
- Google Prospecting (Spring 2022)
- Google Remarketing (Spring 2022)

The campaigns are administered by Madden Media. They are targeted to the following marketing areas: MO, KS, IL, Ok and NE.

Additional Documents:

Ad Proofs