Destination Plus

The purpose of this document is to guide your onboarding call with Marcus Thomas. The onboarding call will take place one month before your campaign launch and details will be discussed at that time.

SEARCH ENGINE MARKETING

The following specifications are required for your paid search advertisement:

Headlines – 1-7

Description – 1-4

Landing Page URL

CAMPAIGN ONE

Theme (Example: Things to do)

Keywords (5-10)

Headline – Max 30 characters (Example: Best Things to Do in Ohio)

1

2

3

4

5

6

7

Ad Copy Description – Max 90 characters (example: Explore Unique Opportunities for Adventure Right Here in Ohio)

1

2

3

4

CAMPAIGN TWO

Theme (Example: Things to do)

Keywords (5-10)

Headline – Max 30 characters (Example: Best Things to Do in Ohio)

1

2

3

4

5

6

7

Ad Copy Description – Max 90 characters (example: Explore Unique Opportunities for Adventure Right Here in Ohio)

1

2

3

4

CAMPAIGN THREE

Theme (Example: Things to do)

Keywords (5-10)

Headline – Max 30 characters (Example: Best Things to Do in Ohio)

1

2

3

4

5

6

7

Ad Copy Description – Max 90 characters (example: Explore Unique Opportunities for Adventure Right Here in Ohio)

1

2

3

4