



2024 Joint Marketing Program Overview

The Joint Marketing Program is available to any Ohio organization that contributes to a healthy tourism economy. This includes CVBs, destinations, lodging, restaurants, attractions, festivals, and more!

The new joint marketing program allows us to ensure cohesive messaging across all channels, leverage the strength of unified branding and storytelling, and captivate audiences and ignite their curiosity about the diverse experiences Ohio has to offer.

Benefits of the Joint Marketing Program

The Joint Marketing Program offers a unique opportunity that allows partners to expand the strength and reach of their tourism advertising by:

- Providing access to strategic advertising and content creation that generates awareness and drives visitation to destinations throughout Ohio
- Providing the tourism industry with professional expertise from our vendor partners
 - Communicate: Paid Search and Paid Meta
 - Great Lakes Publishing: Storytelling and Photography

Campaigns can run at as low a cost of \$500 and for a minimum of one month. Campaigns are slated to start July 1. Prior to that start date, Communicate will work with each program partner to craft strategic marketing plans based on a partner's goals, target audience, target geos, and more.

In addition to strategic guidance, campaign creation, and campaign stewardship, Communicate will offer analytic guidance and ongoing campaign optimization. Partners will receive:

- Access to an analytics dashboard that allows them to view campaign performance at any time
- Access to a number of analytics-focused webinars that teach partners about how to use their dashboards, interpret their analytics, and craft new goals based on performance

Joint Marketing Program - Paid Search

When a user types something into Google, they are presented with a list of results on the Search Engine Results Page (SERP). It includes both organic results and paid results. Paid search results appear at the top of the SERP (based on the keyword searched) and help drive traffic to partner websites.

Paid search allows partners to reach users searching for specific, keyword based topics. It is effective in driving traffic to a website, generating leads or interest, or driving sales.

Minimum Monthly Investment: \$500 = (\$375 partner investment + \$125 TourismOhio investment)

Joint Marketing Program - Paid Meta

Leverage Facebook, Instagram, and the Audience Network to build reliance, relevance, and trust with your audience.



- Facebook - Extensive targeting options and various ad formats that cater to a multitude of marketing objectives
- Instagram Ads - Opportunity to connect with a highly engaged audience through visually appealing campaigns, including stories and reels.
- The Audience Network (Meta) - Extends your reach beyond Facebook and Instagram by displaying ads across a network of premium partner and third-party apps and websites.

Meta offers targeting options that reach users based on demographics, interests, behaviors, and online activity. In addition to these levels of targeting, partners can run ads in the following formats:

- Single Images
- Single Videos
- Carousels
- Stories
- Collections

Campaigns will be created with your very specific goals in mind!

Minimum Monthly Investment: \$500 = (\$375 partner investment + \$125 TourismOhio investment)

Joint Marketing Program - Storytelling

This turnkey program produces all the assets needed to run a targeted campaign promoting a destination, attraction or event, and includes:

- Custom story written by GLP
- Created and presented via a landing page hosted on your website that reflects your brand
- Photography is included; One-day photoshoot with access to 12 photos

We kick off this program with your story and landing page. You'll work with Great Lakes Publishing (GLP) to select your story theme and target audience. GLP will write the story and work with you through the edit and approval process. While your story is being written, the GLP photography team will work with you to plan a one-day photo shoot to capture photos for use in creating your landing page.

Joint Marketing Program - Photography

Partners who choose to take advantage of the photography offering can select from two tier-level packages. The partner will work with a professional, Ohio-based-photographer and Great Lakes Publishing (GLP) will provide the art direction. Photography style will align with the "Ohio, The Heart of it All" brand and partners will have 100% ownership of final photo selects*.

- 1-Day Photo Shoot
 - Maximum 6 shot setups
 - 12 hi-res, color-corrected photos, digital files, and one set of contact sheets containing all photos
 - Partner cost \$3,562.50 (TourismOhio contribution \$1,187.50, Total value = \$4,750)
- 2-Day photoshoot



- Maximum 12 shot setups
- 24 hi-res, color-corrected photos, digital files, and one set of contact sheets containing all photos
- Partner cost \$6,750 (TourismOhio contribution \$2,250, Total Value = \$9,000)

Enrollment into the Joint Marketing Program

To enroll in the 2024 TourismOhio Co-Op Program, partners must complete the portal form for each tactic they intend to utilize by May 17.

[Visit the portal now to fill out the selection form!](#)

When filling out the form, please consider which programs you would like to utilize. Please provide Communicaca basic information regarding:

- Marketing Goals
- Marketing Budget
- Ideas for Audiences, DMAs, Targeting, and Ad Themes

Communicaca will work to schedule individual partner sessions to discuss the provided information, learn more about each partner, and strategize on the best way to promote each partner and meet their goals.

Timeline for Joint Marketing Program

- Webinar: May 13th
- Last Day to Complete Sign Up Forms: May 17th
- Partner Meetings to Discuss Media Plans: May 14th - May 31st
- Communicaca to Provide Finalized Media Plans: May 14th - June 7th
- Partners Asset and Creative Deadline: June 14th
- Campaigns to Launch July 1st

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TourismOhio Joint Marketing Program 2024

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