

A 2ND DATE WITH LOUISIANA

2024-2025
Digital Campaign



IN PARTNERSHIP WITH:
LOUISIANA TRAVEL ASSOCIATION

Let's chat about digital marketing—
contact me today!



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FOR MATERIALS SPECIFICATIONS,
PLEASE CONTACT:

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LOUISIANA
TRAVEL
ASSOCIATION

07/20/23

We know that your destinations pulled out all the stops and impressed your guests during your first date, and now's the time for A 2nd Date with Louisiana. We'll help remind audiences of all the things you did right the first time around while encouraging them to come back for seconds.

WHAT'S IN IT FOR YOU?

- **Build brand loyalty.** Compel visitations from past Louisiana visitors—creating visitors who visit your destination often.
- **Target visitors likely to visit.** Intent-based targeting add-ons allow us to reach people who have traveled to points of interest similar to your destination's offerings. For example, with this data, we can target previous visitors to Louisiana State Parks as well as outdoor enthusiasts with content designed to inform them all of what your destination has to offer.
- **Complete campaign management.** Custom ad creation, strategic targeting, and monthly reporting included.



SIGN UP BY
June 30, 2024



CAMPAIGN TIMEFRAME
You decide when your three-month campaign runs



LAUNCH TIMING
Campaign will launch four–eight weeks after contract signed based on receipt of materials.

WHAT DO YOU NEED TO DO?

Share your creative materials with **Madden**, and we'll take care of the rest!

| | AUDIENCE TARGETING | TACTICS INCLUDED | DELIVERABLES | PARTNER COST |
|--|---|---|------------------|----------------------|
| OPTION 1 | Previous Louisiana visitors | Three month campaign with banner ad set | 496K impressions | \$8,700 |
| OPTION 2 | Previous Louisiana Visitors & Google Site Remarketing | Three month campaign with banner ad set | 980K impressions | \$13,500 |
| ADD-ON: ADDITIONAL INTENT-BASED AUDIENCE | Additional intent-based audience | Three month campaign with banner ad set | 400K impressions | \$6,700 per audience |