

A nighttime photograph of the Branson Mosaic Octopus, a large, colorful mosaic sculpture of an octopus. To its left is a large fountain with many vertical jets of water illuminated with pink and purple lights. The octopus is also illuminated with blue and purple lights. In the background, there are other structures and lights, suggesting a theme park or entertainment area.

EXPLORE BRANSON

COMMUNITY MARKETING PRESENTATION

MARCH 2024



MADDEN

THE STUFF YOU'RE GOING TO HEAR ABOUT



WE'RE READY TO GO!

→ **Who** is Madden Media?

→ **SEM & Google Responsive** Coop

→ **Vacation Guide** Advertising

→ **Digital Marketing** Partnership



SO NICE TO MEET YOU!

We're Industry Experts

Madden is a dynamic destination marketing agency where imagination and curiosity are kindled through a unique blend of data-driven insights and vivid creativity.

Our passion for tourism is fueled by our extensive experience in the industry and witnessing first hand the positive impact it has on communities.

40+

Years working in the travel and tourism industry

200+

Travel and tourism organizations we partner with annually

15%

Of our staff has previously worked at a DMO



WE COULD GO ON, BUT
MAMA SAID NOT TO BRAG.



We Do It All

Our team of cross-functional destination marketing experts will handle all elements of your scope of work from soup to nuts. We are a full-service agency with the in-house capabilities to execute any services your DMO needs.



STRATEGY

Our data-informed strategies connect Branson with target audiences by linking brand values with their travel interests.



MEDIA

Our experts analyze media patterns and maintain strong vendor relationships for targeted messaging across traveler's journey stages.



MARKETING TECHNOLOGY

We improve websites for longer engagement, optimize CRM and email strategies for better lead utilization.



PUBLIC RELATIONS

We manage key publication relationships, draft press releases, coordinate events, and develop strategic communication plans for crisis management and thought leadership promotion.



CREATIVE

We use data to craft visuals that connect with audiences, creating various creative assets like photos, videos, ads, and branded materials.



RESEARCH

Our destination intel platform, Voyage, provides visitation reports and industry dashboards for informed, measurable plans.

Howdy!



JAKE SILLAVAN
Vice President,
Destination Strategy



TAYLOR GOESSMANN
Destination Strategy
Director



TRICIA WISBROCK
Destination Sales
Specialist



KAYLEE CHAMPLIN
Account Strategist

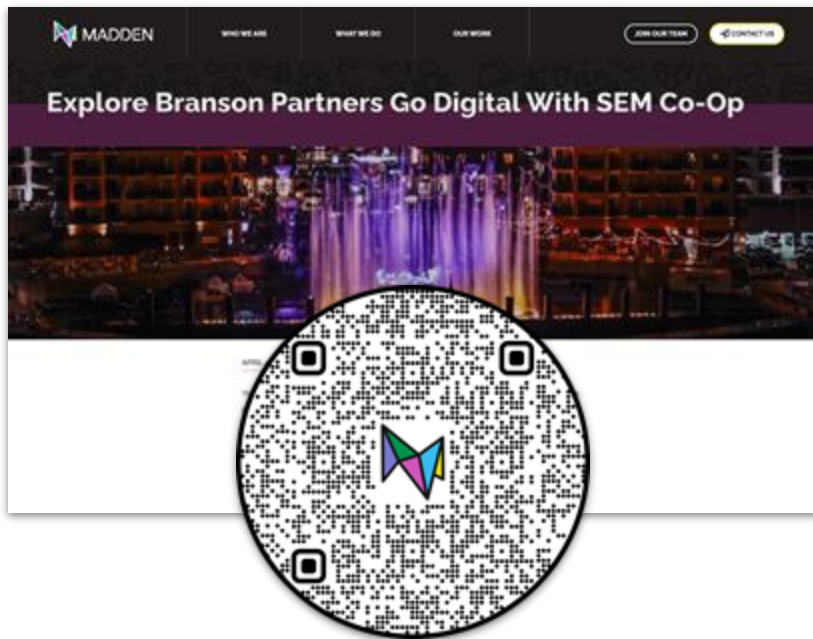


MEET YOUR TEAM!



WE'RE ALL ABOUT TEAMWORK

SEM & Google Responsive Co-op



BENEFITS:

- Explore Branson provides 100% match funding model with a \$580,000 maximum match limit through December 2024
- Available to any live show partner in the region or attraction in the Branson City limits.
- Benefit from a non-competitive keyword environment

WHAT'S NEW THIS YEAR?

In 2024, partners now have the option to layer in Google Responsive campaigns: images, video & text within the Google Ad Network to maximize visibility

WHAT TO EXPECT:

Madden Media will work with each partner to consult and create a keyword target list based on the individual goals of partners, in combination with Branson CVB KPIs. For Responsive campaigns, placement-ready-assets are to be provided by the client.



How Ads Work on Google Search



Someone wants
to find something



They search
Google to find an
answer



Businesses bid for
opportunities to show
their relevant ads



Ads appear in Google's
results; advertisers pay if
the user clicks an ad

2023 Partners

Legends
IN CONCERT™

BRANSON'S FAMOUS
BALDKNOBBERS

the
HUGHES
Music Show

BRANSON ^{WILD WEST}
MURDER MYSTERY
DINNER SHOW

SHEPHERD
OF THE HILLS
OUTDOOR DRAMA

SIX

Dolly Parton's
Stampede
DINNER ATTRACTION

THE **HAYGOODS**
BRANSON'S MOST POPULAR SHOW!

BUTTONS



REZA

yakov

GRAND COUNTRY
MUSIC HALL



OZARK NIGHTS



AQUARIUM
AT THE BOARDWALK

We're All About Partnership

"Working with Madden on our Google Adwords Advertising has completely transformed our entire business in an amazing way. Since the start of our relationship a year and a half ago, **our website sales are up an astounding 63%.**

The team at Madden has been very good with communication and issuing timely reports.

The work Madden does for us is at a very high level of "best in class" professionalism and we will continue to use their services well into the future. Highly recommended! "

- Tim Haygood



Communication Is Key

"Taylor and the team communicate very well and have been invaluable in helping us navigate and achieve our goals through the SEM Co-Op Program."

Jeannie Horton, G.M.
Jill Heppner, Marketing
Legends In Concert



Driving More Visitors

With the co-op dollars, it helped us be more competitive in the market. We were able to increase our ad spend with the match and drive more visitors to the park. Madden played a huge role in this!

Jenelle Hostetter
Shepherd of the Hills
Marketing & Advertising
Manager



Partnership Performance Summary

← DMO INDUSTRY MADDEN
BENCHMARK CTR 8.18%

LIVE SHOWS

Performance

- 10.69% CTR
- 735,928 Clicks
- 6,883,672 Imps
- \$0.92 Avg CPC

ATTRACTIONS

Performance

- 12.29% CTR
- 100,558 Clicks
- 817,997 Imps
- \$0.93 Avg CPC

7.7M

BRANDED IMPRESSIONS

836K

CLICKS TO PARTNER SITES



Vacation Guide Advertising

THE PLACE TO BE SEEN!

Be Featured in the 2025 Guide

Available in Print and Online!

The Branson Official Vacation Guide provides potential travelers and in-market visitors with an all-encompassing guide to where to stay, where to go, and what to do! Now's the time to join the best of Branson in this go-to resource for those seeking vacation inspiration.

Materials and payment due: November 1, 2024

- Published January 2025
- Print Circulation 200,000+ annually
- Distributed: January-December 2025
- Ad Close Date: October 18th, 2024
- Submit completed ad materials to Duane Stout at: dstout@bransoncvb.com
- Invoiced by and payable to Branson/Lakes Area CVB





LET'S GET YOU FEATURIZED!

ExploreBranson.com Analytical Overview



4.3 Million

SITE VISITS

78% Traffic from Mobile/Tablet

2 Min, 20 Sec

AVERAGE TIME ON SITE

9.5 Million+

PAGE VIEWS ANNUALLY

Featured Listing/Sponsored Event

Place your business at the **top** of the business listing section and before randomly sorted listings. .

Place your event at the **top** of the event listing section and before the date ascending listings.



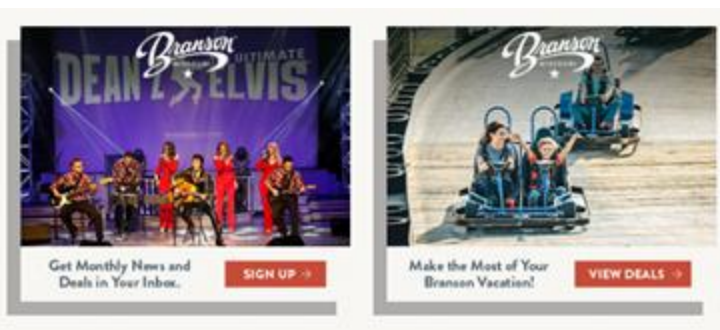
Native Ads

Feature your business in formatted, advertorial text and pictures in the same font/style as Explore Branson's editorial content.

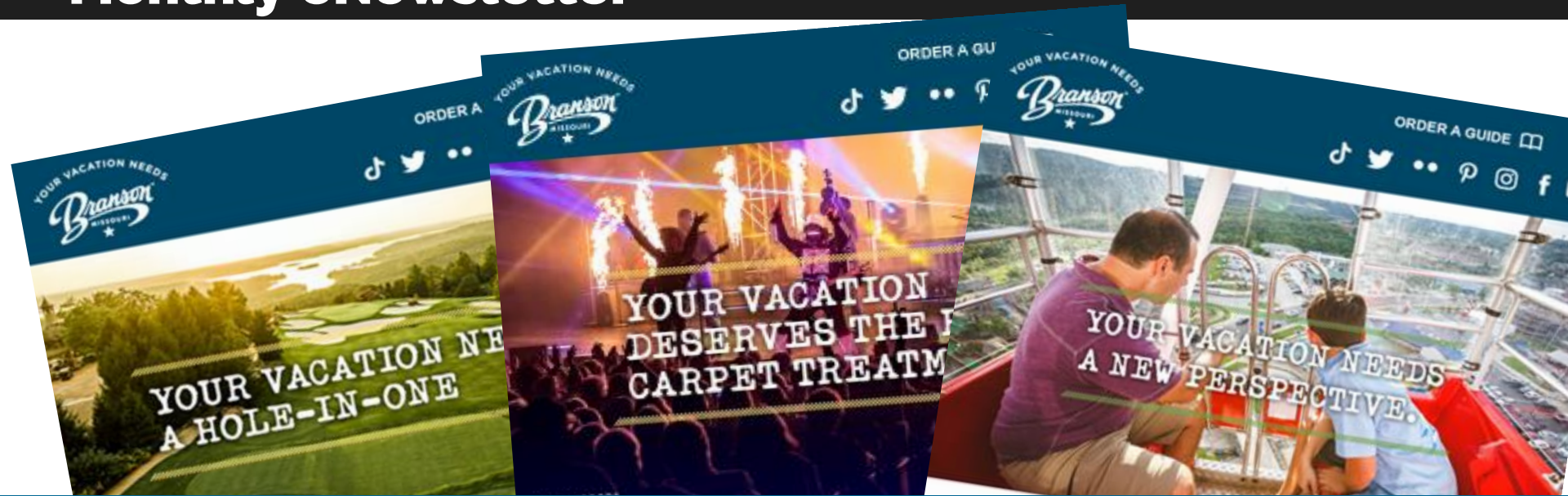


Banner Ads

Partner-supplied banners appear on ExploreBranson's editorial pages and influence users as they seek information during travel planning.



Monthly eNewsletter



Performance Stats

102,000+

SUBSCRIBERS

454

AVG PARTNER REFERRALS
PER DEPLOYMENT

53.09%

AVG OPEN RATE

Monthly eNewsletter

Reach a highly qualified list of Branson visitors with the Explore Branson eNewsletter. Sent monthly, the newsletter is a great channel to announce upcoming events and/or timely deals and to push visitors to your website.

102,000+ Subscribers ← *AND....GROWING!*

- 1. Featured Sponsor (1 available per month)** Premium position; receive maximum exposure with a large call-out that links directly to your website.
- 2. Deals & Packages (3 available per month):** Drive conversions by advertising a special deal or package and setting your business apart from the competition.
- 3. Promotional Ad (1 available per month):** Utilize this double column photo opportunity that will catch the eye of the reader.



PHYSICALLY REMOTE ENGAGED LIKE LOCALS

We engage deep in our partner's communities, while ensuring we bring visitor perspective and nationwide best practices for the Travel & Tourism space!





THANKS!

IT'S BEEN A PLEASURE!

