Presented to

MEDIA PLANNING 101

MADDEN
CONNECT PEOPLE TO PLACES

TEXAS ASSOCIATION OF CONVENTIONS & VISITORS BUREAUS
JANUARY 2023

CONTENT AGENDA

1. MEDIA LANDSCAPE & COMPLEXITY
2. THE TRAVELER'S JOURNEY
   (aka "The Marketing Funnel)
3. CHANNEL APPROACH: MEASURING FOR SUCCESS
4. MEDIA PLANNING WORKSHOP

SESSION GOAL

You will know how to begin building a high-impact media plan.

1

MEDIA LANDSCAPE & COMPLEXITY

MEDIA PLATFORMS

DISPLAY

Google Ads, EPSILON, UberMedia, iHeartMEDIA INC, expedia group, StackAdapt, amazon advertising, choozle, mobilefuse, Simpli.fi, near, AdRoll, KARGO

VISITOR INTELLIGENCE

near, adsquare, EPSILON, expedia group, ADARA, FOURSQUARE

SEARCH

Google Ads, Microsoft Advertising

CTV/OTT/VIDEO

iHeartMEDIA INC, choozle, theTradeDesk

OUT OF HOME

LAMAR OUTDOOR ADVERTISING, VOLTA, GSTV, Clear Channel Outdoor, ADOMNI, OUTFRONT

AUDIO

Audacy, MIDROLL, iHeartMEDIA INC, pandora

SOCIAL

Meta, Tik Tok

NATIVE CONTENT

AdRoll, outbrain, Taboola, StackAdapt, genius monkey, storygize

Self-Managed versus Managed Buys

Self-Managed Buy

Madden is at the controls of optimizing, and can typically stop and start spend at any time.

Type of Buy

Managed Buy

Madden signs an insertion order (IO), committing to a spend amount. Once the IO is signed, you can typically turn off at any point… But the advertiser is committed to the spend.

Low

Optimization is done by the platform.

Level of Effort Required To Manage

High

Require daily optimization.

2

THE TRAVELER'S JOURNEY

The Stages of the Traveler's Journey

	Message Intent	Message Example
AWARENESS	Exposing to your audience that you exist.	"With so much to do & see, it's easy creating the perfect summer vacation in Port Aransas."
INSPIRATION	Remarketing messages to gain their further interest - as well as showcase the what's great about the destination.	"Surf, bike, fish, golf, enjoy the arts, nightlife, dining, shopping & more in Port Aransas. Port Aransas - Mustang Island Is Ranked One of the Top 10 Beach Beaches in Texas."
CONSIDERATION	"Remarketing" with sequential messaging to get them to act.	"Plan a perfect island getaway to Port A this summer. Request a free copy of the Island Guide to get started!"
DESTINATION	Delivering in-market messaging to drive action.	"Your new family tradition starts this spring in Port Aransas! Plan your stay today!

Channels By Stage

	Typical Channels	What We Measure
AWARENESS	• Search • Display & Social • CTV & Video • Streaming Audio • OOH • Print	• Impressions • Views • Listens
INSPIRATION	• Search • Display & Social Remarketing • CTV & Video Remarketing	• Clicks • Impressions • Views • Site Engagement
CONSIDERATION	• Search • Display & Social Remarketing • CTV & Video Remarketing	• Clicks • Impressions • Views • Site Engagement
DESTINATION	• Branded Search • Display & Social Remarketing • CTV & Video Remarketing	• Site Engagement (downloads & sign-ups) • Vendor Visitor Intelligence Insights

3

CHANNEL APPROACH & MEASURING SUCCESS

How To Determine Your Goals (POSTT Framework)

	What It Is	Why It's Important To Know	Example
Purpose	The mission statement of the DMO/CVB/EDC. Why they exist.	Helps us flesh out strategy, and potentially identify new opportunities.	We work to enhance our community's quality of life by attracting visitors that share our love of the coast.
Objective	The Key Business Objectives. What are you trying to achieve?	This will determine the strategy that should be built.	1. Increase familiarity & awareness of destination. 2. Increase LOS & hotel sales tax.
Strategy	The approach and focus of how the objectives are going to be achieved.	Informs where to go with tactic selection, as well as what messaging and campaigns will be needed. Should be revisited quarterly.	• Deploy conquesting campaign to target similar/competing destination audience - families. • Use sequential messaging across digital channels.
Tactics	The individual channel strategies that will be executed. Includes channel/services mix, and the budget to allocate.	The channel/services mix should be relevant to achieving the objectives, and ensuring they are best fit for impact.	• SEM - 30% • Responsive Display - 20% • Meta - 25% • Visitor Intelligence Display (Epsilon) - 15% • TikTok - 10%
Target KPIs	Determining what the goals and the metrics will be for the strategy.	Tells us what we are working/optimizing towards.	• **Platform**: Clicks/Impressions • **Analytics**: Site Users, Time On Site, User City Alignment to Targeting • LOS/Sales Tax Reporting

PAID SEARCH (SEM)

It's a channel that does a little of everything!

WHERE IT FITS IN THE TRAVELER'S JOURNEY

Across all stages of the funnel. From Awareness through Destination. It's all about capturing the user's intent the best way.

WHY WE LIKE IT

High-impact channel that is focused purely on the intent of the user executing the search.

HOW WE MEASURE SUCCESS

Clicks, Users to Site, Engagement Rate on Site, Site Actions by the User

PLATFORMS WE USE

Google Ads, and very occasionally Microsoft Ads.

SUCCESSFUL EXAMPLES

Leisure Visit

Leisure Outdoors

Leisure See & Do Local

Leisure Attractions

GOOGLE ADS RESPONSIVE DISPLAY

A GREAT WAY TO VISUALLY TARGET USERS THROUGH THE FUNNEL & GET A HIGH CLICK-THROUGH-RATE!

WHERE IT FITS IN THE TRAVELER'S JOURNEY

Across the full Traveler's Journey, largely due to remarketing capabilities.

WHY WE LIKE IT

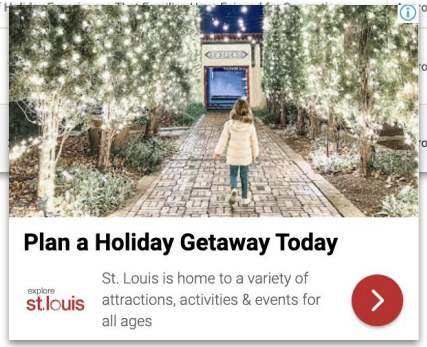
It performs incredibly well for display. This type of ad is pieced together for an individual user in real time through the use of a collection of images, headlines, description, and the logo. Note: There is limited control over how the ad will appear.

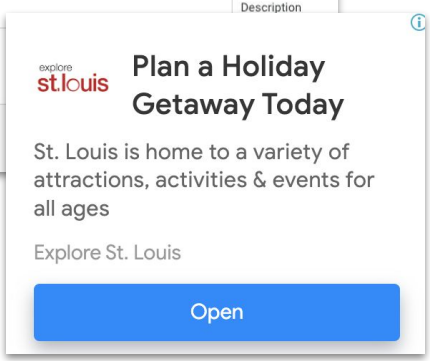
HOW WE MEASURE SUCCESS

Clicks, Users to Site, Engagement Rate on Site, Site Actions by the User

SUCCESSFUL EXAMPLES

Asset	Status	Asset type
Plan a Holiday Getaway Today	Approved	Headline
Plan Your Holiday Getaway	Approved	Headline
Create Holiday Traditions	Approved	Headline
Happy Holiday Season	Approved	Headline
Enjoy Holiday Festivties	Approved	Headline
Your Gateway to a Festive Holiday	Approved	Long headline
St. Louis is home to a variety of attractions, activities & events for all ages	Approved	Description
From parades and train rides to light displays and live entertainment, explore holiday fun	Approved	Description
Louis Holiday Traditions - Explore St. Louis	Approved	Description
Experience the Most Wonderful Time of the Year in St. Louis. Learn More	Approved	Description
Louis Has a Variety of H	roved	Description
	roved	
	roved	





TRADITIONAL DISPLAY

Perfect for keeping your ads tightly on brand & driving inspiration.

WHERE IT FITS IN THE TRAVELER'S JOURNEY

Awareness focused.

WHY WE LIKE IT

A valuable channel for building Awareness, as well as for conquesting users (through targeting tactics) considering competing destinations.

HOW WE MEASURE SUCCESS

Impressions

PLATFORMS WE USE

Google Ads, Choozle, Epsilon, Near, Expedia, TripAdvisor

SUCCESSFUL EXAMPLES

NATIVE CONTENT

Targets your desired audience in contextually relevant places & has a good click-through-rate.

WHERE IT FITS IN THE TRAVELER'S JOURNEY

Awareness focused.

WHY WE LIKE IT

Great for driving Awareness in contextually relevant content targeted users are looking at online. Tends to have higher engagement than a typical display ad, given the type of ad unit used and it's placement within content.

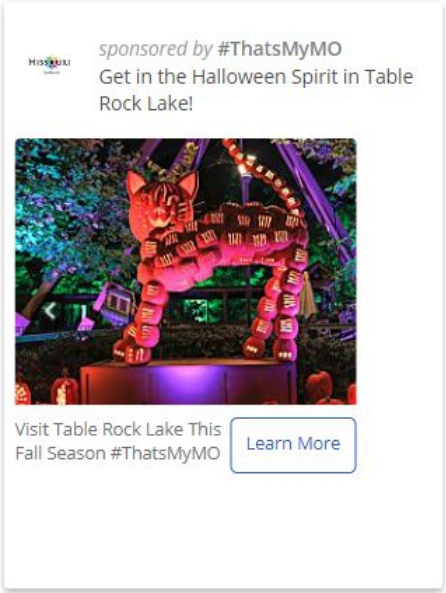
HOW WE MEASURE SUCCESS

Impressions, followed by Clicks

PLATFORMS WE USE

Outbrain, Choozle, StackAdapt, Genius Monkey, LinkedIn (for meeting planner targeting)

SUCCESSFUL EXAMPLES



META

A platform with high engagement & a large audience. Great for precise targeting.

WHERE IT FITS IN THE TRAVELER'S JOURNEY

Full funnel, largely due to the ease of being able to remarket to a user.

WHY WE LIKE IT

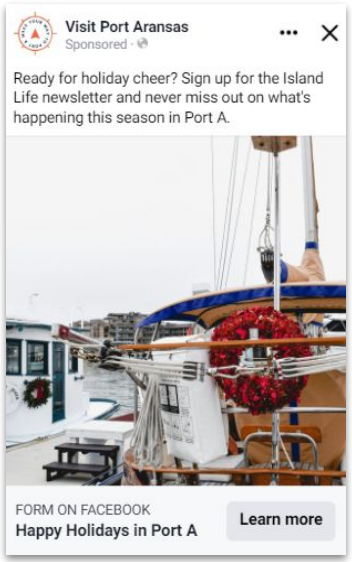
High-impact performance. Easy target relevant users.

HOW WE MEASURE SUCCESS

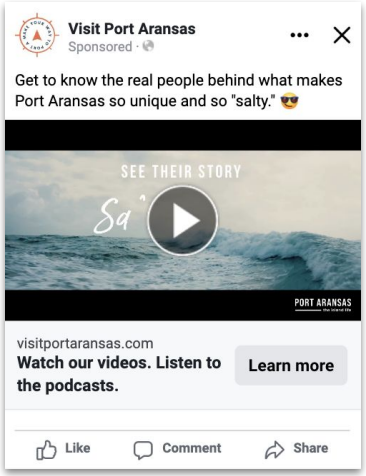
Link Clicks, Users to Site, Engagement Rate on Site, Site Actions by the User

SUCCESSFUL EXAMPLES

Single Image Ad
Awareness Focus



Lead Ad
Remarketing Focus



Video Ad
Remarketing Focus
Ad Preview Link

TIKTOK/INSTANT EXPERIENCE/YOUTUBE SHORTS

THIS IS WHERE GEN Z IS SPENDING A LOT OF TIME...

SO YOU NEED TO BE THINKING ABOUT IT. AT LEAST ORGANICALLY.

WHERE IT FITS IN THE TRAVELER'S JOURNEY

Awareness and Inspiration (upper funnel)

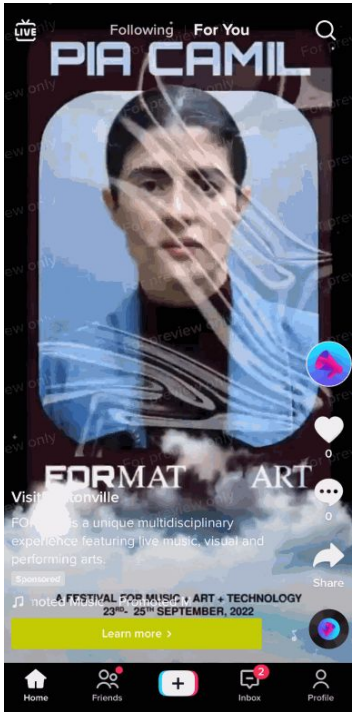
WHY WE LIKE IT

Easy to launch and optimize. High engagement rates.

HOW WE MEASURE SUCCESS

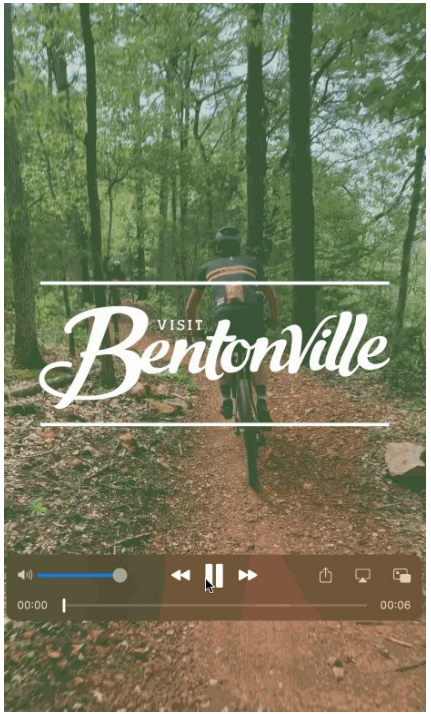
Views, Impressions, Ad Engagement

SUCCESSFUL EXAMPLES



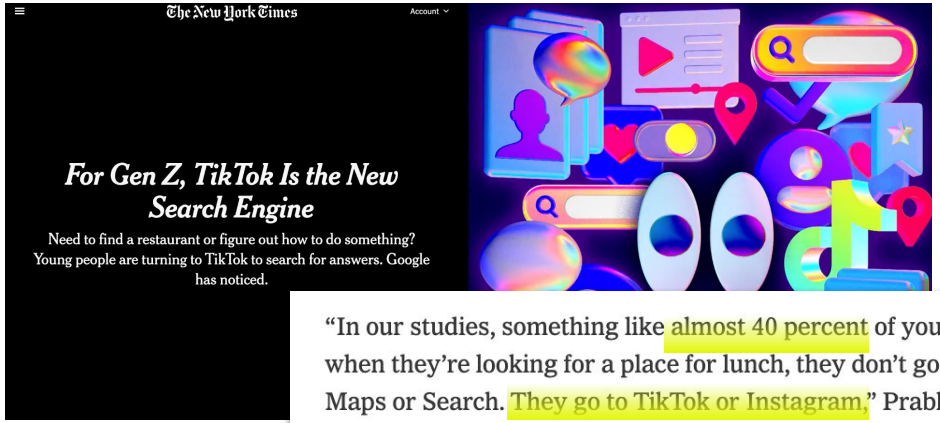
TikTok

(These assets can also run on YouTube Shorts)



Meta Instant Experience

A Momentary Sidebar: TikTok & Gen Z

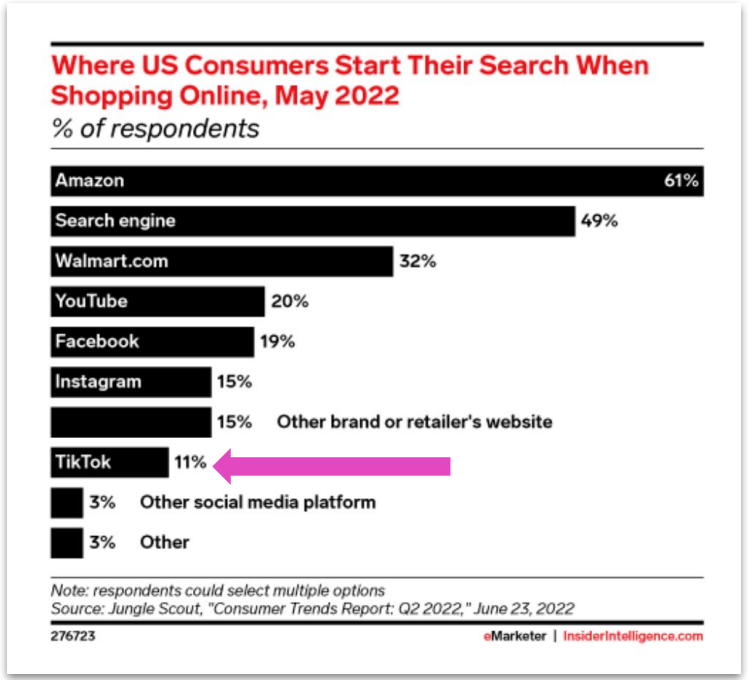


"In our studies, something like almost 40 percent of young people, when they're looking for a place for lunch, they don't go to Google Maps or Search. They go to TikTok or Instagram," Prabhakar Raghavan, a Google senior vice president, said at a technology conference in July.

Google has incorporated images and videos into its search engine in recent years. Since 2019, some of its search results have featured TikTok videos. In 2020, Google released YouTube Shorts, which shares vertical videos less than a minute long, and started including its content in search results.

https://www.nytimes.com/2022/09/16/technology/gen-z-tiktok-search-engine.html

Having a content strategy and SEO strategy for TikTok is essential.



Video/CTV/OTT

An efficient way to self-manage TV/streaming video buying. Great targeting too!

WHERE IT FITS IN THE TRAVELER'S JOURNEY

This is Awareness focused.

HOW WE MEASURE SUCCESS

Views, Impressions

WHY WE LIKE IT

Easy way to do targeted ads in typical broadcast spots. Sometimes an IO is not needed, but we do have a recommended minimum spend of about $5k a month to be impactful. These are built like commercials, typical requiring :15 and :30 variations.

PLATFORMS WE USE

YouTube, Meta, Choozle, iHeart Media.

SUCCESSFUL EXAMPLES

STREAMING AUDIO

Great targeting... easy to create & launch... great at building top of funnel!

WHERE IT FITS IN THE TRAVELER'S JOURNEY

This is Awareness focused.

WHY WE LIKE IT

Much more targeted than other types of audio (radio, primarily). We have the ability to target niche audiences. And it doesn't require a large budget.

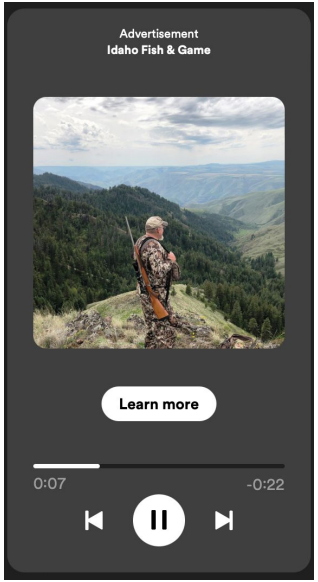
HOW WE MEASURE SUCCESS

Impressions, Completed Listens, Clicks to the Site

PLATFORMS WE USE

Spotify, Pandora

SUCCESSFUL EXAMPLES



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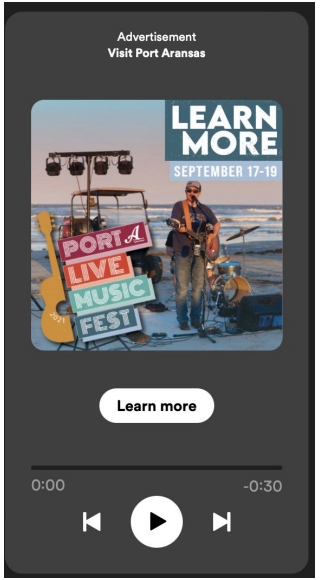

[Preview Link]

4

MEDIA PLANNING WORKSHOP

MEDIA SCENARIO

THE DESTINATION

A tropical destination that is great for those looking for a relaxing and easy-going getaway. They want to target families, outdoor enthusiasts, and people who have a lean towards caring about preserving nature and ecosystems.

THEIR OBJECTIVES/WHAT THEY WANT TO ACHIEVE

- Increase volume of users on the site
- Increase sales tax revenue
- Increase the Length of Stay
- Really keen on seeing more visitors from Austin, DFW, & Houston

THEIR MEDIA BUDGET

- $400,000 for the January through August season

ASSETS AVAILABLE/ASSETS POSSIBLE

- Images & horizontal video are already available
- They can get vertical video assets

ANYTHING ELSE TO KEEP IN MIND

Their board cares most about seeing metrics related to visitation, but also find indicators of a growing awareness of the destination important.

MEDIA SCENARIO: FUNNEL STRATEGY WORKSHEET

CHANNEL	KBO ALIGNMENT	AWARENESS	INSPIRATION	CONSIDERATION	DESTINATION	ADVOCACY

The channel or platform you want to run.

How this channel aligns to one of your KBOs.

Depending on what part of the consumer journey the channel aligns to for you, fill in the KPIs you intend to track.

POSTT FRAMEWORK

	What It Is	Why It's Important To Know	FILL IN HERE FOR YOUR DESTINATION
Purpose	The mission statement of the DMO/CVB/EDC. Why you exist.	Helps you flesh out strategy, and potentially identify new opportunities.	
Objective	Your Key Business Objectives (KBOs) (What you are trying to achieve.)	This will determine the strategy that should be built.	
Strategy	The approach and focus of how the objectives are going to be achieved.	Informs where to go with tactic selection, as well as what messaging and campaigns will be needed. Should be revisited quarterly incase you need to evolve it.	
Tactics	The individual channel strategies that will be executed. Includes channel/services mix, and the budget to allocate.	The channel/services mix should be relevant to achieving the objectives, and ensuring they are best fit for impact.	
Target KPIs	Determining what the goals and the metrics will be for the strategy.	Tells you what we is working and what you are optimizing towards.	

YOUR MEDIA FUNNEL STRATEGY WORKSHEET

CHANNEL	KBO ALIGNMENT	AWARENESS	INSPIRATION	CONSIDERATION	DESTINATION	ADVOCACY

The channel or platform you want to run.

How this channel aligns to one of your KBOs.

Depending on what part of the consumer journey the channel aligns to for you, fill in the KPIs you intend to track.

THANKS!

WE'RE ALL DONE NOW.