

IntelliQuest & *Tour Louisiana.com*

Louisiana Lagniappe Campaign

**It's not just native advertising as you know it ...
it's got a little something extra!**

According to AdWeek, 3rd party sources garner more attention to and respect for your content. TourLouisiana.com has been serving as a trusted 3rd party source for years to millions of travelers to Louisiana and is now proudly offering the "Louisiana Lagniappe" campaign to complement your digital marketing efforts.

LOUISIANA LAGNIAPPE CAMPAIGNS INCLUDE:

- 👉 Guaranteed Clicks
- 🌐 Exposure on Premium Publisher sites
- 👍 Social promotion
- ★ Expanded visibility on the TourLouisiana.com homepage (for new content)
- 📖 Inclusion in the TourLouisiana.com Articles library (for new content)
- 🔗 Reader access to all YOUR points of engagement from your content pages: Brochures, Videos, Facebook, Twitter, Newsletter sign-up, Website, Booking, Ticket Purchasing, Content Pages

What are my options?

CAMPAIGN A: \$7050

Guaranteed 3,500 clicks

Native Ad 1: Utilizes your content page on TourLouisiana.com

Native Ad 2: Linked to a custom SEO-optimized article that will:

- Provide referrals to your content pages
- Will live in the Articles section of TourLouisiana.com and on your content pages

CAMPAIGN B: \$5150

Guaranteed 2,500 clicks

Native Ad: Linked to a custom SEO-optimized article that will:

- Provide referrals to your content pages
- Be listed in the Articles section of TourLouisiana.com and on your content pages

CAMPAIGN C: \$3950

Guaranteed 2,500 clicks

Native Ad: Utilizes your content page on TourLouisiana.com

Where will my ad appear?

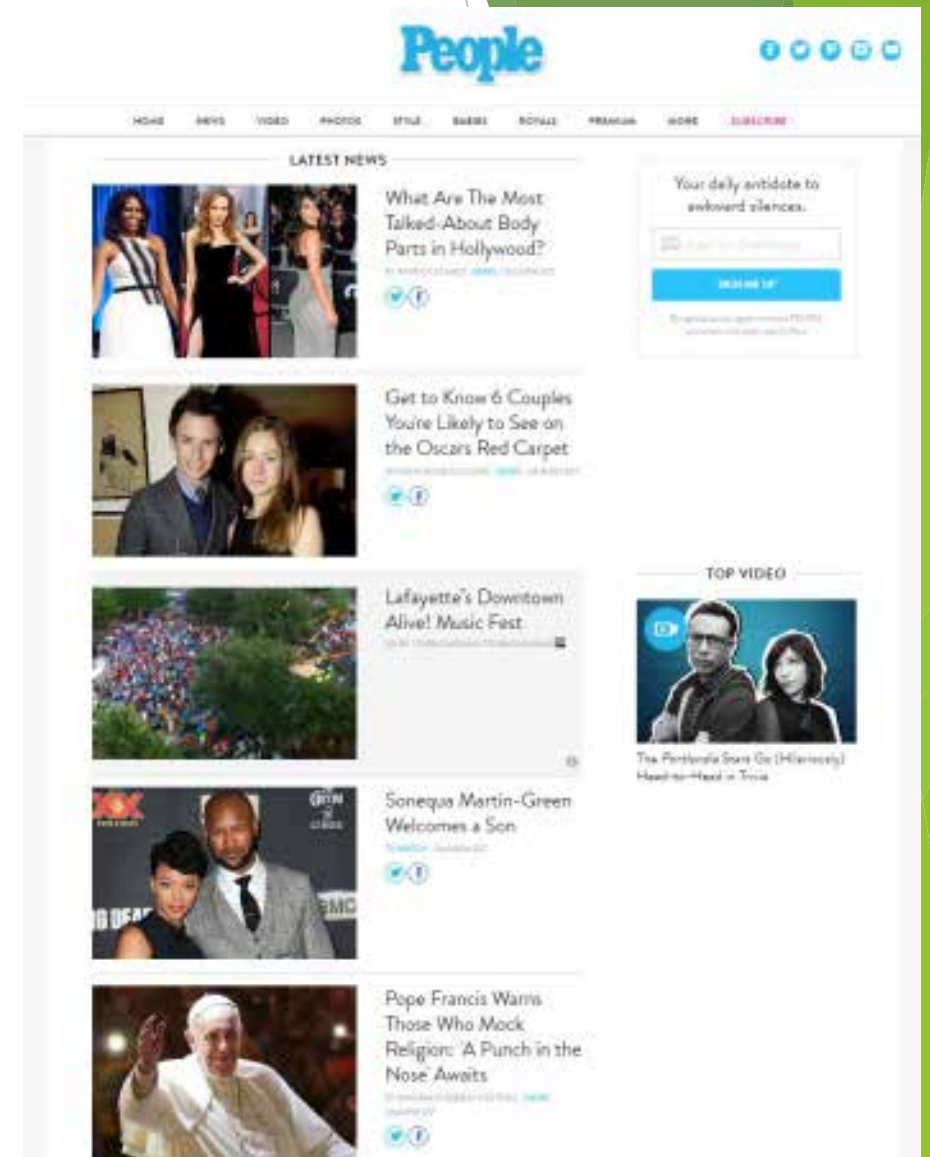
- ▶ 1. Premium Publisher Sites - the following are samples of how your ad might appear.



Mobile



Tablet



Desktop

Where will my ad appear?

- ▶ 2. Social Media - the following are samples of how your ad might appear.



Lafayette's Downtown Alive! Music Fest

Downtown Alive!, is in full swing

Located along the Vermilion River on the we...

[Learn More](#)



<https://www.facebook.com/TourLouisiana>
Sponsored

Located along the Vermilion River on the western edge of the Atchafalaya Basin, Lafayette is the metropolitan hub of Louisiana's Acadiana region, and is known for her rich cultural history, indulgent culinary offerings, and her eclectic music, from Cajun and Zydeco to...well, you name it!




Lafayette's Downtown Alive! Music Fest

Downtown Alive!, is in full swing

[Learn More](#)

👍❤️😮 243 77 Comments 27 Shares


[Like](#) [Comment](#) [Share](#)



<https://www.facebook.com/TourLouisiana>
Sponsored

[Like Page](#)

Located along the Vermilion River on the western edge of the Atchafalaya Basin, Lafayette is the metropolitan hub of Louisiana's Acadiana region, and is known for her rich cultural history, indulgent culinary offerings, and her eclectic music, from Cajun and Zydeco to...well, you name it!



Lafayette's Downtown Alive! Music Fest

Music Fest Keeps Toes Tapping, Now Through Thanksgiving

DOWNTOWN ALIVE!, IS IN FULL SWING

[Learn More](#)

👍❤️😮 243 77 Comments 27 Shares

[Like](#) [Comment](#) [Share](#)

What does my ad link to?

- ▶ Depending on which campaign you choose, your ad will link to either your content page on Tourlouisiana.com



- ◀ and/or to a custom, Search Engine Optimized article - written by us and approved by you!

Where will my content live?

- ▶ 1. In the articles section of TourLouisiana.com

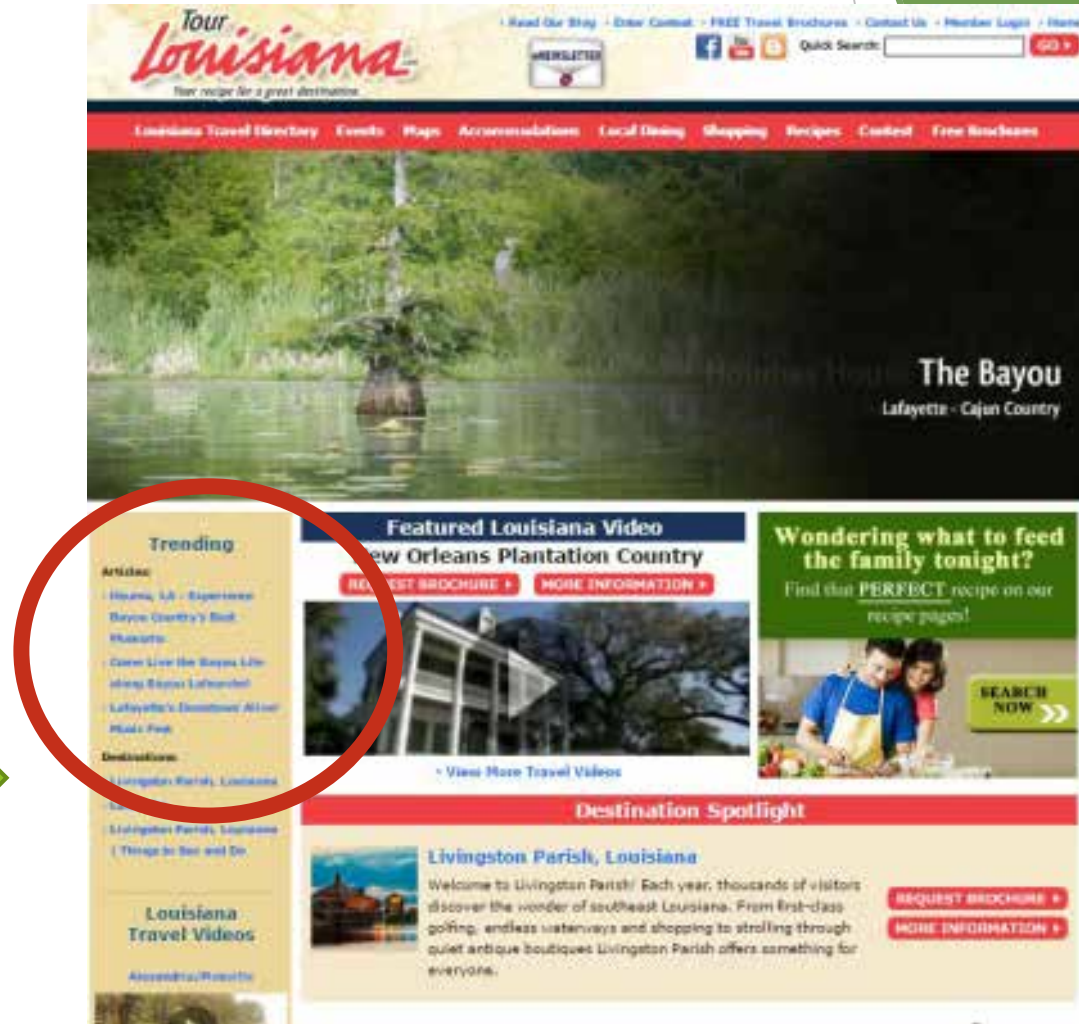
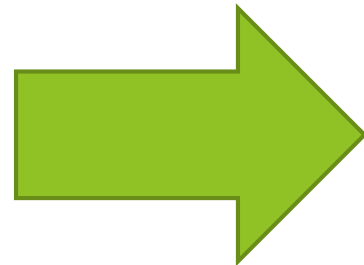
The screenshot shows the homepage of TourLouisiana.com. The header features the logo 'Tour Louisiana' with the tagline 'Your recipe for a great destination.' and navigation links for 'Read Our Blog', 'Enter Contest', 'FREE Travel Brochures', 'Contact Us', 'Member Login', and 'Home'. There is also a 'NEWSLETTER' sign-up button and social media icons for Facebook, YouTube, and Blogger. A search bar is located on the right side of the header.

The main content area is divided into several sections. On the left, there is a 'Trending' section with sub-sections for 'Articles' and 'Destinations'. The 'Articles' section lists several items, including 'Triple Your Museum Time in Shreveport-Bossier', 'Two Cool Louisiana Hotspots', and 'Come Live the Bayou Life along Bayou Lafourchet'. The 'Destinations' section lists 'Livingston Parish, Louisiana', 'Lafayette', and 'Livingston Parish, Louisiana | Things to See and Do'. Below this is a 'Louisiana Travel Videos' section with a video player and a 'View All Travel Videos' link.

The 'Articles' section on the right lists several articles. The article 'Lafayette's Downtown Alive! Music Fest' is highlighted with a red oval. The article text reads: 'If you want to experience Lafayette's incredible live music scene at its best, now is the time to go. That's because the city's renowned concert series, Downtown Alive!, is in full swing and will be until November 23.' The article is dated 11/16/2016 and includes a 'Read more...' link. Other articles listed include 'Houma, LA : Experience Bayou Country's Best Museums' (dated 11/16/2016) and 'Come Live the Bayou Life along Bayou Lafourchet' (dated 11/15/2016).

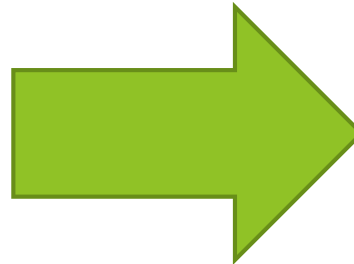
Where will my content live?

- ▶ 2. In rotation in the Trending box on the homepage of TourLouisiana.com
 - ▶ Note that your article will remain in rotation as long as it is not outdated information and still “trending”, which is determined by clicks to view your article



Where will my content live?

- ▶ 3. In the list of your content on your TourLouisiana.com pages



Food

Lafayette has the Cajun & Creole flavors you crave, along with the freshest in Louisiana seafood, and always a little something unexpected. Homegrown chefs are putting an inventive spin on time-honored recipes with the freshest local ingredients. But don't take their word for it. Lafayette has received many awards for their cuisine including being named the Tastiest Town of the South by Southern Living magazine, Best Food Town by Rand McNally and a Top 10 Foodie City by Livability.com.



Lafayette

One staple to the area's unique cuisine is the smoked pork and rice delicacy known as boudin. While the ingredients are basic, the variations of how to cook boudin are endless, which is why you need to take a trip down the Boudin Trail. Stretching across the metro area there are a dozen restaurants cooking boudin every which way you can imagine, and some you can't.

For the less adventurous Cajun food tours take you through the culinary mainstays of Cajun culture all the while sharing tidbits of history. Leave the driving and decision making to a local while you sit and soak in everything Lafayette has to offer.

Whether your passion is for their rich cultural history, the bustling culinary scene or distinctive blend of Cajun and zydeco music, you can be sure you will leave beaming from ear to ear.

[Lafayette's Downtown Alive! Music Fest >>](#)

[ORDER OR DOWNLOAD A FREE BROCHURE >](#)

[VIEW VIDEO >](#)

Related Information



Cajun Country Region

Contact Information:



[click here for larger image](#)



Lafayette Convention & Visitors Commission
1400 NW Evangeline Thruway
Lafayette, LA 70501
800.346.1958
337.232.3737

Email: info@lafayettetravel.com

Website: www.lafayettetravel.com/

Facebook: [Click here to visit our Facebook page](#)

Twitter: [Follow us on Twitter](#)

[ORDER OR DOWNLOAD A FREE BROCHURE >](#)

[VIEW WEBSITE >](#)

What makes this different than regular Native advertising?

The basics of the Louisiana Lagniappe program are the same as a traditional Native advertising campaign.

Ads are placed on publisher websites promoting and linking to content (generally a story or article) on another site. The ads follow the natural form and function of the publisher site, so as not to disrupt the user experience.

With the Louisiana Lagniappe program it's the extra's that make it special:

- ▶ 3rd party voice - with a longtime presence in the digital content and advertising space, TourLouisiana has established itself as an expert on Louisiana travel and it's reputation is recognized by both Google (in organic search returns) and millions of Louisiana travelers.
- ▶ Multiple added exposure points across TourLouisiana - homepage, articles page & your content pages.
- ▶ Your story or article lives on TourLouisiana as an additional content page, as long as the content doesn't expire.
- ▶ Links to all your additional points of engagement - social, website, video, newsletter, etc.
- ▶ Reporting appears directly in your TourLouisiana statistics and can be accessed and progress monitored 24/7 by you.

What if I prefer a traditional native campaign?

IntelliQuest offers traditional native and other programmatic campaigns as well. Traditional campaigns mostly differ in the following ways:

- ▶ Ads link to content on your own site.
- ▶ Slightly higher minimum investment required - with different results and KPI's measured.
- ▶ More in-depth reporting.
- ▶ Creation of a database generated from knowledge gleaned from engagement with your ad and your content. The database can then be utilized in future programmatic efforts as a retargeting tool, eliminating the need to “start from scratch” with each future campaign.
- ▶ More detailed targeting options.



IntelliQuest

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