



## Native Texan Campaign

According to AdWeek, third-party sources garner more attention to and respect for your content. For decades, TourTexas.com has been a trusted third-party source to millions of Texas travelers. Now we are taking it a step further in our “Native Texan” campaign, which utilizes our authority as a travel resource and the power of native and social promotion to complement your digital marketing efforts.

### NATIVE TEXAN CAMPAIGNS INCLUDE:

- 🕒 Guaranteed Clicks
- 🌐 Exposure on Premium Publisher sites
- 👍 Social promotion
- ⭐ Expanded visibility on the TourTexas.com homepage (for new content)
- 📖 Inclusion in the TourTexas.com Articles library (for new content)
- ⌚ Reader access to all YOUR points of engagement: Brochures, Videos, Facebook, Pinterest, Twitter, Instagram, Newsletter sign-up, Website, App Download, Booking, Ticket Purchasing, Content Pages

# What are my options?

## **CAMPAIGN A:** \$7050

### **Guaranteed 3,500 clicks**

Native Ad 1: Utilizes your Things to Do page on TourTexas.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 TourTexas.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 TourTexas.com and on your content pages

## **CAMPAIGN C:** \$3950

### **Guaranteed 2,500 clicks**

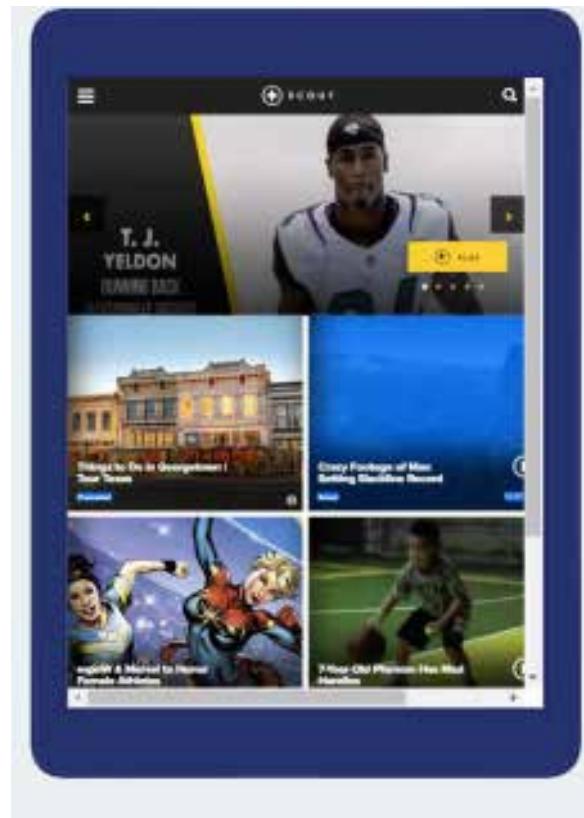
Native Ad: Utilizes your Top Things To Do page on TourTexas.com

# Where will my ad appear?

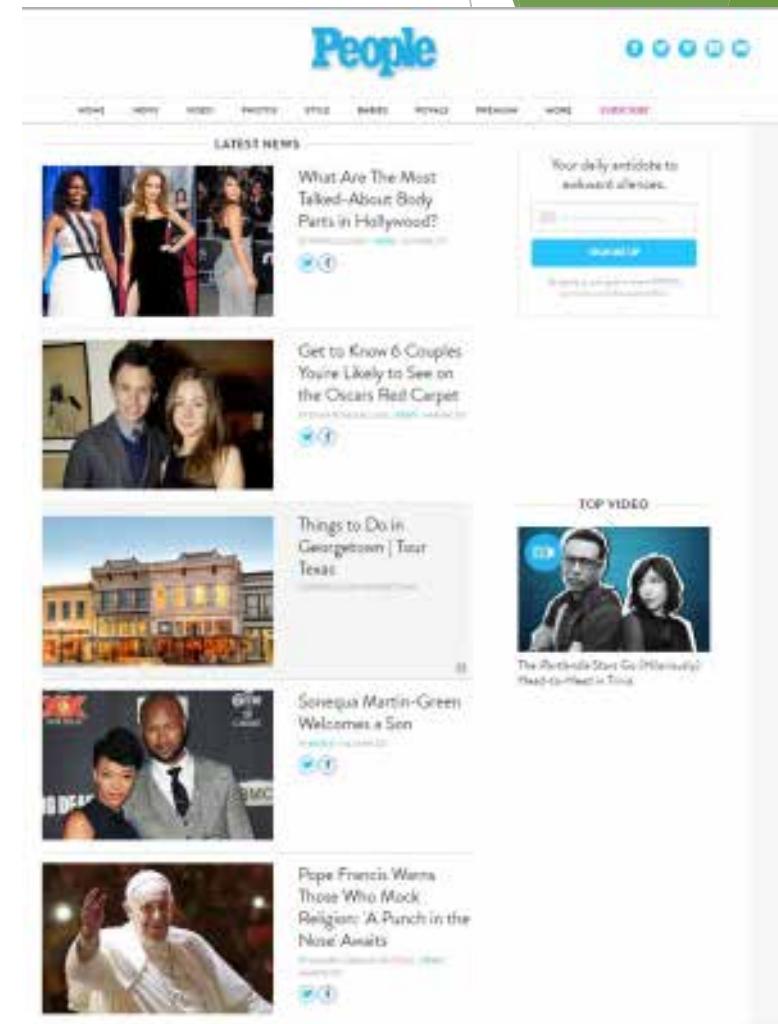
- ▶ 1. Premium Publisher Sites - the following are samples of how your ad might appear.



Mobile



Tablet



Desktop

# Where will my ad appear?

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



Things to Do in Georgetown, Texas  
Most Beautiful Town Square in Texas  
This welcoming community just 30 miles nort...

[Learn More](#)

 tourtx.com/destinations/  
Georgetown-things-to-do

Sponsored

This welcoming community just 30 miles north of Austin is a popular destination for travelers due to its beautiful courthouse square that is full of distinct shops and restaurants, a recreational lake, a spectacular cavern, and much more.



Things to Do in  
Georgetown, Texas [Learn More](#)

Most Beautiful Town Square in T...

47 562 Comments 311 Shares

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

 <https://www.facebook.com/TourTexas> [Like Page](#)

This welcoming community just 30 miles north of Austin is a popular destination for travelers due to its beautiful courthouse square that is full of distinct shops and restaurants, a recreational lake, a spectacular cavern, and much more.



Things to Do in Georgetown, Texas  
Most Beautiful Town Square in Texas [Learn More](#)

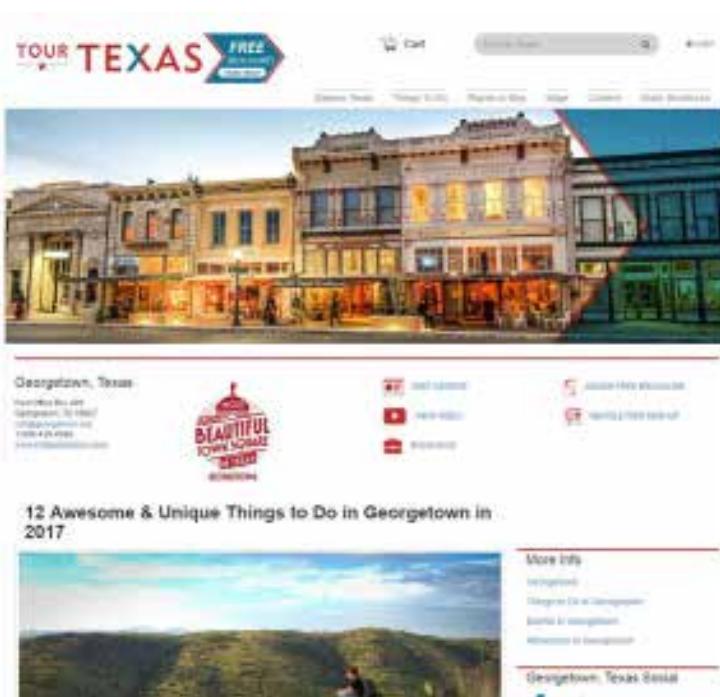
YOUR CAPTION HERE

47 562 Comments 311 Shares

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

# What does my ad link to?

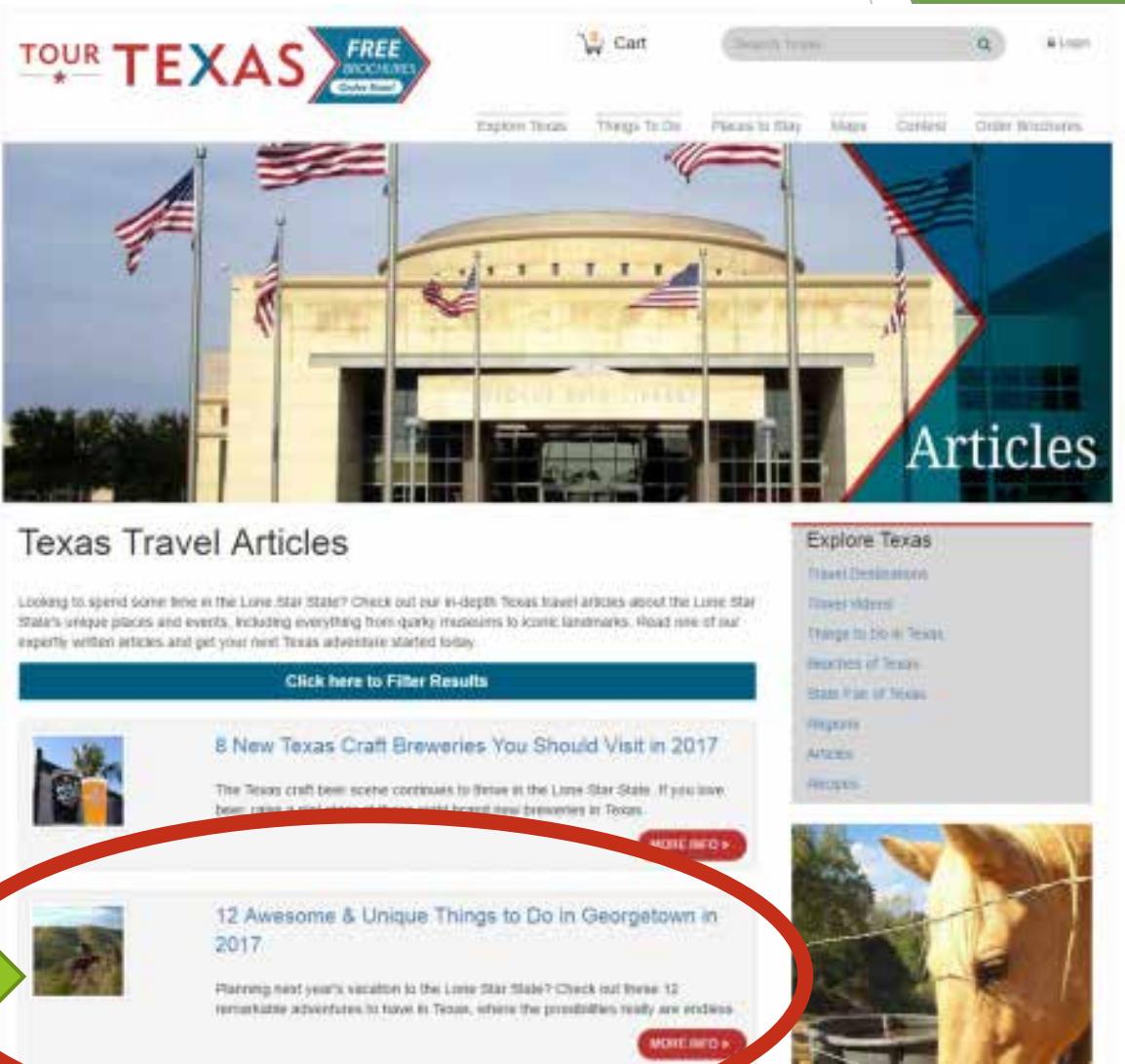
- ▶ Depending on which campaign you choose, your ad will link to either your Things to Do page on TourTexas.com



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

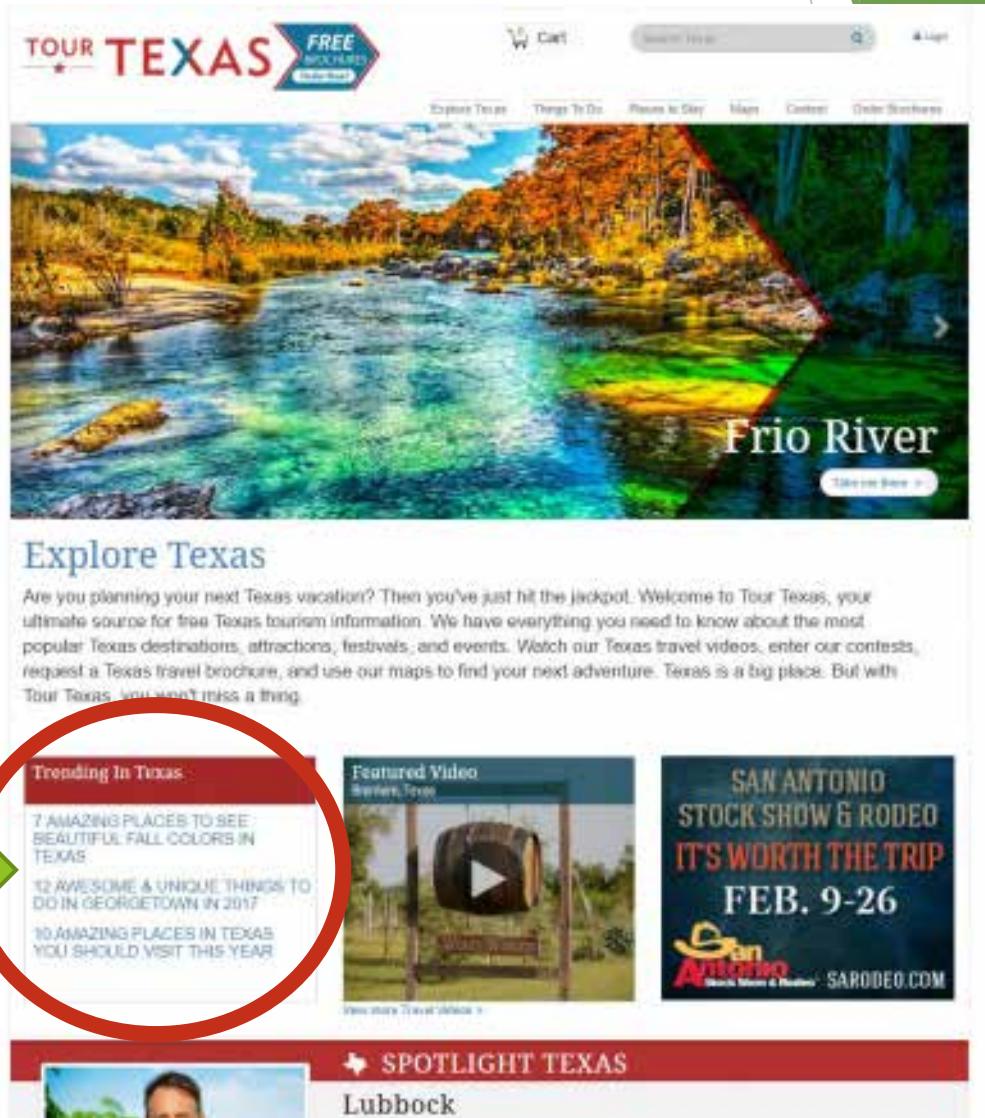
# Where will my content live?

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



# Where will my content live?

- ▶ 2. In rotation in the Trending in Texas box on the homepage of TourTexas.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



The screenshot shows the homepage of TourTexas.com. At the top, there's a banner for the Frio River with a call-to-action button 'Take me there!'. Below the banner, the 'Explore Texas' section contains a paragraph about planning a vacation in Texas. A red circle highlights the 'Trending In Texas' box, which lists three articles: '7 AMAZING PLACES TO SEE BEAUTIFUL FALL COLORS IN TEXAS', '12 AWESOME & UNIQUE THINGS TO DO IN GEORGETOWN IN 2017', and '10 AMAZING PLACES IN TEXAS YOU SHOULD VISIT THIS YEAR'. To the right of this box are two other sections: 'Featured Video' (a video player for a video titled 'Wimberley, Texas') and 'SAN ANTONIO STOCK SHOW & RODEO IT'S WORTH THE TRIP FEB. 9-26' (with a logo for 'San Antonio Stock Show & Rodeo' and a link to 'SARODEO.COM'). At the bottom of the page, there's a 'SPOTLIGHT TEXAS' section for Lubbock.

# Where will my content live?

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

The screenshot shows the TourTexas.com homepage at the top, featuring a banner for Georgetown, Texas. Below the banner, there's a section for Georgetown, Texas, with contact information, a logo for 'BEAUTIFUL TOWN SQUARE TEXAS HOMETOWN', and links to visit the website, view a video, and book now. A large green arrow points from the Georgetown content area down to a detailed page for Georgetown, Texas. This detailed page includes a photo of a building, a descriptive paragraph about the town's history and attractions, and a 'More Info' sidebar. The 'More Info' sidebar is circled in red and contains links to 'Things To Do in Georgetown', 'Events in Georgetown', 'Attractions in Georgetown', and a list of '12 Awesome & Unique Things to Do in Georgetown in 2017'. Social media icons for Facebook and Twitter are also present.

TOUR TEXAS FREE BROCHURE Order Now! Cart Search Texas Login

Explore Texas Things To Do Places to Stay Maps Contests Order Brochures

Georgetown, Texas

Post Office Box 419  
Georgetown, TX 78627  
info@georgetowntx.org  
1-800-438-8668  
[www.visitgeorgetown.com](http://www.visitgeorgetown.com)

**BEAUTIFUL TOWN SQUARE TEXAS HOMETOWN**

Visit Website View Video Book Now

Georgetown, Texas

Swim in a lake with the "Most Refreshing Water" depths of over just some of Georgetown's many swimming holes. Everything that defines the Hill Country. Travel to Georgetown and you'll find charming restaurants, boutique shops, tantalizing scenery, and a relaxed small-town ambience, all just 30 miles north of the bustling metropolis of Austin.

of Austin.

The history of Georgetown dates back to 1848, when the city's namesake, George Washington Glavincock, donated

More Info

- Things To Do in Georgetown
- Events in Georgetown
- Attractions in Georgetown
- 12 Awesome & Unique Things to Do in Georgetown in 2017

Georgetown, Texas Social

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# What makes this different than regular Native advertising?

The basics of the Native Texan 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 Native Texan program it's the extra's that make it special:

- ▶ 3<sup>rd</sup> party voice - with more than 2 decades in the digital content and advertising space, TourTexas has established itself as an expert on Texas travel and its reputation is recognized by both Google (in organic search returns) and Texas travelers.
- ▶ Multiple added exposure points across TourTexas - homepage, articles page & your content pages.
- ▶ Your story or article lives on TourTexas 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 TourTexas 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.

