



# ALL INCLUSIVE CONTENT PLAN

It has never been easier to market your destination to potential Texas travelers. Our all-inclusive content plan combines content, referrals to your site and social media accounts, and leads from postal requests and PDF downloads to provide a comprehensive solution to your digital marketing needs.

## INCLUDES

All-Inclusive Content Plan Rate - \$3,145

- ★ 4 SEO-rich content pages – written by us and approved by **you**
- ★ Postal Leads\*: generated from specific requests for **your** brochure to include: name, address, email
- ★ **Your** downloadable PDF brochure/guide
- ★ Leads generated from postal requests and downloads of **your** PDF guide emailed weekly and/or accessed by you 24/7.
- ★ Links to download **your** app
- ★ Links to **your** Booking & Ticketing pages
- ★ **Your** images displayed in an extensive slideshow
- ★ **Your** video – via a link to your own Youtube video (if available)
- ★ Link to **your** newsletter sign-up page
- ★ Links to **your** website
- ★ Enriched Engagement Reports – providing ROI measurements as well as statistics highlighting **your** performance – that can be accessed by you 24/7
- ★ Upload all of **your** events in a single excel file or XML feed

## TOUR TEXAS



## We Provide Deeper Engagement With Your Social Media

TourTexas.com links directly to **your** social media!



\* Requires fulfillment commitment. You must have a brochure or pamphlet and agree to mail them out to requesters of information on your product.

