



# Attractions, Events, Shopping & Tours Content Plan

With nearly half a MILLION VISITORS and NEARLY TWO MILLION PAGE VISITS each year, TourLouisiana.com continues to provide extensive digital engagement to more Louisiana attractions, events, shopping, and tours.

## INCLUDES

### Attractions, Events, Shopping & Tours Content Plan \$695 Annual Rate

- 2 SEO-rich content pages – written by us and approved by **you**
- **Your** downloadable PDF brochure/guide
- **Your** video – via a link to your own YouTube video (if available)
- Link to **your** newsletter sign-up page
- Links to **your** website
- Link to **your** ticketing page



- Links to download **your** app
- **Your** images displayed in an extensive slideshow
- Enriched Engagement Reports – providing ROI measurements as well as statistics highlighting **your** performance accessed by you 24/7
- Leads generated from your PDF downloads of **your** guide to include: name, email and zip code
- Upgrade! Add Postal Leads\* – generated from specific requests for **your** brochure to include: name, address, and email - \$250



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

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