Marc Reifenrath : Principal
Brian Allen : Senior Digital Strategist
ONCE UPON A TIME...
IF YOU BUILD IT, THEY WILL COME
IDENTIFY MARKETING GOALS
IDENTIFY MARKETING GOALS

1. Increase awareness of the Tourism in the North Pole
IDENTIFY MARKETING GOALS

Goal
Time On Site

Goal
Drip Campaign Sign-ups

Goal
Pages Per Session

BE IN THE SNOW
Be the first to know about new tours in the north pole and learn what makes the land of the north so special.

Enter your email address... SIGN UP
IDENTIFY **MARKETING GOALS**

2

Create a direct conduit to tourism businesses in the North Pole
Goal
Link handoff To Individual Tour Sites
IDENTIFY MARKETING GOALS

Goal
Contact Us Submission
IDENTIFY MARKETING GOALS

Goal
Phone Tracking

CallRail
HOW DO WE TRACK THIS?

Google Tag Manager + Google Analytics = MAGIC
Google UTM Campaign Codes

![Graph showing campaign performance metrics]

<table>
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<th>Source/Medium</th>
<th>Visits</th>
<th>Pages/Visit</th>
<th>Avg. Time on Site</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
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CREATE AND PROMOTE CONTENT
1. General NorthPole Education
2. Location Highlights
3. Event Features
4. Seasonal Content
5. Behind the Scenes Elf Activity
CUSTOMIZE CONTENT FOR SOCIAL

- Santa only taking on 3 channels to set up for success
- An Elf will be assigned to customize content and create images for each channel
- Santa will be tracking each link back to the site with a different Google Tracking URL.
SCHEDULE AND PROMOTE

CoSchedule

Before Publish:

- Find An Image
  Ashton Wintgen, Same day as publish
- Share the campaign
  Krista Tolstect, Same day as publish
- Write the messages
  Krista Tolstect, Same day as publish

New Task
HOW ELSE TO PROMOTE

- Santa adds links to his e-mail Signature
- Papa Elf contribute content to other related industry blogs
- Techy Elf Set up an RSS-Feed Email campaign
QUESTION

What is it called when a single site modifies its layout to fit any device?
ANSWER

Responsive
QUESTION

Which Company Owns Instagram?
QUESTION

What type of Pizza does Kevin like?
ANSWER

“A lovely cheese pizza, just for me.”
DRIVE TRAFFIC & GET LEADS
PAID SEARCH

**Vacation**
- Family Vacations
- Summer Vacations
- Vacation Destinations
- Spring Break Vacations
- Vacation Packages

**Trips**
- Family Trips
- Summer Trips
- Vacation Trips
- Spring Break Trips

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*North Pole Vacations - Experience The Magic*

Experience an Exclusive Vacation Filled with Magic.

Top Rated Vacations - 4-Star Hotels - Special Holiday Packages

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**Vacation Ideas - Travel Destination Ideas - TripAdvisor**

Find great vacation ideas and inspiration from TripAdvisor, your source for the web's best reviews and travel articles. Travel ideas for beach, family, casino, family vacations, adventure vacations, beach vacations, romantic vacations.

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**Vacation Idea**

vacationidea.com/

Best weekend getaways, things to see & do, vacation ideas by month, beaches, family and romantic trips in the U.S. and around the world.

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**Vacation Ideas: 26 Amazing Vacations | Travel Deals, Travel ...**

www.budgettravel.com/.../26Vacations-worth-bragging-about,12769/

VACATION IDEAS. 26 Vacations of a Lifetime. Have you taken that one perfect trip, the one that was just so epic you can't stop talking about it? We put this ...
TARGETED DISPLAY ADS

- Keyword Targeting
  - North Pole,
  - Vacation Planning
- Topic Targeting
  - Travel
- Custom Affinity Audience
- Placement Targeting
  - Travel Related Sites
TARGETED FACEBOOK ADS

- Target people who like “Southpole Tourism” or certain ski lodges
- Interest in “ski vacations” “Alaskan Cruises” and “North Pole”
- Email Address Upload
- Carousel Ads
REMARKETING

- Target people who have been to the site who have not filled out a contact form.
- Offer special download “travel guide” incentive to try and get the lead
- Remarketing Look-alike audiences
We use only outstanding images of the north pole.

Make ads look native. Avoid heavily branded images.

Carousel and Video Ads
STRATEGIC BOOSTS

- We will utilize social moov to automatically boost posts to target audiences based on select rules.
- We will build custom audiences to use for strategic ad targeting across all social platforms.
● We’ll utilize our remarketing list to show feature video.
● Target “travel” related videos with keyword targeting
● Target people that Google shows as having an interest in travel
● In Stream and in Display ads
Cheers! We did it!
TIME FOR QUESTIONS
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