

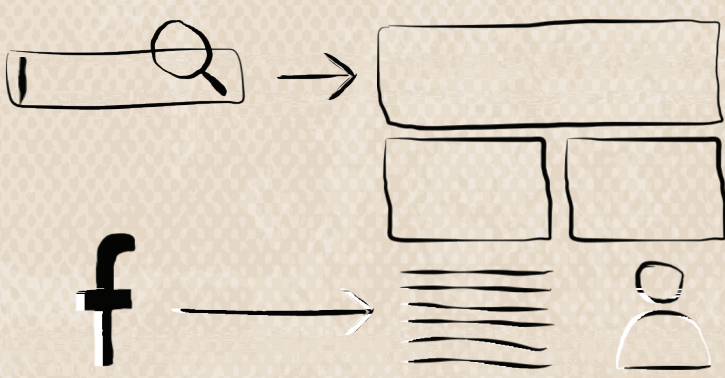


FOUNDATION BUILDING CO-OP: \$5,000 BUY-IN

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HOW IT WORKS

(Limited to the first 20 partners)



This program was developed as a second co-op option for partners that are working through the foundational elements of their marketing program and value direct site traffic as part of their marketing goals.

Partners are eligible to participate in both programs as long as there is availability.

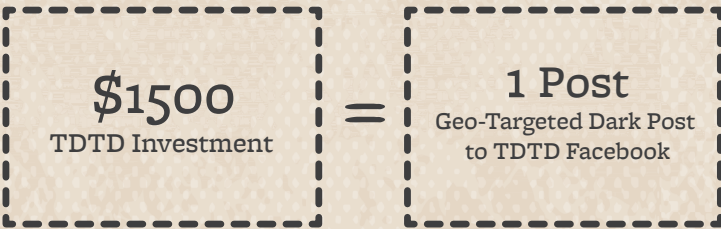
If you'd like to participate in both, please indicate that in your confirmation email to Jennifer Littlejohn.

PAID SEARCH

- \$5,000 net media buy (partner-funded)
- VML will develop targeted paid search ads supported by in-depth keyword research to understand user habits and priorities
- Partners can help dictate and prioritize messaging
- Partners will provide VML with click-through URL
- Ads will be geo-targeted to maximize efficiency (VML to recommend markets)
- Ongoing optimizations will be made by VML to ensure smart budget utilization

PAID SOCIAL

- \$1,500 TDTD investment
- One geo-targeted dark post on Facebook from the TDTD account (VML to recommend markets)
- Partners will provide content direction and click-through URL



MEASURING SUCCESS

VML will provide a summary report post-campaign outlining the following:

- PPC: clicks and click-through rate
- Facebook: impressions, engagements and clicks

VML will not be able to measure final site traffic because all traffic will be driven to the partner's digital property of choice. If you'd like VML to report on site traffic, we will work with each participating partner to provide instructions on how to implement a tracking code on your site.

PARTNER NEEDS TO PARTICIPATE

- Signed ATB
- Access to Google AdWords or keywords/ad copy
- Destination URL(s)
- Guidance for any priority events, deals, specials etc., occurring during campaign
- Initial keyword suggestions — VML will update based on market trends
- Priority and secondary markets
- Facebook content, image(s) and URL

TIMING

- Timelines will be developed on a per-partner basis, depending on campaign messaging
- Timeframe: April-June 2016

WANT TO PARTICIPATE?

If you'd like to participate or have questions about this program, please contact Jennifer Littlejohn (jennifer.littlejohn@tn.gov) or call 615.741.9025