

# AMPLIFIED STORYTELLING COOPERATIVE CAMPAIGN



## ENGAGE. INSPIRE. CONNECT.

Amplified Storytelling is the next level in content marketing. Through the Vermont Department of Tourism & Marketing and Madden Media storytelling cooperative, partners can highlight unique experiences and give readers an insider's perspective of Vermont destinations. And with funding from Vermont Department of Tourism & Marketing, partners can reach even more of their target markets at an affordable cost.

This program provides fresh, high-quality content with long-term SEO benefits for each partner and drives new, targeted traffic to a partner's website.



A first-person narrative story about your destination is written by a professional writer

## BRING THEM BACK AGAIN

To further engage readers, the co-op delivers **Remarketing Display Ads** that encourage previous website visitors to more deeply consider Vermont as a vacation destination.



We pinpoint your target audience through Madden Media's proprietary audience development network

## HOW IT WORKS

- Long-form stories **inspire readers** to live out experiences and drive them to more strongly consider the destination
- Strategically chosen **audience development platform** puts stories in front of the right readers
- Fresh, meaningful content **enhances SEO** and contributes to better organic search results
- **Remarketing Display Ads** invite consumers back to partner sites to complete a conversion activity
- **Complete reporting** provides insight into key performance indicators, with ongoing consultation and optimization



One click takes the reader to the story on your site

# Amplified Storytelling Cooperative Campaign

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1:2 MATCH  
from Vermont

## INCREASE YOUR REACH WITH SUPPORT FROM VERMONT DEPARTMENT OF TOURISM & MARKETING

Production Cycle: **6-8 weeks** | Program Launch: **Flexible according to your marketing calendar**

PARTNER PRICING	TIER 1	TIER 2	TIER 3
Partner Net Rate	\$2,585	\$5,050	\$8,625
Recommended Campaign Length	Up to 2 months	Up to 3 months	Up to 4 months
Minimum Clicks per Partner	4,300+	8,400+	17,100+
Number of Stories	1	2	3
Remarketing Display Ad Impressions	420,000+	870,000+	1.3 million+

## UPGRADE THE READER EXPERIENCE

### PRESENTATION LAYER

A Presentation Layer transports readers to the heart of a story. Through words, images, and video, it presents your story in a way that other mediums can't. Pricing begins at \$1,750.

### FEATURES:

- **Callouts** reinforce the story's tone
- **Interactive components** which immerse readers in the story
- Addition of **photos, videos, and "widgets"** enhance overall engagement
- **Organization into chapters** create a sense of connection and narrative
- **Social "sharing" buttons** allow for immediate amplification through social media and email



[Click here to view a sample Presentation Layer](#)

Information is subject to change.

## CONTACT US TODAY!



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connecting people to places

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