

LEAD CONVERSION MARKETING

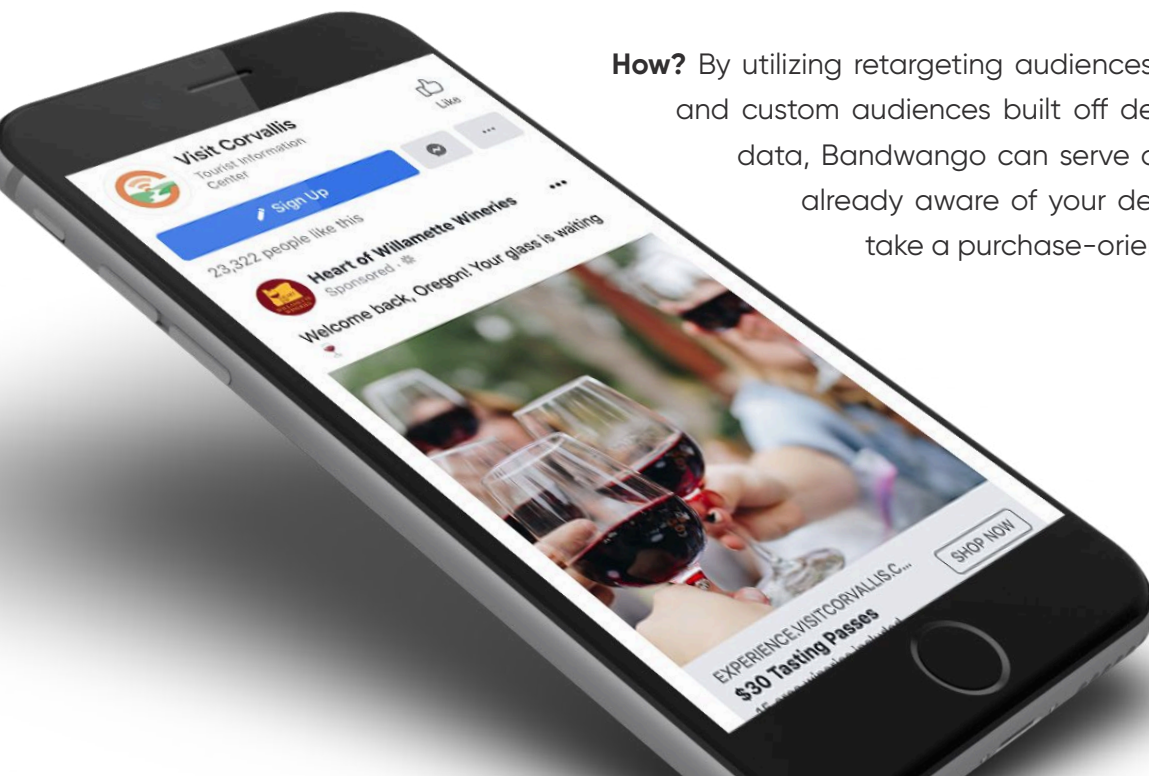
WHY DO YOU NEED A MARKETING SOLUTION?

Marketing a Bandwango pass requires a shift in thinking. Your DMO must go from inspiring visitation to driving sales and sign-ups to your passes. This lower funnel, conversion-focused marketing requires a strategy that goes beyond counting impressions. The Bandwango team knows your DMO doesn't need another click-through rate to report. Instead, Bandwango campaigns focus on the metrics that matter: driving pass sign-ups and re-engaging passholders in order to drive measurable visitation into local businesses.

STARTING WITH FACEBOOK

Not only does Bandwango's lower funnel marketing drive conversions, it can also help your DMO prove the value of the awareness and consideration marketing you are already doing. By capitalizing on the audiences your destination has already built interest with, Bandwango is able to focus marketing efforts on the travelers who are most likely to purchase or sign-up for your pass as well as utilize the programs you've created with the platform.

How? By utilizing retargeting audiences from destinations' sites and custom audiences built off destination and merchant data, Bandwango can serve ads to travelers who are already aware of your destination and primed to take a purchase-oriented action.



CAMPAIGN DESIGN

BUSINESS INTELLIGENCE

Engage Business Community
 Unify And Align Efforts
 Curate And Personalize Offers
 Attract New Conferences, Meetings, Events
 Identify, Attract New Relevant Audiences



RETAIN AND RE-ENGAGE

When placing Lead Conversion Marketing, Bandwango will utilize your destination's warm "Attract" and "Engage" leads and audiences in order to generate awareness, encourage conversion, push continuous pass utilization and re-engage those pass redeemers and purchasers for future campaigns with Bandwango's proven one-to-one data reporting.

EXAMPLES OF "ATTRACT" AND "ENGAGE" AUDIENCES



EXISTING FACEBOOK
CUSTOM AUDIENCES



DMO MAIN SITE
FACEBOOK PIXEL DATA



E-NEWSLETTER
LISTS



VISITOR GUIDE
REQUESTS

PHASES OF CAMPAIGN

**Bandwango campaigns require a 3 month minimum commitment*



CAMPAIGN FEATURES CAN INCLUDE:

- Lookalike audience creation
- Custom Audience creation
- Targeting of Facebook users who are Currently Traveling
- Abandoned cart retargeting
- Non-redeemer (non-utilized passes) retargeting

ALL BANDWANGO CAMPAIGNS INCLUDE:

- Kick-off call
- 6 versions of creative for review
- Minimum 2-3 ad groups per campaign (pending budget size) for initial testing
- Ongoing optimizations for top performing niche market segments
- Ongoing optimizations for return on ad spend
- Monthly reporting and final campaign report

SAMPLE MEDIA SPEND BREAKDOWN

SPEND PER MO.	MANAGEMENT FEE	TOTAL MO. COST	TIMELINE	IMPRESSIONS	EST. LINK CLICKS
\$2,000	\$500	\$2,500	3 months	1,000,000	9,000
\$2,500	\$625	\$3,125	6 months	2,500,000	22,500

**These are estimated results based on best practices and historical performance.
Actual results will vary based on passes, audiences, and budget size.*

MANAGEMENT SPEND

Bandwango charges a 25% management fee. The spends above will all go towards media, but billing will include a \$500 minimum monthly charge for each month the campaign is live in order to cover servicing costs.

Bandwango's Lead Conversion Marketing goes beyond Facebook advertising. If your destination hopes to execute full-funnel plans ranging from public relations to proximity marketing, our team is happy to explore creative options outside of impression focused campaigns.

Please reach out to emilie@bandwango.com to learn more.