

2021 Co-Op Webinar Questions & Answers



Portal Account

- Q: If we have participated in the Co-Op program in the past, do we need to set up a new account in the Portal?
 - A: No, your login information from previous years will work.

Content Creation

- V: If we purchase Photography/Video package, do we have the rights to use the assets for our own marketing and branding purposes?
 - A: Yes. You own the photos/videos created and are free to use them in your marketing and advertising as you wish. You are not limited to using the assets only in co-op advertising.
- Q: Would TourismOhio own the photo assets or does the destination get complete access, too?
 - A: The destination also has full rights in perpetuity to the purchased photos.
- Q: For the Photography/Video packages, does *Ohio. Find it Here.* provide the photographers and videographers?
 - A: Partners participating in photography will work with a professional, Ohio-based-photographer and Great Lakes Publishing (GLP) will provide the art direction. Following a kick-off call/discovery session with GLP to discuss your photography needs, you will be provided a list and samples of work from 5-6 photographers from which to choose. The photographers have been vetted by *Ohio. Find It Here.*
 - Partners participating in video may choose from two video production companies—a detailed overview of the video packages/services and prices are available on the [portal](#).
- Q: For the Photography/Video packages, does *Ohio Find it Here.* provide the models/talent that will be in the marketing collateral?
 - A: Professional talent is not included in video and photography costs. There are several options for securing talent which GLP or the video vendor can help guide you through. These options include hiring professional talent through a talent agency, using friends and family, or using a combination of professional talent as well as friends/family.
- Q: Can we use our own Photographer or Videographer for Co-Op content creation?
 - A: No. To receive matching funds you will need to use on one of the photographers/videographers affiliated with the co-op program.
- Q: For the Photography/Video packages, is there a guide for incorporating the *Ohio. Find it Here.* brand into the marketing collateral?
 - A: Yes, you can find Partner Guidelines on the portal [here](#)
- Q: How many different shots are possible for the Photography/Video packages?
 - A: It depends on the package you choose.
 - Tier I: Max 8 shot setup and you'll get 16-24 hi-res, color-corrected photos, digital files and one contact sheet containing all photos
 - Tier II: Max 4 shot setup and you'll get 8-12 hi-res, color-corrected photos, digital files and one contact sheet containing all photos

- Q: Do you offer influencer Co-Op plans without the purchase of the Photography/Video packages?
 - A: Yes. There are different tiers of the Storytelling package, one of which includes the influencer only. There is more information on the [portal](#) about each package available.
- Q: If you buy the individual components instead of the Storytelling package, does each component come with the 4-week Facebook advertising campaign and 4-week Instagram campaign?
 - A: No. The Storytelling component includes the landing page and the 4-week Facebook campaign. The Influencer component includes the 4-week Instagram campaign. More information can be found on the [portal](#).
- Q: If we have participated in the Co-Op program in the past, can we use previous year's Photos and Video? If so, where can we find our previous assets?
 - A: Yes. Please reach out to lauren.seckel@development.ohio.gov for assistance.
- Q: Does content creation include web site redesign?
 - A: No. The Storytelling package includes a single custom designed landing page containing your story that will reside on your website. It will be designed using your brand colors, fonts, look and feel.

Costs

- Q: For the prices listed in the Portal for each option, is that the Co-Op partner cost or the total cost?
 - A: The price listed is the Co-Op partner cost.
- Q: How much money does *Ohio. Find it Here.* match in terms of advertising and content creation?
 - A: *Ohio. Find It Here.* will pay 75% of the costs of content creation (this includes the storytelling package, photography and video).
- Q: If we invest in one tactic such as paid social, can we use the matching investment from *Ohio. Find it Here.* to go towards other advertising tactics?
 - A: No. The matching dollars must be used for the same tactic.
- Q: Are there minimum or maximum spend levels to be a part of the Co-Op program?
 - A: There are minimum spends for each tactic. Those minimums are listed in the [portal](#) and you'll see them as you make you selections.

Advertising Examples:

- Q: Do you have any examples of marketing collateral from past Co-Ops? Such as radio spots, display ads, etc.
 - A: Yes, we will be happy to provide examples from previous years for partners to reference. Please reach out to lauren.seckel@development.ohio.gov with such requests.

General CO-OP Questions

- Q: What exactly is the Co-Op program and who is it for?
 - A: The Co-Op Program is available to individuals, organizations or businesses located in Ohio that promote the state of Ohio as a travel destination.
- Q: Do you offer grants for non-profit organizations? Are there any programs that are free of charge?

- A: *Ohio. Find It Here.* does not offer grants.
- Q: Who is our main point of contact for all Co-Op needs?
 - A: Lauren Seckel (lauren.seckel@development.ohio.gov)

Golf Road Trip

- Q: Is the Golf Road Trip meant to promote 2021 or 2022 golfing events?
 - A: The TravelZoo golf-focused feature can also highlight public courses and attractions that visitors to Ohio can enjoy.
- Q: For the TravelZoo Golf Road Trip, are you highlighting professional golf tours or any area with great golf offerings?
 - A: This road trip is still in development, as such it may possibly include professional golf tournaments as well as areas with great golf offerings.
- Q: Are there advertising opportunities outside of the tournament for golf courses?
 - A: Yes, any public course may elect to participate in any of the co-op advertising opportunities offered. Golf courses may also create a free listing for themselves on Ohio.org by clicking [here](#).

Influencers

- Q: Do we get to choose our influencers for the influencer campaigns?
 - A: Yes. You'll work with the Marcus Thomas social team to determine an influencer who best suits your needs.
- Q: How does the influencer campaign process work? What information do I need to provide?
 - A: We'll setup a kickoff call with the Marcus Thomas social team. They will work with you to gather any pertinent information (i.e. goals of the campaigns, what type of trip, etc.). Once they have everything they need, they'll put together a list of influencers for you to choose from.

Paid Search and Paid Social

- Q: How soon can we begin running search?
 - A: The 2021 Co-Op program runs April – October. If you would like to run campaigns outside of these months please contact lauren.seckel@development.ohio.gov
- Q: What is the cost threshold for running a paid search campaign that optimizes for conversions?
 - A: \$550 is the minimum monthly spend to be able to include conversion tracking.
- Q: For paid tactics and their cost, how long does the campaign that I purchase run for?
 - A: Social and search campaigns will run-in 30-day increments.
 - Digital campaigns can run anywhere from 1-6 months depending on spend.

Co-Op Plan Due Date

- Q: What is the due date for Co-Op program plans to be submitted?
 - A: February 15, 2021
- Q: If my business is not going to know what our market is going to look like before February 15th, can I submit a plan at a later date?

- A: No, plans must be submitted by February 15, therefore please create and submit a plan requesting the dollars you would like to have available for your advertising. If you are not able to run the advertising you had hoped, let us know that you won't be needing the dollars requested.

Portal Access

- Q: Where can I find a link to the Co-Op Portal?
 - A: The portal link is: <http://tocoop.mtlc.com/>
 - You can also find it on the co-op industry page on Ohio.org: <https://ohio.org/wps/portal/gov/tourism/home/industry/advertising-co-ops>
- Q: Can we use our existing account in the portal?
 - A: Yes, you may use your existing account.
- Q: Is there a marketing agency log in that shows all the clients we represent? Or is it only logging in by individual client?
 - A: No. Marketing agencies will need to create a separate account for each client so that reporting can be conducted accurately for each separate campaign and client.

Co-Op Presentation

- Q: Where can I find the PowerPoint presentation from the Co-Op webinar?
 - A: You may download the presentation from the co-op industry page on Ohio.org: <https://ohio.org/wps/portal/gov/tourism/home/industry/advertising-co-ops>

Print

- Q: Are there any print options for Co-Op partners in 2021?
 - A: There are no print options in 2021 due to the uncertainty of the year and the long lead times associated with print

Radio

- Q: Where can I find more information about radio options for Co-Op program?
 - A: You can find radio information [here](#)
- Q: Is there a fee to advertise on I-Heart?
 - A: Besides the cost per market, there are no additional fees to advertise with iHeart Radio.
- Q: Is there a state-wide radio program available or is it only for the large DMAs?
 - A: No, radio is available in the DMAs listed on the [portal](#).

TravelZoo

- Q: For TravelZoo, do we need to offer a discount to be included in the program?
 - A: No, you do not need to offer a discount.
- Q: Is TravelZoo only for lodging partners or can other attractions and destinations request a stop on the road trip?
 - A: TravelZoo is for lodging partners to help them generate bookings. We are happy to consider non-lodging itinerary suggestions if they align geographically for potential inclusion.

- Q: What kind of lodging segments is the TravelZoo targeting? Hotels, inns, cabins, etc.
 - A: Any of the above.
- Q: Is TravelZoo aimed at single location lodging partners or is there an opportunity to highlight a group of lodging destinations across Ohio?
 - A: Each campaign is open to four lodging partners.

Website Listings

- Q: Is there a cost to promote events on Ohio.org?
 - A: No, it is free to create a listing on Ohio.org. You may do so by clicking [here](#)
- Q: After submitting an event to Ohio.org, what is the turnaround time for getting the published on the website?
 - A: Please allow up to one week for listings to be published on Ohio.org.