



2022 Co-Op Webinar Questions and Answers

Influencer Program

- Q. How are the influencers chosen/matched to destinations?
 - A. You will fill out a worksheet and have a kick-off call with Marcus Thomas and *Ohio. Find It Here.* to work together to determine what criteria is needed for the visit, build a tentative itinerary, and discuss what influencer will be the best fit for a successful influencer activation.
- Q. Are we able to request certain influencers?
 - A. If you have influencers in mind, please bring your list ready for the kick-off call that will be had with Marcus Thomas and *Ohio. Find It Here.* We would love to hear your thoughts and work together to make sure there is alignment with the criteria outlined for the visit and help to choose someone who will be most beneficial for your influencer experience.
- Q. Can you supply a list of what categories these influencers cover? i.e. history, foodies, etc.?
 - A. It is contingent on the trip itself. Some influencers flex expertise in food, family related travel, lifestyles, etc. The itinerary and what the trip entails dictates what type of influencer you will work with. That will be discussed and agreed upon in the kick-off conversation with Marcus Thomas and *Ohio. Find It Here.*
- Q. What is the threshold for an influencer? Is there a set number of followers?
 - A. We typically work with what we term “micro-influencers,” which is someone roughly within the 10k-50k follower range. If your destination has an expectation in terms of reach, we will have that conversation up front and determine best fit for you during our kick-off call.
- Q. If an influencer came in July 2021, will we see their content refreshed in Feb/March 2022?
 - A. No. The content repurpose starts in 2022. If you have a visit in the summer of 2022, the content refresh will occur in the winter of 2023. We will not be doing that for the 2021 visits.
- Q. How long does the content live in their highlights?
 - The content lives in their highlights in agreement with their contract. Typically, it is within a 90-day period. That said, many influencers do keep their highlight reel up longer than they are contractually obligated.
- Q. What does the program cost?
 - A. \$4250, but this final cost could be much less depending on how many activities and travel expenses the influencer needs to pay for vs. the destination providing for free. Don't be concerned if your destination doesn't have the resources to provide activities and travel expenses.
 - A. If you don't have the budget to pay for their activities, we have the budget to pay for their activities. It's a unique offering in comparison to the other offerings in the Co-Op Program.

Content Creation:

- Q. Where will we see our storytelling stories on Ohio.org? Is there an actual library of them?



- A. There are quite a few stories already on the website! *Ohio. Find It Here.* is committed to using partner content in their marketing, whether it is on the website itself or shared on social media. If you are interested in learning more about your own destination's content and how it will be shared, please reach out to lauren.seckel@development.ohio.gov
- Q. What portion of the Storytelling and Photography package with GLP is ad spend?
 - A. It depends on the package you select. If you are doing a Tier 2 Storytelling package without an influencer visit, the Facebook ad is \$3000. If you are doing Tier 1 Storytelling package that includes an influencer visit, it is \$3000 for the Facebook ad and \$3000 for the influencer boost on Instagram as well, equating \$6000 total. These costs are built into the fixed Storytelling package price.
- Q. If we end up not being able to afford photography but we do our own local shoot and send TourismOhio our photos, will they have the same chance to make it on the TourismOhio website and TourismOhio publications?
 - A. It is not guaranteed that this will happen, but there are times when *Ohio. Find It Here.* may reach out looking for photos that may not have been created in the Co-Op. Please keep in mind that if you do use a photo outside of this program, all the proper permissions must be received from the photographer so the state can use them.
- Q. Is it possible to still do a video in 2021?
 - A. No. The selection process for 2021 is closed and we are only accepting new selections for 2022.

Paid Search:

- Q. What is the threshold on paid search for conversion tracking?
 - A. \$500 a month
- Q. Question on the \$500 a month conversion tracking combo: does that need to be for all 12 months, or can we limit the \$500 spend to our open season?
 - A. We can work with you during your open season and it does not have to be for all 12 months. If you are spending \$500 on average, we will work with you to set up conversion tracking. If your in-season campaigns are spending that amount, we are happy to work with you and set that up. This is also a discussion you will have during your onboarding call in addition to keywords set up and campaign details.

YouTube:

- Q. Do we provide the :30 or :15 commercial for YouTube?
 - A. It can be both, depending on your selection. The recommended ad length for non-skippable ads is :15. The recommended ad length for skippable ads is :30.
- Q. Do we provide the creative for YouTube?
 - A. Yes. You will need to create the video and upload it onto your YouTube channel to have it promoted. You may use a video that you created through participation in the co-op program.
- Q. How many months are required for YouTube?
 - A. There is no minimum. You can do one month or a couple weeks. As long as your minimum investment is \$1000, we can customize the dates of your YouTube flights



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Digital Advertising

- Q. What is CTV?
 - A. CTV stands for Connected TV and will be through Smart TVs with apps such as Roku or Hulu. Any commercials that are played on those apps are CTV. OTT stands for Over the Top and is for any device that is not built directly into the TV. Examples include devices such as a Firestick, Apple TV, or even an Xbox or PlayStation. If commercials are seen via one of those, it is considered OTT. CTV and OTT are digital ads and have to be placed through the apps. This is in contrast to linear TV where you are buying broadcast TV.

eBlasts:

- Q. What is the audience for eBlasts? All in Ohio? Midwest?
 - A. We are in 17 markets both in-state and out-of-state. They include the following: Cleveland, Cincinnati, Columbus, Dayton, Lima, Toledo, Youngstown, Zanesville, Indianapolis, Detroit, Ft. Wayne, Louisville, Charleston, Lansing, Wheeling, Parkersburg, and Pittsburgh.
- Are the TravelSpike eBlasts just your organization or up to 4-5 attractions in an email?
 - A. eBlasts include your organization as well as 4-5 participating businesses

Ad Selection Process

- Q. How will we make selections if not through the portal?
 - A. We are using an interactive PDF that partners can fill out and send back to Rachel.wright@mtllc.com by November 19th.
- Q. When does the selection form open/start?
 - A. October 15th
- Q. When does the selection period close?
 - A. November 19th
- Q. Can you talk more about the planning sessions, do you start with a form that we fill out to confirm goals of campaign? What other questions will you ask?
 - A. That is correct. We will send you a questionnaire that you will be asked to fill out ahead of time and return to Marcus Thomas. Questions will surround budget, goals and objectives, and what channels will be a good fit for your Co-Op ad selections.
- Q. Are the planning services to help identify markets included in the packaging or does that service come out of the matching budget?
 - A. The planning services are meant to be a deep dive into your goals, objectives, target audiences, markets, etc. that will help make the most of your program. These sessions are considered an added benefit to participating in the program and are no additional cost to you.

Co-Op Portal:

- Q. What is the preferred browser?
 - A. Google Chrome and Microsoft Edge are the browsers we recommend.
- Q. Can you kindly provide proof of play with all invoices via the new portal?



- A. This is not on our list to launch in January. We are currently discussing what will be included in the next round of improvements and will discuss adding proof of play.

Pricing:

- Q. Are the prices shown our spend or half of that because of the Ohio Co-Op match?
 - A. All pricing you will see on the slides and on any documents from us will list your price. Any prices shown will also be matched by the state.
- Q. Are the per month fees suggesting that you are committed to all 12 months of the year or can you select the months you would like to run ads?
 - You do not have to run the full 12 months. You can pick and choose the months you would like to run.
- Q. What are the three budget categories for podcast advertising?
 - A. Tier one: \$7,000 Tier 2: \$6,000, Tier 3, \$5,000. You can find more information regarding pricing on the PDF Ad Selection Document.
- Q. In 2021, Storytelling was a 75/25% cost sharing. Will 2022 be 50/50?
 - A. We are going back to a 50/50 match in 2022. In 2021 we were able to offer the higher match in recognition of the pandemic and recognizing that people's budgets were affected by the pandemic. It was also implemented in acknowledgement that partners were in the position of needing content and assets created that are typically more expensive than traditional types of advertising. As we get into 2022, the 50/50 split will resume.
- Q. Is there a link to the Co-Op that we can look at the cost for everything?
 - A. All prices are listed on the Ad Selection PDF.
- Q. Is the \$1.5 million the same level of commitment as 2021?
 - A. \$1.5 is aligned with the funding we would have set aside in 2019 and 2020. In 2021 we matched over \$1.5 million in recognition of the pandemic. We recognized the need for new assets and content creation, so we provided a 75% match for content creation. That was a one-time match option and a 50/50 match is what we are returning to in 2022.