



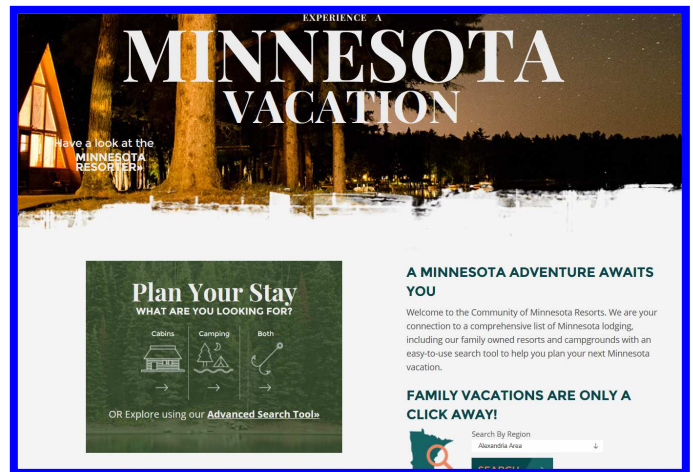
www.Minnesota-Resorts.com

Marketing Benefits of CMR

One of the advantages of membership to a group like the CMR, is that we can "pool" our resources to create much bigger marketing promotions. Most smaller family vacation resorts couldn't afford these more expensive strategies on their own - but together, we can!

CMR Website - A Minnesota Resort Directory

- Personalized Listing of your resort on this Resort Directory (Little training needed to update your own listing. Add photos, or change text at will. *Those with photos will be eligible for one of two randomly selected resorts to be featured on main page each time page is refreshed.*)
- Link directly to your own website (reciprocal links heighten your site's search ranking)
- Resorts searchable by state map, name or amenity preferences
- Mobile Responsive Website coming soon in 2017! ▶▶
- New Social Media Plan of Action 2017: Facebook & Instagram weekly postings
- Campsite search feature
- Membership Page - for YOUR convenience
 - Easy to find your legislators through links. Template letters are offered to assist you in writing to your Representative and Senator on common resort issues
 - Listing of upcoming CMR events (conferences, classes, resort tours, Day on the Hill, etc.)
 - Contact page for all board of directors, education materials and templates (AIS guideline for guests, Employee Hiring forms, Photo release forms, etc.)
 - 'Hot deals' for CMR members from associate/vendor members (low rates on credit card processing, special wholesale pricing on log furniture, 10% off reservation software, 5% off lawn equipment, etc.)



"I would use the Last Minute Openings feature again. I noticed we received a few more referrals from the CMR web site while our ad was running. I can't say with certainty that we filled our vacancies because of the ad but that is something I can keep track of next year if the feature is still available." John Karakash, Retreat Lodge

Pay Per Click web marketing to steer traffic to CMR website. (50% ad buys are out-of-state.)

Banner Ad on Explore Minnesota Tourism website

Recently, a big buy marketing effort involved THREE \$2,000 co-op banner ads on the state's tourism website. Also recently, the CMR initiated a partnership with EMT (Explore Minnesota Tourism) and MRCA (Minnesota Resort & Campground Association) to create a 30 second **television spot** which aired in Minneapolis and Chicago areas.

Flash Ads

CMR collaborated with EMT the last several years to create Flash Ads on major newspaper websites in Fargo, Sioux Falls, Chicago and Minneapolis. Ad view impressions average 143,000 monthly.

