



# Marketing Benefits of the 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 resorts couldn't afford these more expensive strategies on their own - but together, we can!

## CMR Website - A Minnesota Resort Directory

- Custom/Personalized Listing of your resort on this Resort Directory (No training needed to update your own listing. Add photos or change text at will.)
- Link directly to your own website (reciprocal links heighten your site's search ranking)
- Resorts searchable by state map, name or amenity preferences
- Mobile feature (26% of visitors to site are viewing via mobile devices)
- Last minute openings
- Campground only search (by area or name)
- Membership page
  - 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.)



*"Thank you to all who were on board for the website's Last Minute Openings (LMO) web enhancement. I have been able to fill the openings I had for the last 4 weeks. We were concerned a month and a half ago. Yesterday I spoke to two people about cabins. At that time I had just filled the vacancy for the week they were looking. I had to tell them I was full, and when I tried to explain about CMR's LMO, they told me they were already on CMR's LMO map page. That is how they had called us!"*

*-- Jim Eickhorst, Kohl's Resort*

## 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

In 2015, a big buy marketing effort involved THREE \$2,000 co-op banner ads on the state's tourism website.

## Flash Ads

CMR collaborated with EMT in 2014 to create Flash Ads on major newspaper websites in Omaha, Des Moines, Chicago and Minneapolis. All are trackable by separate domains. Ad view impressions averaged 178,000 monthly.

## TV Commercials

In 2013, the CMR initiated a partnership with Explore Minnesota Tourism to create a 30 second television spot which aired in Minneapolis and Chicago.

