

Explore Minnesota Tourism Social Contest/Offer Co-Op Program

Utilize the power and reach of the Explore Minnesota Tourism Facebook page (over 135,000+ fans) as well as the Pioneer Press/TwinCities.com Facebook page (over 65,000+ fans) to drive engagement to your brand!

Co-Op Social Media Program:

This program will run up to ten times in 2016 for 6 individual participants and will contain the following:

- 7-day campaign
- Fan-Gated Splash Page on EMT's Facebook Page and PP/TC.com page
- Contest & Sweepstakes information and registration page build-out
- Official Rules Page
- Secure Data Capture (Participant will retain all information from user sign-ups)
- Customized performance reporting and analytics
- Mobile & Tablet optimization Facebook ad budget for further promotion

For the investment below, TwinCities.com will implement and manage your turn-key Facebook campaign or contest.

Rate: \$2,000 per participant*

*Limit of 6 total participants ; Limit one program per month; Limit one program per participant unless approved by Explore Minnesota Tourism.

Available Run Dates: July 1, 2015 – June 30, 2016**

Added Value: Promotional posts on the Pioneer Press/TwinCities.com Facebook page as well as a 1-day Wallpaper take-over on the TwinCities.com Home Page will drive additional likes and sign-ups

With Explore Minnesota's support & vendor discounts and added value, you save **\$5,000!**



Facebook Contest Example