

Nominee: Southwest Montana Tourism Region

Award: Outstanding Tourism Campaign

Statement of Nomination:

Southwest Montana launched a multi-faceted online campaign for 2015 that included interactive prospecting and retargeting banners, content amplification articles and social media partnerships with True West Magazine and YellowstonePark.com. The region also created a landing page that allowed it to track the links embedded in the page and determine which content was most interesting to the region's consumers.

The campaign was a resounding success. The banner ads received an overall click-through rate of 0.15%, well above industry average. The content amplification articles received over 9,000 clicks with a low average bounce rate of 14% and consumers spent 2 ½ to 3 minutes on the site reviewing the content.

The social media partnerships were also successful. With True West, Southwest Montana received content on the site's homepage, an e-newsletter blast and boosted social media posts on Facebook, Twitter, Google+ and Instagram. These posts drove traffic to the content on True West's website as well as to Southwest Montana's social media channels (Facebook and Twitter) and the landing page. The program had a reach of over 230,000 with 13,500 "likes", 3,152 click-throughs, 1,991 shares and 500 comments.

Most of the online efforts drove traffic the landing page. The page received 10,848 sessions and had a 42% engagement rate with the content on the page. The average time spent on the page was 3:51 minutes. The four most clicked links on the site were visiting the Southwest Montana Facebook page, signing up for the region's e-newsletter, information on ghost towns and scenic tours.

Website or relevant link: <http://press.southwestmt.com/summer-2015/>

Website or relevant link: <http://southwestmt.com/articles/historystory.htm>

Website or relevant link:
http://interactive.partnerscreative.com/banners/SWMT/1564-2_TripAdvisor/round2/InspiringAwesome_300x600_SWMT-1564-2-polite.html

