



**DESTINATION
MANAGEMENT**

**TOURISM
MARKETING
SERVICES**

TOURISM MARKETING SERVICES

All digital marketing campaigns employ sophisticated analytics to track conversion, ROI, engagement, and provide measurable results. Our entire staff will be dedicated to your project. With a wide range of talent, we can assign the most appropriate person for each required task, and get it done in a timely manner.

Brand Consultation,
Development, and
Brand Positioning

EMAIL MARKETING
Newsletters,
announcements, account
maintenance, etc.

ANALYTICS
Setup, review, improve

SOCIAL MEDIA MARKETING
Content development, placement, ad buys, posting at an appropriate frequency. Monitor and respond to all social engagement Facebook, Instagram, Pinterest, and more

Creative
Development

Budget Development
& Recommendations

LEAD ACQUISITION,
AUDIENCE BUILDING, &
CUSTOMER RETENTION
CAMPAIGNS

Email, social media,
website integration, etc.

Original Content
and Copywriting

Maintain Media
Relations and Create
Media Releases
as Required

SEM

Google Adwords
Remarketing/Retargeting

SEO

Content optimization, link
building, citation building
Website structural optimization

Frequent Client
Feedback, Reporting
and Advice

MEDIA BUYS &
SCHEDULING

Online, TV, print, etc.
Work with or provide
graphic artists,
photographers,
videographers

VIDEOGRAPHY
AND VIDEO
POST-PRODUCTION

Drone, hi-def cameras,
GoPros, photography, etc.

ESTABLISH RELATIONSHIPS WITH OTHER TOURISM ENTITIES
& PROVIDE PROMOTION & REPRESENTATION

Apply for grants, respond to media outlets for all requests for information,
continually requesting information, specials, pictures, videos, events, etc.
from all tourism related businesses

PRICING

- Monthly flat-rate customized for your budget
- We do not add 15% - 30% surcharge for ad buys

why do we operate this way?

In addition to a retainer, many agencies charge a markup for services and ad buys, anywhere from 15% -30% or more. Clients end up not knowing how much they even spent, or how much went to "administration."

We believe you should know up front how much will be spent on management and administration, and save every other penny for ad buys and paid campaigns.

Our focus is on YOUR best interest, and not doing big ad buys. The performance of your campaigns, your conversions, etc. are what matter to you, so that's what matters to us.

our advantage

- VistaWorks is a locally-owned Colorado company. We would be happy to provide in-person visits when necessary.
- We are stable, have been in business for over 22 years.

