

# Focus your digital marketing on a fresh audience who already WANTS to engage with you.



To navigate through the wilderness you hire a Maine Guide. To promote your business, let us be your Digital Marketing Guide.

Unlike a traditional marketing agency, partnering with Activity Maine gives you an extensive built-in audience.

Our talented team offers a range of copywriting, messaging and ad services to position your business to the forefront – attracting the type of customers YOU want to bring in.

## Did We Catch Your Interest?

### *Read on to learn more about:*

- ☼ How we guide your marketing experience
- ☼ How to reach thousands of new customers through our social media and digital platforms
- ☼ Activity Maine's advantage over traditional marketing firms
- ☼ How to Become a Premium Digital Partner



### Activity Maine's Audience

We have locals and frequent visitors from New England and beyond who TRUST US to supply them with content relevant to their top interests below:

- **Outdoor Recreation & Tourism:**  
Camping/RVing, Campgrounds, Golf, Fishing, Hiking, Gear, Photography
- **Site Seeing/Experiential Tours & Rentals:**  
Sailing, Land & Sea, Guided & Self-Guided, Rentals from Paddling to Power Boats, Bikes, Sporting Cabins
- **Adventure Travel:**  
Accommodations, Restaurants, Breweries
- **Educational:**  
College Visits, Museums, Camps
- **Health & Wellness:**  
Spa, Fitness, Community Events



# What's Next? A Digital Marketing Partnership

## How We Guide Your Marketing Experience

### STEP 1

Choose a Custom Digital Package to bring a targeted, receptive audience directly to you.  
(see options on pages 4 & 5)

### STEP 2

We review your marketing assets and set a clear path to reach your goals and objectives.

### STEP 3

Together we create a custom plan for you that converts clicks into customers.

Now let's get to work!

## Activity Maine's Social Media Platforms & Digital Assets



We are continuously growing our audience across all of these platforms:

### WEBSITES

*3 Unique Websites*

### E-NEWSLETTER

### DIGITAL MAGAZINE

*166,000 Downloads on Issue*

### FACEBOOK

*3 Niche Pages*

### INSTAGRAM

*2 Unique Accounts*

### TWITTER

### YOUTUBE

*2 Unique Accounts*

### LINKEDIN

### PINTEREST





# Activity Maine's Advantage

## YOUR MESSAGE + OUR AUDIENCE = THE PERFECT MATCH

Activity Maine naturally attracts an audience of locals and frequent visitors from New England and beyond who are looking for their next Maine adventure. Our loyal fan base TRUSTS US to provide them with content relevant to their interests. This close relationship allows us to put your marketing message in their social feeds and inboxes, and inspires them to try the new experiences your business offers.

## WE ARE ADAPTABLE

We have survived two economic depressions since 1984 and our marketing expertise will help you survive this one.

## OUR HISTORY

With 36 years of collaborating with thousands of Maine businesses, we have a marketing advantage in our state's tourism and recreation industry.

## ACTIVITY MAINE'S INFLUENCE

A referral from us is more powerful than unsolicited ads.

## SAVE TIME & MONEY

Our existing relationships and built-in audience help you reach your marketing objectives at a fraction of the cost. Bypass the set up time of on-boarding an expensive marketing agency who has to start from scratch.





# Activity Maine Digital Marketing Partnership



**Activity Maine's Digital Crew  
is Geared Up to Help You  
Haul In Customers!**



## **We Know the Digital Ropes!**

### *Meet Our Team*

**Stanley Rintz:** Copywriter & Client Strategist

**Larissa Davis:** Art & Creative Director

**Kristina Roderick:** Graphic Designer &  
Social Media Manager

**Robin Bean:** Webmaster, SEO & Email Marketing

**Kay Stephens:** Managing Editor, Copywriter

**Michael Leonard:** Photographer &  
Photoshop Expert

**Jody Gould:** Keyword Research &  
Publishing Coordinator

**Kendall Harnett:** Video Editor &  
Marketing Consultant

***We'll guide you to an eager audience, so you can reel them in!***

## **Here's How**

**Assess Your Campaign Objectives:** The starting point to strategize your marketing objectives, assess current digital assets and identify the audience engagements you want measured and improved.

**Unique Message Curation:** We create engaging text that articulates the soul of your brand, and sparks the interests of your desired audience.

**News & Press Releases:** Distribution through statewide and national channels for media appearances and events.

**Premium Newsletter & Website Ads:** Top header ad placement in six newsletters and on ActivityMaine.com

**Targeted Social Media Campaign:** Multiple scheduled posts per week across eight social channels in a specific, impactful order.

**Boosted Social Media Ads:** \$150 included (\$50 per month over three months).

**Optimization of Keywords, Links & Hashtags:** Based on your campaign objectives, we use specific keywords, your website, social media links, and hashtags in posts to increase search results and engagement tracking.

**Dedicated Landing Page on ActivityMaine.com:** We update your landing page with optimized links and your own content/videos/blogs/special events to drive traffic back to your own website.

**Exceptional Graphic Design:** You'll receive a portfolio of inspiring advertising imagery and messaging to use across all social channels, email newsletters, and websites that will stand out and get clicked.

**Video Collaboration:** We feature your business in our Outdoor Adventure Series partnership video.

**Seasonal Contests & Giveaway Campaigns Inclusion:** A fun way to engage our readers with your content.

**All Digital Access:** All campaign creative designs, advertising assets and SEO research will be in a shared folder that you get to keep and use for future campaigns anytime you want... PRICELESS!

**\* All of the above is included in our Premium Digital Partnership. See next page for pricing and other package options.**

# Activity Maine Digital Marketing Partnership



## Digital Marketing Packages



### The Audience Attractor

Connect with Activity Maine's like-minded audience and build quality relationships over time. Ideal for tourism and experiential outdoor businesses looking to capture the attention of visitors and locals to get them through your doors during busy season.



### The Adventure Experience

Deepen your connection with powerful storytelling to engage a higher level customer. Our professional writers bring together non-competing businesses who can build off each other and curate an inspiring call to adventure, with easy introductory steps.



### The Premium Package

*(Only One Premium Partner per Season)*

All hands on deck! This is the ultimate use of our entire digital marketing team to reach a targeted audience and is reserved for only one partner per three-month season. This partnership includes a video collaboration, custom press releases, \$150 toward boosted social campaigns, and event sponsorship. This level gives the broadest reach for maximum amplification of your message and brand experience.

	THE AUDIENCE ATTRACTOR	THE ADVENTURE EXPERIENCE	THE PREMIUM PACKAGE
Collaborative Sales & Marketing Review	✓	✓	✓
Unique Message Curation	✓	✓	✓
Exceptional Graphic Design	✓	✓	✓
Targeted Social & Newsletter Ads	2 Scheduled Posts per Week Across 8 Social Channels	4 Scheduled Posts per Week Across 8 Social Channels	6 Scheduled Posts per Week Across 8 Social Channels
Contests & Giveaway Promotions	✓	✓	✓
All Digital Resource Access	✓	✓	✓
Premium Newsletter & Website Ads		Mid-Level Banner Ad in 6 Newsletters and Sidebar on ActivityMaine.com	Top Header Ad in 6 Newsletters and on ActivityMaine.com
Optimization of Keywords, Links & Hashtags		✓	✓
Dedicated Landing Page on ActivityMaine.com		✓	✓
\$150 Boosted Social Media Ads			✓
Video Collaboration			✓
News & Press Releases			✓
Estimated Audience Reach	25,000 per Month	40,000 per Month	120,000+ per Month
	\$199 / Month for 3 Months	\$333 / Month for 3 Months	\$1,165 / Month for 3 Months