



Online Cooperative Marketing Opportunities 2014

East Coast Regional Tourism Organisation

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Overview

Over the past few months the East Coast Regional Tourism Organisation (ECRTO) has been investing and working strategically toward growing awareness and visitors to Tasmania's East Coast. We have now decided on a number of targeted online and offline marketing campaigns and activities. Significant investment has been put into the following areas:

1. An online social media marketing campaign including online video content
2. A 12 month email marketing campaign (launching in May)
3. A TV and Cinema advertising campaign within Tasmania (launching in May)
4. Upgrade of our website with new copy and imagery profiling these campaigns (launching in May) with the vision of rebuilding the website in the near future.

* See overview diagram on the next page

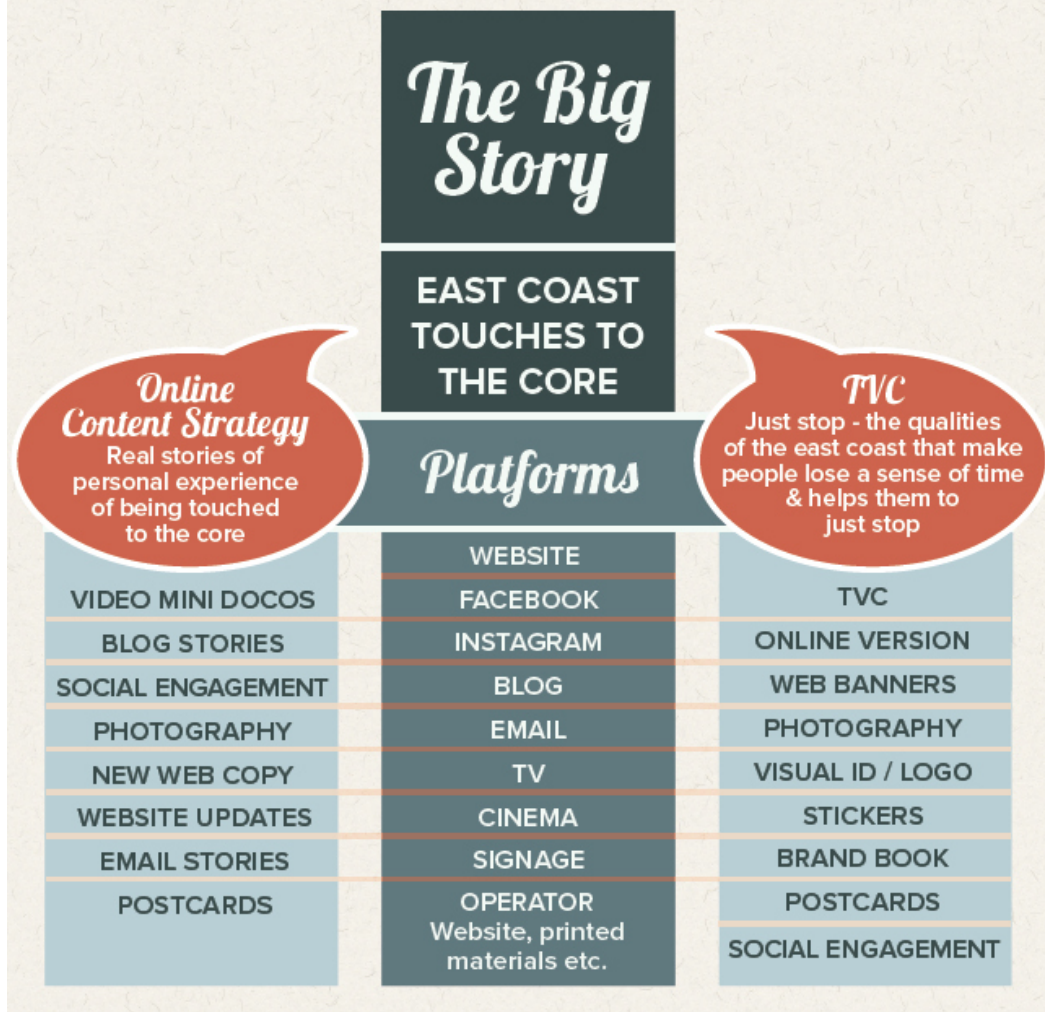
The theme for this new marketing approach takes its cue from the east coast's unique story as described in the Tourism Tasmania Brand Book:

Tasmania's east coast touches to the core.

Personal and detailed, the content will invite the audience behind the scenery, and will delve deeper into people's East Coast experience. Focussed on life-long learners, the content will highlight personal discovery and invite people into the nooks and crannies that make their East Coast experience so special. By inviting our target audience behind the scenery into other people's East Coast stories, potential visitors will be inspired to reward themselves with their own rich journey of discovery. The content will evoke curiosity and inquisitiveness, and invite exploration.

We are now ready and excited to invite you to make the most of these new opportunities.

EAST COAST TOURISM CAMPAIGN OVERVIEW



The Opportunities

We are entering an exciting time for the east coast of Tasmania with a lot of energy and investment into promoting the region. We are excited to invite you join us and make the most of this new opportunity.

Here are a few ways that you can get involved and raise the profile of your business.

[WEBSITE \(eastcoasttasmania.com.au\)](http://eastcoasttasmania.com.au)

Our website is a great place to profile your business and tell people about your special offers. While there are places to profile your company for free, we also have paid spots to ensure more people see what you have to offer.

Currently our website is visited by a lot of people every month of the year. And with significant investment in the new marketing campaigns we anticipate that visits to the website will increase greatly.

From May 2014 there will be lot more content for people to engage with. There will be videos, articles, social media feeds, new imagery, just to mention a few of the updates. Additionally, there will be a lot more exposure and content about the east coast in other places such as TV, cinema, magazines, partner websites, and so on. All this new activity and investment will lead to a significant increase in traffic to our website making it a great place for you to be seen.

Here are the statistics for our website over the last 6 months:

- 30,192 visits (5,032 / month; 1,161 / week)
- 23,259 unique visitors
- 61,602 page views
- 92.97% of visitors are from Australia
- 76.12% are new visitors
- Top 10 locations where people view the website - 35.63% of visitors are from Hobart, 31.01% from Melbourne, 8.67% from Sydney, 6.07% from Launceston, followed by Brisbane, Adelaide, Perth, Singapore, and Canberra, in that order.

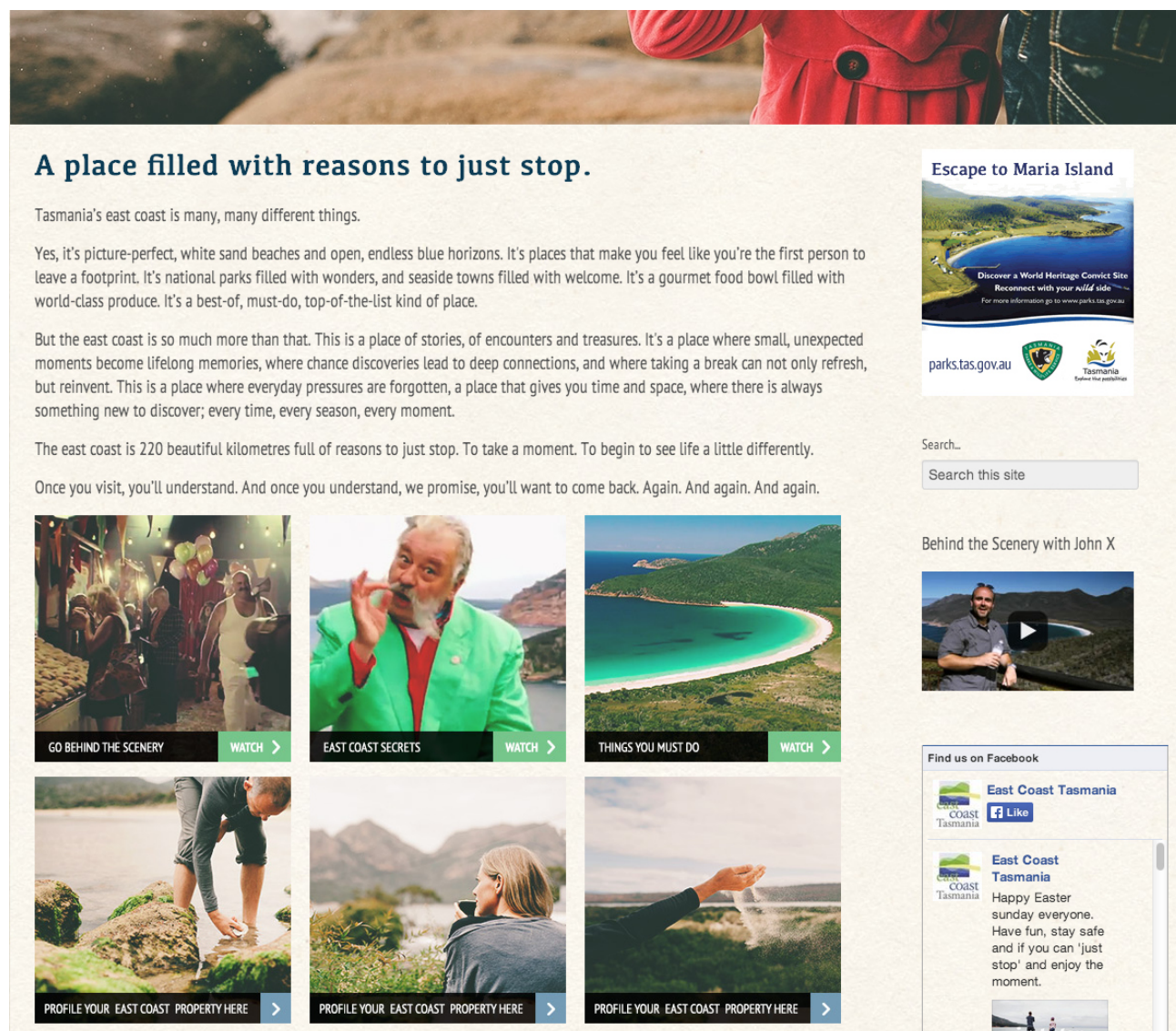
Furthermore, taking advantage of the newly launched DiscoverTasmania.com website we will increase our exposure with more East Coast content and direct links to the eastcoasttasmania.com website.

Please note

- Ad artwork needs to be provided by you
- All prices are exclusive of GST

Opportunity 1:

Premium Placement – Website Home Page



A place filled with reasons to just stop.

Tasmania's east coast is many, many different things.

Yes, it's picture-perfect, white sand beaches and open, endless blue horizons. It's places that make you feel like you're the first person to leave a footprint. It's national parks filled with wonders, and seaside towns filled with welcome. It's a gourmet food bowl filled with world-class produce. It's a best-of, must-do, top-of-the-list kind of place.

But the east coast is so much more than that. This is a place of stories, of encounters and treasures. It's a place where small, unexpected moments become lifelong memories, where chance discoveries lead to deep connections, and where taking a break can not only refresh, but reinvent. This is a place where everyday pressures are forgotten, a place that gives you time and space, where there is always something new to discover; every time, every season, every moment.

The east coast is 220 beautiful kilometres full of reasons to just stop. To take a moment. To begin to see life a little differently. Once you visit, you'll understand. And once you understand, we promise, you'll want to come back. Again. And again. And again.

Escape to Maria Island

Discover a World Heritage Convict Site
Reconnect with your wild side
For more information go to www.parks.tas.gov.au

parks.tas.gov.au

Search...

Search this site

Behind the Scenery with John X

GO BEHIND THE SCENERY WATCH >

EAST COAST SECRETS WATCH >

THINGS YOU MUST DO WATCH >

PROFILE YOUR EAST COAST PROPERTY HERE >

PROFILE YOUR EAST COAST PROPERTY HERE >

PROFILE YOUR EAST COAST PROPERTY HERE >

Find us on Facebook

East Coast Tasmania

Like

East Coast Tasmania

Happy Easter
sunday everyone.
Have fun, stay safe
and if you can 'just
stop' and enjoy the
moment.

Description: The Premium Placement ads are the most prominent on our home page. They are large, upfront and highly visible. With the current website traffic you can anticipate your ad being seen by more than 5,000 people per month. If your ad is engaging, interesting and professionally designed you can maximise your click throughs to wherever you would like to lead them.

Size: 260 x 250px

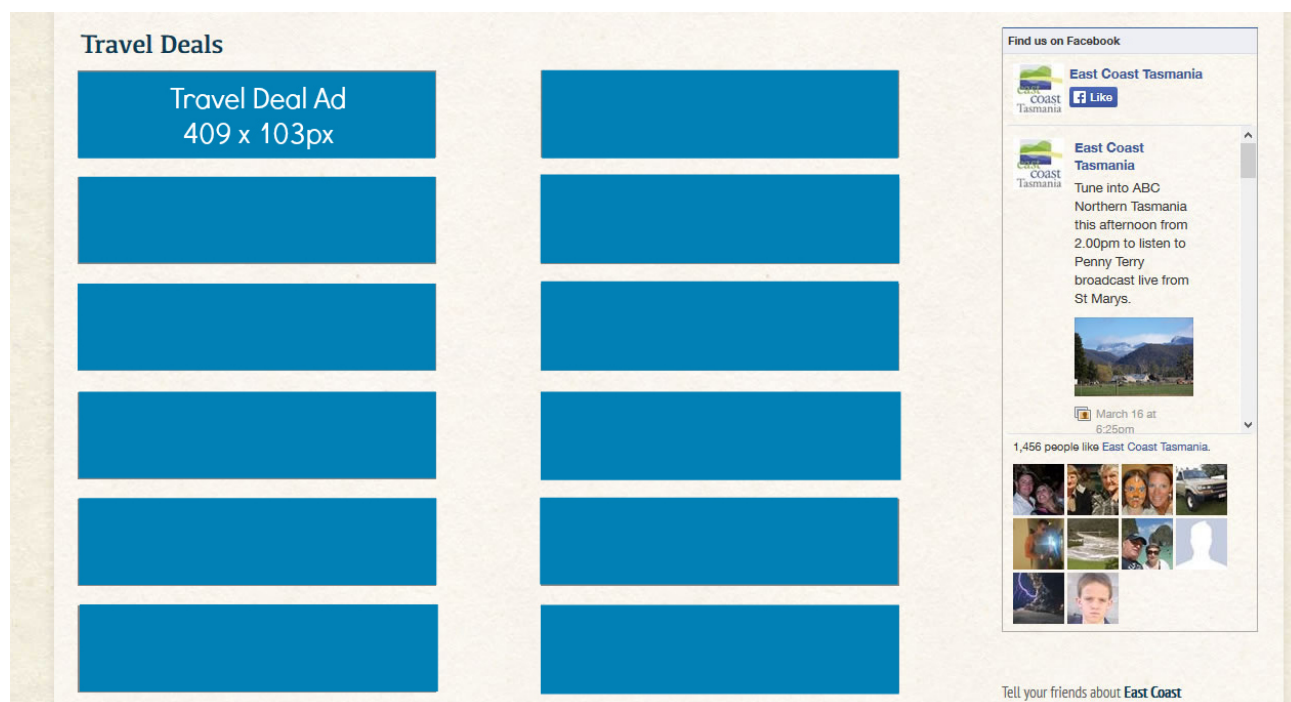
Limit: 3 spots available

Cost: \$150 per month on a 3 month contract.

Call to Action: Your call to action can be a link through to your website, a sales page on your site, a page on our site, a link to your Facebook page or another action you think is valuable.

Opportunity 2:

Travel Deal Ad - Website Home Page



Description: The travel deal ads on the front page are another great place to let interested people know about your special deals. They are a little lower down on the front page, below the premium ad spaces and include a thumbnail image, a heading and a few lines of detail (15 words). These ads then click through to the Travel Deals page where you can include more detail and a call to action. Paid ads will be listed at the top of the Travel Deal page. There are also free spots to advertise your deals located on the Travel deal page below all the paid ads. Some of our current travel deal ads receive more than 20 leads per week.

Size: 409 x 103px – total size: includes image 100 x 100px, heading (1 line), and a 15 word description.

Limit: 14 spots available


Cost: \$110 per month on a 3 month contract.

Call to Action: The call to action on the front page listing will be a link through to your ad on our deals page where there will be more detail and where you can list whatever call to action you wish.

Note: your ad for this section must include a specific deal, offer or value-add. For example, discounted rates, buy one - get one free, book for two nights and get complimentary breakfast etc.

Opportunity 3:

Sidebar ad – All Pages




A place filled with reasons to just stop.

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GO BEHIND THE SCENERY [WATCH >](#)




EAST COAST SECRETS [WATCH >](#)




THINGS YOU MUST DO [WATCH >](#)



PROFILE YOUR EAST COAST PROPERTY HERE [>](#)



PROFILE YOUR EAST COAST PROPERTY HERE [>](#)




PROFILE YOUR EAST COAST PROPERTY HERE [>](#)

Blog Feed

Search...

Sidebar Ad
260 x 250px

Sidebar Ad
260 x 250px



Description: The sidebar ads are permanent on every page, not just the front page. It is static and not set on a rotational basis, which means that it is visible all the time. Current sidebar ads receive on average 1000 views per month on rotation. Seeing these ads will not be on rotation it is highly likely that views will increase significantly. Click through rate is dependent on what the ad offers, how interesting the content, and the design. The more engaging the ad the higher your click rate will become. So make sure your ad is professionally designed and contains engaging content.

Size: 260 x 250px

Limit: 4 spots available

Cost: \$95 per month on a 6 month contract.

Call to Action: Your call to action can be a link through to your website, a sales page on your site, a page on our site, a link to your Facebook page or another action you think is valuable.

Opportunity 4:

East Coast Wi-Fi Regional Page Listings

Description: There are a number of opportunities to increase your exposure through our 8 free Wi-Fi locations. When visitors log onto the free Wi-Fi in your region a link to your website will be listed as available 24/7 via our free Wi-Fi.

Your website will be one of the few sites available without any time restrictions. When visitors use the east coast free Wi-Fi they are restricted on the amount of time they are allowed to spend online. A new feature we are introducing is to allow visitors to have unlimited time online if they are on specific websites that we predetermine. Your website could be one of these.

In addition, your product will have a prominent position within the appropriate section on your town's page (Accommodation, Activities or Food/Retail). This is a great way to profile your business and offerings at the very time people are more likely to buy from you, as they will be in your area.

Limit: Unlimited

Cost: \$40 per month on a 12 month contract.

Call to Action: Your call to action can be a link through to your website, a sales page on your site, a page on our site, a link to your Facebook page or another action you think is valuable.

Opportunity 5:

Feature Article on our blog

Blog Example 4

🕒 Created on Friday, 11 April 2014 08:41

✍️ Written by darryn



This is a test blog post

Who doesn't love the feeling of going on a holiday? That moment when you're finally on your way, when you've left everyday life behind, and all the nagging little thoughts about whether you've packed everything, or if work really can cope without you, or if you really have time to take a holiday at all, just drift away.

That moment of arrival is different for everyone. For our Ambassador Anja, it was the first glimpse of blue ocean on the horizon as she and her family crossed St Mary's Pass on their way to their annual holidays at St Helens. For Ambassadors Mike and Julia, that moment comes when they round a bend in the road near Orford, and the east coast opens up before them like a page from an adventure storybook.

Whatever that moment is, if it happens on the east coast of Tasmania, we guarantee it will be one you'll want to repeat again and again and again. Just like Anja, and Mike and Julia.

Description: An effective way to tell people what you have to offer is through a well written article along with a few engaging images. We can offer you a feature article on our blog telling your particular story and profiling your business. We will also feed this article up to DiscoverTasmania.com for inclusion in their blogs for our region. The article will be written by one of our writing staff who will interview you on the chosen topic.

Cost: The cost will be determined on application

Call to Action: Your call to action can be a link through to your website, a sales page on your site, a page on our site, a link to your Facebook page or another action you think is valuable.

Opportunity 6:

Free listing on your hometown page

East Coast Tasmania Orford

- Situated at the mouth of the Prosser River, Orford offers spectacular views over Mercury Passage to Maria Island. Fish from the bridge or indulge in coffee and cake while taking in the view.
- Local beaches are great for family holidays - paddle, swim or surf.
- Stroll along the cliffs from East Shelley to Spring Beach.
- Walk the convict road beside the Prosser River to the ruins of Paradise probation station.
- Visit the local winery for a tasting.
- Enjoy a game of golf.
- Take the Wielangta Forest Drive, a gravel forestry road through tall eucalypt production forests and pockets of relict rainforest to Sandspit Reserve (4WD only)
- Picnic at Thumbs Lookout with the coast spread out below.

Accommodation

Attractions Food/Retail



Eastcoast Central Watersedge Resort

Eastcoast Central is located on the water's edge beside the seaside town of Orford and Triabunna. Our spacious resort features a number of land and water facilities, including Seafood Restaurant and Bar, indoor heated and outdoor swimming pools, spa, sauna, tennis court, basketball court, mountain bikes, squash court, fishing jetty and our own beach. We have Resort Suites and Cabins to accommodate any size families and groups.

1 Louisville Road, Orford 7190

P 03 6257 1172 Tariff from: \$111 - \$195

E info@eastcoastcentral.com.au W www.eastcoastcentral.com.au



Maria Views Bed & Breakfast

Modern 1 bedroom fully self contained apartment with spectacular 180 views of Maria Island. Experience magnificent morning sunrises and evening moonrises. Easy walking distance to beaches, cafes and local hotel.

11 Alma Road, Orford 7190

Description: As a member of your local Chamber of Commerce or Local Tourism Association you are entitled to a free listing your town landing page. These listings are categorised under Accommodation, Attractions and Food/Retail.

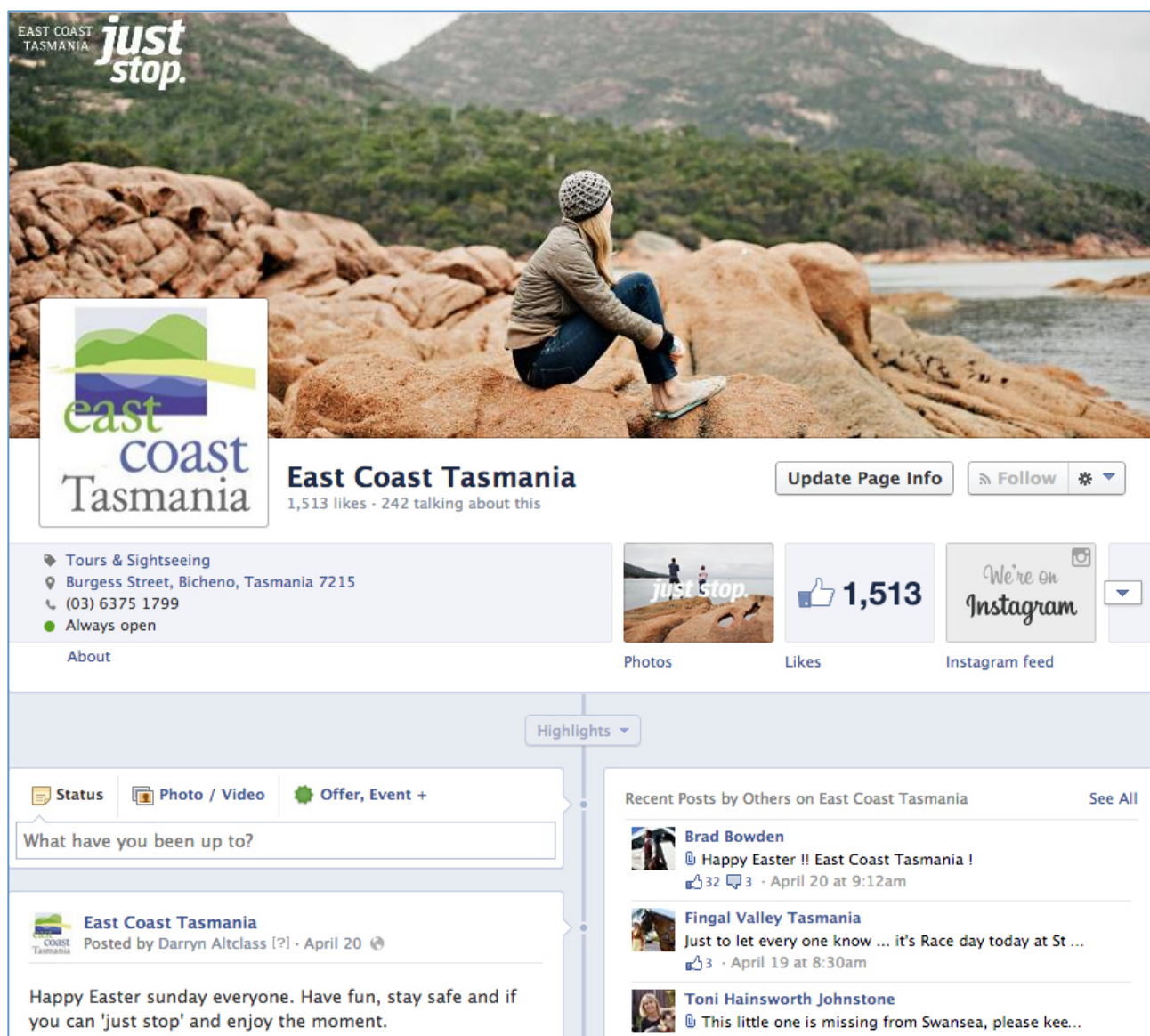
Please note: Anyone taking paid advertising will receive prominence (i.e. will be higher on the list).

Limit: Unlimited

Cost: No Charge

Call to Action: Your call to action can be a link to your website, a sales page on your site, a page on our site, a link to your Facebook page or another action you think is valuable.

SOCIAL MEDIA BONUS OFFER



As a bonus to anyone who takes a paid advertisement you will receive free of charge 5 posts on our Facebook site.

Currently our Facebook page currently has more than 1,500 fans (and growing) and on average has a weekly reach of 3,000 people.

If you would like to take up this bonus offer you need to supply the images (with some guidance from us) and we will come up with the rest of the content in consultation with you.



Like · Comment · Share 27

👍 Felicia Mariani, Ruth Dowty, Tricia Ferris and 42 others like this.

Write a comment...
Press Enter to post.

 **Margaret Morgan** I'm hopelessly biased of course, but I'd rate it at number 1!!
Unlike · Reply · 2 · April 3 at 11:19am

 **East Coast Tasmania** We think so too Margaret!
Like · April 3 at 3:32pm

Write a reply...

 **Uncover Tasmania Guided Tours** Well done East Coast. 😊
Unlike · Reply · 1 · April 4 at 1:59pm

View 1 more comment


1,752 people saw this post [Boost Post](#)

 **East Coast Tasmania**
Posted by Darryn Altclass [?] · April 1


Get your hooks, lines and sinkers ready.....Seafest is here this weekend on Tassie's East Coast.

There's stacks to see – a trade show, boat show, kid's entertainment, jet ski race & rides, french craft fair & car show, Tassie food & wine, & there's \$30k worth of prizes up for grabs

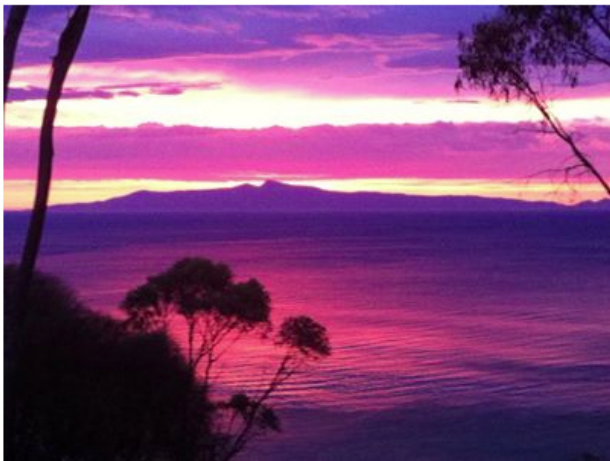
Press Enter to post.

 **Tour de Cure Australia** Thank you Triabunna & Mayor Bertrand Cadart for your support. We had a great morning at Seafest! #TDC
Like · Reply · 3 · April 6 at 12:15pm

288 people saw this post [Boost Post](#)

 **East Coast Tasmania**
Posted by Alison Wallace [?] · April 2


A glorious sunrise on the East Coast – did you wake this morning to see this too?




Like · Comment · Share 16

👍 Tricia Ferris, Bicheno East Coast Holiday Park, Maria Mongelli and 145 others like this.

Write a comment...
Press Enter to post.

 **East Coast Tasmania** Thanks Nadia Nadia we'd love to see some of your photos.
Like · Reply · April 2 at 2:02pm

 **Mavis Johns** Wow deb tassie can put on a great morning show just glorious .
Unlike · Reply · 1 · April 2 at 8:45pm

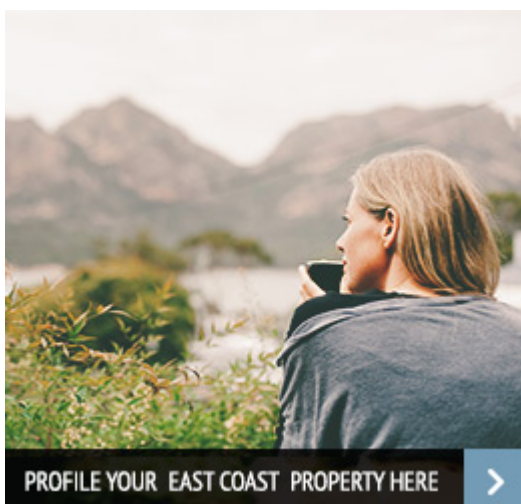
View 13 more comments

2,244 people saw this post [Boost Post](#)

Your Advertisement

We want you to get the best possible results from your advertisement. Here are some things for you to consider:

- The image and the offer needs to be compelling;
- Look at the ad holding images already on our site and seek to create a similar lifestyle feel.
- Make the text on the ad clear and succinct;
- Be clear about your call to action (the action you want the potential customer to take);
- Make sure that when you direct a potential customer to your website you guide them straight to the place where you want them to take action - for example, a booking section or similar. Don't direct them straight to your home page unless you want to tell them a little more about your product. Seek to avoid a potential customer needing to click too many times to get them where you would like them to be;
- If you need help in designing your ad we can do that for a small fee.



Application to Participate

CONTACT INFORMATION

Business Name _____

Contact Name _____

Email _____ Phone _____

LTA MEMBERSHIP (please tick):

Orford/Triabunna Chamber of Commerce	<input type="checkbox"/>
Swansea Chamber of Commerce and Tourism	<input type="checkbox"/>
Freycinet Association	<input type="checkbox"/>
Bicheno Community Development Association	<input type="checkbox"/>
Greater Esk Tourism	<input type="checkbox"/>
St Helens Chamber of Commerce	<input type="checkbox"/>
Tourism business operating State wide	<input type="checkbox"/>

Please note, only members of the organisations listed above and businesses that operate State wide are eligible to participate in this marketing campaign.

PREFERRED ADVERTISING OPTION (please tick):

Premium Placement – website landing page	<input type="checkbox"/>	\$150/month, 3 month contract, 3 spots available
Travel Deal website landing page	<input type="checkbox"/>	\$110/month, 3 month contract, 14 spots available
Travel Deal – travel deals page only	<input type="checkbox"/>	No charge, 3 month contract, unlimited spots
Side bar – all pages	<input type="checkbox"/>	\$95/month, 6 month contract, 4 spots available
East Coast Wi-Fi Regional Page listing	<input type="checkbox"/>	\$40/month, 12 month contract, unlimited spots
Feature article on our blog	<input type="checkbox"/>	Price negotiated based on support needed, unlimited spots available
Free listing on your town home page	<input type="checkbox"/>	No charge, unlimited spots available
Social Media bonus offer	<input type="checkbox"/>	Free with any paid advertisement, unlimited spots

AGREEMENT TO TERMS AND CONDITIONS

I agree to the terms and conditions outlined in this document (please sign below)

Signature _____

Print Name _____ Date _____

PAYMENT

Invoices will be sent on acceptance of this Application and must be paid in full before any advertising will be placed.

Print, sign, scan and email this page only to alison@eastcoasttourism.com.au or mail to Alison Wallace, East Coast Regional Tourism Organisation, PO Box 115, Bicheno 7215

Terms & Conditions

The terms and conditions hereof form part of this Contract and the Client agrees to be bound by the terms and conditions whether or not the Client has signed this contract. The Client requests East Coast Regional Tourism to insert, and agrees to pay for as herein provided, these items of advertising in the Online Cooperative Marketing prospectus. The Client warrants that the Client personally has the authority to request and agree to pay for such advertising and enter into this contract.

1. CONDITIONS OF ADVERTISING

- i) All advertising material is accepted subject to approval and may be rejected at the discretion of East Coast Regional Tourism Organisation, Inc (hereinafter referred to as ECRTTO), at any time and without giving any reason.
- ii) While every endeavour will be made to ensure the participation in all campaigns will be in accordance with instructions no liability will be accepted for any loss occasioned by error, omission, misplacement or otherwise and whether as a result of negligence or any other cause.
- iii) The placement of all advertising content is at the sole discretion of ECRTTO. ECRTTO may alter advertisements, including text, to fit any particular style concept relating to design or editorial.
- iv) ECRTTO may place advertisements as it considers appropriate and in any position considered appropriate. ECRTTO may place the word "advertisement" in any copy which in its opinion closely resembles editorial matter.
- v) ECRTTO shall not be liable to correct any error, omission, misplacement or other failure to comply with instructions or be required to notify any such matter to any person.
- vi) ECRTTO may alter any advertising material supplied in order to conform to publishing requirements without being responsible for any loss or damage.
- vii) ECRTTO may delete or alter (wholly or in part) any advertisement without notice or compensation to comply with any requirement or standard relating to publication Advertising material whether imposed by ECRTTO or any other person.
- viii) No advertisement will be placed until payment in full has been received.

2. WARRANTY

- i) The Client and the Agent, if any, each warrant that the advertising and its contents are true and correct in all respects, that they are in no way misleading or deceptive or otherwise contrary to any provision of the Trade Practices Act, that they comply with all relevant laws and that publication of the material will not infringe on the rights of any person nor give rise to any rights against or liabilities in ECRTTO or any servant or agent of ECRTTO.
- ii) The Client and the Agents, if any, each warrant that it is the owner of or has the right to use any business name, trade mark, photograph, illustration or the like included in the advertisement. Each warrants that it is authorised to advertise all businesses, products and services referred to in the advertisement.

3. INDEMNITY

- i) The Client and Agent, if any, each indemnify ECRTTO and its editors, proprietors, servants and agents against all liability, claims or proceedings whatsoever arising from the publication of copy.

4. LIMITATIONS OF LIABILITY

- i) Provision of the Trade Practices Act may apply to this contract and imply warranties, in particular a warranty that services to be provided by ECRTTO under this contract will be provided with due care and skill (Section 74). This contract must be read subject to any such provision.
- ii) Where Section 74 of the Trade Practices Act or any like provision applies the liability of ECRTTO is to be limited to the supplying of the services again or the payment of the cost of having the services supplied again.
- iii) Subject to clause 4. i) all conditions and warranties, expressed or implied, where arising by statute or otherwise, as to the matter of provision or failure to provide the services under this contract by ECRTTO are excluded. Without limitation, ECRTTO shall not be liable for any loss or damage arising from the publication of the advertisement or any failure of the advertisement to appear in committed campaigns whether caused directly or indirectly by delay, error, omission, negligence or otherwise.

5. PAYMENT

- i) The Client shall pay the price of the advertisement appearing on the face of this document by the time stipulated.

6. WITHDRAWAL OF ADVERTISEMENT

- i) If any artwork, photography, copy, editorial or the like required for the advertisement is not provided to ECRTTO by the material deadline date ECRTTO may cancel the order and the client will forfeit their payment.
- ii) The Client may withdraw an order prior to the order deadline date by notice in writing. In such case the Client will be liable only for an amount equal to 7.5% of the price of the advertisement together with the cost of any design, type-setting, scanning, artwork, bromides and the like incurred to the date of the receipt of notice.

7. AUTHORITY OF AGENT

- i) The Agent warrants that it has the authority of the Client to enter this contract.

- ii) The Agent is personally liable for payment.

8. **INTELLECTUAL PROPERTY**

- i) The Client and the Agent each assign to ECRTO copyright in the advertisement and in all artwork and the like supplied to ECRTO.

9. **MISCELLANEOUS**

- i) This contract constitutes the entire agreement between the parties and may be amended only in writing.
- ii) This contract is to be governed the Tasmanian Laws and the parties consent to the non-exclusive jurisdiction of the Courts of the State in respect of any dispute.

No objection shall be taken by the parties to the issue of any claim out of the Magistrates' Court registry where such claim refers to this contract

- iii) ECRTO may assign its interest in this contract without the consent of the Client.