

oneida
county Tourism

2025

Digital Cooperative Marketing Program
Utica, Rome, Verona & Sylvan Beach



WHAT'S IN IT FOR YOU?

Cost Effectiveness

Cooperative Digital Marketing lowers your advertising costs as you are sharing them with Oneida County Tourism.

Exposure

As a partner, you will benefit from Oneida County Tourism's experience in Digital Marketing, which is attracting new and relevant visitors to the area.

Growth Potential

Use effective channels for your Digital Marketing program and maximize your ROI by building exposure to relevant audiences and extending your reach beyond your current marketing capabilities.





WHO CAN PARTICIPATE?

Oneida County Tourism is extending the opportunity to participate in the Cooperative Digital Marketing program to Partners who meet at least one or all of the criteria in aiming to grow tourism in Oneida County focusing on:

Experiences

Events

Exhibitions

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DIGITAL COOPERATIVE MARKETING INVESTMENT - \$2,500

Partner Investment

Each Partner's required investment to participate in the Cooperative Digital Marketing program is:

\$2,500

Oneida County Tourism Investment

OCT will match each Partner's Cooperative Digital Marketing investment dollar for dollar:

\$2,500 max match

Oneida County Tourism has reserved match funds for up to 6 partners.

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WHAT SERVICES ARE PROVIDED for \$2,500?

PROGRAM SERVICES	ALL PARTNERS
Marketing Plan & Proposal Outline	✓
Plan & Proposal Review with C & D Advertising	✓
Google Analytics Setup	✓
Digital / Social Set up	✓
One (1) Round of Ad Revisions	✓
Four (4) months of Ad Management <i>Budget Monitoring & Adjustment, Ad Copy Editing</i>	✓
Reputation Management Responding to Questions, Liking Comments, etc	✓
One (1) Promoted Blog Post featured on OneidaCountyTourism.com	✓
Featured in CrowdRiff Promotional Galleries	✓
Final Cooperative Digital Marketing Program Report	✓
Partner Investment	\$2,500
Oneida County Tourism Investment	\$2,500
Total Program Budget	\$5,000

DIGITAL COOPERATIVE MARKETING INVESTMENT - \$1,500

Partner Investment

Each Partner's required investment to participate in the Cooperative Digital Marketing program is:

\$1,500

Oneida County Tourism Investment

OCT will match each Partner's Cooperative Digital Marketing investment dollar for dollar:

\$1,500 max match

Oneida County Tourism has reserved match funds for up to 6 partners.

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Tourism**

WHAT SERVICES ARE PROVIDED for \$1,500?

PROGRAM SERVICES	ALL PARTNERS
Marketing Plan & Proposal Outline	✓
Plan & Proposal Review with C & D Advertising	✓
Google Analytics Setup	✓
Digital / Social Set up	✓
One (1) Round of Ad Revisions	✓
Two (2) months of Ad Management <i>Budget Monitoring & Adjustment, Ad Copy Editing</i>	✓
Reputation Management Responding to Questions, Liking Comments, etc	✓
One (1) Promoted Blog Post featured on OneidaCountyTourism.com	✓
Featured in CrowdRiff Promotional Galleries	✓
Final Cooperative Digital Marketing Program Report	✓
Partner Investment	\$1,500
Oneida County Tourism Investment	\$1,500
Total Program Budget	\$3,000



TO PARTICIPATE

Oneida County Tourism
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