

Co-Operative Marketing

Service Level Agreement (SLA)

Last updated March 2024



Visit
Sunshine
Coast



Featured Deals Overview

ACTION	RESPONSIBILITY
1. Book your package here. <i>Note: only members within the Sunshine Coast region (as defined by ATDW) are eligible to book a Featured Deal.</i>	Member
2. Upload your deal to ATDW under your existing listing. <i>Find out how to upload a deal here.</i>	Member
3. Make payment prior to the deadline provided. <i>Note: Deals will not be featured until payment is received.</i>	Member
4. Ensure your deal is live prior to the deadline provided.	Member
5. Deal is featured on visitsunshinecoast.com.	VSC
6. Members receive post campaign report.	VSC

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Featured Deals

What VSC provides:

- A featured deal on visitsunshinecoast.com.
- Notification from VSC that Featured Deal is live.
- Post campaign reporting (PCR), including number of views and click throughs, within 4 weeks of campaign finishing.

What members are responsible for:

- Uploading your deal to ATDW under your product listing by the deadline provided.
- Ensuring payment is made by no later than deadlines provided by VSC. Please note, deals will not be featured until payment is received.



Social Media Retargeting Overview

ACTION	RESPONSIBILITY
1. Book your package via the VSC booking link .	Member
2. Confirmation of booking and provision of the campaign creative specs.	VSC
3. Campaign creative to be sent to VSC by the deadline provided.	Member
4. Provide IMATE access to your Facebook business account.	Member / IMATE
5. Members receive post campaign co-op report within 4 weeks post campaign.	IMATE

*Campaign creative remains the responsibility of participating members. If you require guidance for your creative, please contact marketing@visitsunshinecoast.com

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Social Media Retargeting

What VSC provides:

- Social media ad retargeting visitsunshinecoast.com and Queensland.com audiences.
- Campaign set up via IMATE.
- Ad preview link for approval.
- Post campaign report within 5 weeks of campaign finishing.

What members are responsible for:

- Providing the ad creative by the deadline provided by IMATE.
- Feedback on preview link provided by IMATE.
- Ensuring payment is made by no later than deadlines provided by VSC. Please note, ads will not be set live until payment is received.

Thank you

Please email marketing@visitsunshinecoast.com with any questions.

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