



Co-operative Marketing Opportunities

UPDATED
PROSPECTUS
MAY 2024



Co-operative Marketing Opportunities

Get involved in co-operative marketing and leverage website traffic to visitsunshinecoast.com and queensland.com. Promote your business to a more qualified audience pool, making it easier for them to find your business and book their holiday through social media retargeting ads and featured deals on the website.

Who can you reach?

visitsunshinecoast.com

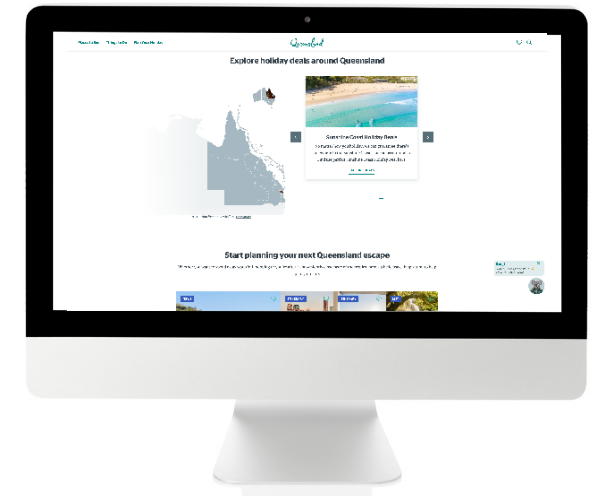
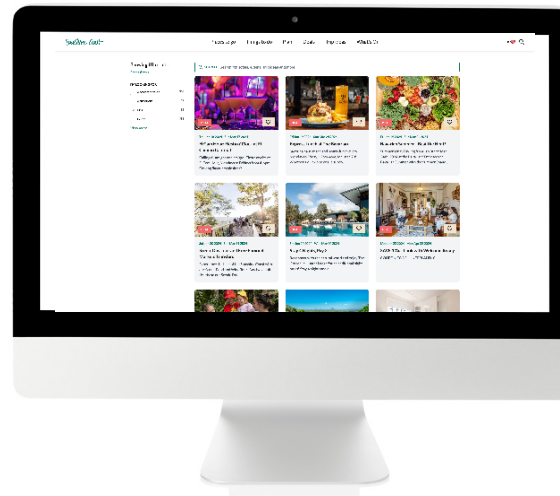
 **Approx. 1.3 million+**

yearly website users over the last 12 months.

queensland.com

 **Approx. 1 million+**

yearly website visitors to Sunshine Coast pages on queensland.com over the last 12 months.



Co-operative Packages

We've created four packages to help you get involved.

	Deal Package	Social Package	Seasonal Package	Campaign Package
Inclusions	1 x Featured Deal on visitsunshinecoast.com	1 x social media ad retargeting visitsunshinecoast.com and queensland.com visitors. + 1-month free Featured Deal when you book a 12 month package	All-inclusive package which includes: <ul style="list-style-type: none">• Featured Deal• Social media ad• Featured Deal in VSC eDM• Deal inclusion in a VSC blog article	Create a custom package during VSC campaign periods, including featured deals, social media retargeting ads plus other bespoke opportunities available on a campaign basis.
Frequency	Month-to-month	3-month, 6-month or 12-month packages available	3-month package available for each season.	On a campaign basis.
Reporting	Monthly report	Quarterly campaign reports	End of season report	End of campaign report
Booking deadline	5 business days prior to the start of the month.	10 business days prior to the start of the month.	15 business days (3 weeks) prior to the start of the season.	4-6 weeks prior to campaign start date (depending on activity chosen)
Creative & payment deadline	3 business days prior to the start of the month.	5 business days prior to the start of the month.	10 business days prior to the start of the season.	Dependent on activity chosen.
Price (ex. GST)	\$300/month	From \$500/month	\$3000/season (valued at \$3200)	Pending the selected activity.

Other opportunities are available through Tourism & Events Queensland. **Contact IMATE to find out more.**

Deal Package

\$300/month (ex GST)

Who is it for?

I'm new to co-op and want to get involved.

What is it?

A featured deal is a premium tile placement on **visitsunshinecoast.com** that features a deal from your ATDW listing.

Why get involved?

Consumers are seeking value for money when booking their holidays and one way to provide this is by offering a deal. It's an easy, cost-efficient way to increase further awareness of your deal and drive traffic to your website.

How do I get involved?

Book and upload your deal to ATDW by the deadline provided. Learn how to upload a deal [here](#).

When?

Month-to-month

Book Now

Top tips

- Clearly communicate the saving or value add that you're providing, tell them why they should book your deal!
- Discounts (\$ or % off) are proven to be the most successful as visitors are seek value for money.
- A deal can also be a value add.
- Give your deal a catchy name and include your business name and the \$ or % saving in the title.
- Upload an engaging image that showcases your product/experience.
- Think about your off-peak periods and create a deal to help drive bookings during this time.
- Your deal doesn't need to be exclusive to ATDW, you can upload one of your existing deals under your ATDW listing.
- Add a trackable link under 'Deal URL' in your ATDW listing so you can easily track how many visitors are coming through to your website.
- Ensure the booking link takes customers directly to the booking page.

Examples

- Deals can be discounts, such as 20% off midweek bookings or \$50 off kayak tours.
- They can also be value adds, such as kids stay & eat free or free kayak hire.
- A deal might also be a 'money can't buy experience' that includes something above your usual offering, such as a private dining experience or meet and greet with the chef – get creative!
- Collaborate with another member to offer a combined discount. For example, Sea Life and Wildlife HQ joined forces to offer a combo ticket, saving visitors up to 20% when they booked.



Mon Jan 29 2024 - Thu Mar 28 2024

SEA LIFE Sunshine Coast and Wildlife HQ combo ticket

An unforgettable and budget-friendly wildlife experience above and below the water! SEA LIFE Sunshine Coast Aquarium tea...

Social Package

From \$500/month (ex GST)

Who is it for?

I want to create a longer-term social media campaign to promote my business to audiences who've shown an interest in visiting the Sunshine Coast to increase efficiencies and optimise outcomes.

What is it?

A social media ad that retargets qualified website visitors to visitsunshinecoast.com and relevant Sunshine Coast pages on Queensland.com.

Why get involved?

Your social media ad will reach a primed and qualified audience who are already interested in visiting the region, resulting in a higher chance of conversion. A longer-term campaign allows you to increase efficiencies and optimise outcomes.

How do I get involved?

Book and we'll be in touch to start creating your ad. You will need to provide the ad creative and have access to your active Facebook business account.

When?

3-month, 6-month and 12-month packages available.

[Book Now](#)

Top tips

- Have a clear message with punchy copy. You have limited characters, so use them well.
- Use an enticing image/video that shows your offering and engages the viewer to find out more.
- Videos and carousels of images tend to perform better than singular static images.
- If you're promoting a deal, be clear about the saving on offer e.g. Book now and save \$50 off selected tours!
- Think about your off-peak periods and create an ad to help drive bookings during this time.
- Consider your target market when writing your copy and selecting your creative i.e. if you're targeting couples, don't use an image of a family.

Book a 12-month package and receive a FREE Featured Deal on visitsunshinecoast.com!

Performance

Social media retargeting ads are run through TEQ's media agency, IMATE, serviced by dentsu QLD. IMATE will help build your social media ad, provide feedback on your creative and monitor campaign performance throughout the period.



Seasonal Package

From \$3000/season (ex GST)

Who is it for?

I want to promote my deal across as many VSC channels as I can!

What is it?

An all-inclusive seasonal package including:

- Featured deal on visitsunshinecoast.com.
- Social media retargeting ad.
- Featured deal in a consumer eDM to VSC's database (over 100,000 subscribers).
- Deal inclusion in a bespoke VSC guide on visitsunshinecoast.com

Why get involved?

Leverage various VSC channels to promote your deal, increasing visibility of your business and achieving higher reach. More eyes on your business!

How do I get involved?

Book and upload your deal to ATDW by the deadline provided. Limited spots available, spaces will be allocated on a first come, first served basis.

When?

Three-month packages are available for each season - summer, autumn, winter and spring.

How much?

\$3000/package (valued at \$3200).

[Book Now](#)



Unmissable Deals on the Sunshine Coast

From family fun to romantic weekend getaways, book your next Sunshine Coast escape with one of these unmissable deals.



Amaze World

20% off
Family Passes

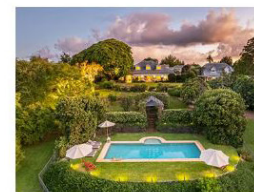
[View Deal](#)



Saltwater Eco Tours

Sit back, relax and soak up the sunshine with
15% off

[View Deal](#)



Spicers Clovelly

Stay 2 nights at Spicers Clovelly and save

[View Deal](#)



Coast to Hinterland Tours

Scenic Day Tour and Free Eumundi Markets Transfers

[View Deal](#)

Campaign Package

Pending the selected activity

Who is it for?

I want to partner with VSC and IMATE to maximise my exposure and leverage VSC's campaign activity.

What is it?

Includes featured deals, social media retargeting ads plus bespoke opportunities only available in campaign periods.

Why get involved?

When in campaign, VSC are directing more traffic to visitsunshinecoast.com, resulting in an increased number of website visitors. Leverage VSC's buying power by featuring a deal or creating a social media ad to retarget these audiences and help them find your business.

How do I get involved?

VSC will send out expressions of interest prior to the campaign start date.

When?

Available in 6-8 week bursts during campaign periods.

[Book Now](#)

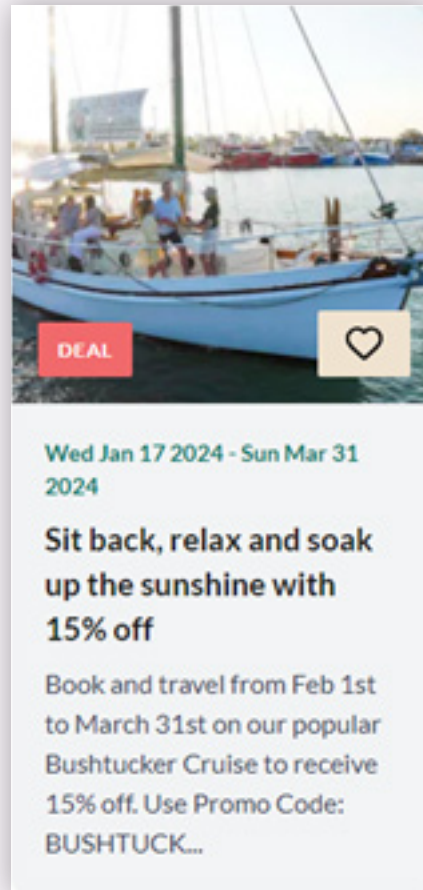


Member Examples

Featured Deals

Sunshine Coast Getaways featured their 'stay 7 nights and save 40%' deal in February 2024. The deal received 260 views and 99 clicks, resulting in a 48% increase in leads to the operator deal, which is well above the 22% benchmark.

Saltwater Eco Tours featured a 15% off deal during February 2024 to drive bookings as part of Queensland's Unmissable Deals campaign. The enticing image, clear message and strong discount resulted in 368 views and 90 clicks, resulting in a 29% increase in leads to the operator deal.



DEAL

Wed Jan 17 2024 - Sun Mar 31 2024

Sit back, relax and soak up the sunshine with 15% off

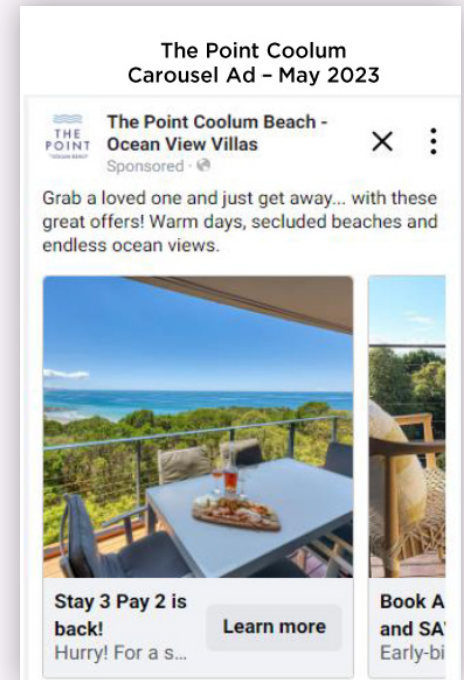
Book and travel from Feb 1st to March 31st on our popular Bushtucker Cruise to receive 15% off. Use Promo Code: BUSHTUCK...

Social media retargeting

The Point Cooloom ran a social media ad in October 2023, promoting a Stay 3, Pay 2 deal. The ad achieved an impressive CPC of \$0.27 and CTR of 2.77%, both well above IMATE's set benchmarks. This shows that having a clear message, enticing discount and engaging carousel of images captured the attention of the retargeted audiences.

Creative Tours ran a carousel ad in October 2023 promoting their award-winning tours and various experiences available. They achieved a very impressive CPC of \$0.26 and CPM of \$6.81, both surpassing IMATE's benchmarks. This shows that the carousel ad was engaging by highlighting the breadth of experiences Creative Tours offers.

The success can be attributed to IMATE's prospecting and retargeting tactics, which successfully retargeted visitsunshinecoast.com and Queensland.com website visitors.



The Point Cooloom Beach - Ocean View Villas

Grab a loved one and just get away... with these great offers! Warm days, secluded beaches and endless ocean views.

Stay 3 Pay 2 is back! Hurry! For a s...

Learn more

Book A and SA' Early-bi

Key Contacts

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