

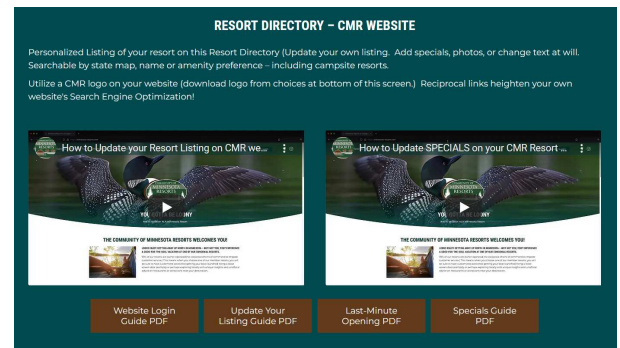


Marketing Benefits of CMR

One of the advantages of membership to a group like the CMR, is that we can "pool" our resources to create much bigger marketing promotions. Most smaller family vacation resorts couldn't afford these more expensive strategies on their own - but together, we can!

CMR Website - A Minnesota Resort Directory

- Personalized Listing of your resort on this Resort Directory (Add photos, pics, change text at will.)
- Link directly to your own website (reciprocal links heighten your site's search ranking)
- Resorts searchable by state map, name or amenity preferences
- Last Minute Openings & Specials feature
- Blogs - We started a Blog in 2019 on the CMR website, published twice monthly, with a variety of member writers. These blogs are intended to increase search engine optimization with continual fresh, organic and authentic content. We also encourage our members to link to these blogs from their own social media avenues to increase their own website's SEO.



"Thank you to all who were on board for the website's Last-Minute Openings (LMO) web enhancement. I have been able to fill the openings I had for the last 4 weeks. We were concerned a month and a half ago. Yesterday I spoke to two people about cabins. At that time I had just filled the vacancy for the week they were looking. I had to tell them I was full, and when I tried to explain about CMR's LMO, they told me they were already on CMR's LMO map page. That is how they had called us!" - Jim Eickhorst, Kohl's Resort

Google AdWords & Pay Per Clicks - web marketing to steer traffic to CMR website. (50% ad buys are out-of-state.)

Targeted E-mail Campaigns - Partnering with the Twin Cities Star Tribune, we have run several successful e-mail campaigns to promote traffic to our Resort Directory.

Radio - BOB Total Country (105.5 St Cloud, 106.1 Twin Cities, 107.5 Faribault) ran a radio ad for us in 2021. Their radio towers cover 72% of the population of Minnesota, caters to active Minnesotans and has a prime target audience: 35-54, secondary 55+.

Banner Ad on Explore Minnesota Tourism website - For example, a big buy marketing effort involved THREE \$2,000 co-op banner ads on the state's tourism website.

Flash Ads - CMR collaborated with EMT the last several years to create Flash Ads on major newspaper websites in Omaha, De Moines, Chicago and Minneapolis. All are trackable by separate domains. Ad view impressions averaged 178,000 monthly.

TV Commercials - 30 second television spot which aired in Minneapolis and Chicago areas.

