

## **INDEPENDENT CONTRACTOR AGREEMENT – LOVE COMMUNICATIONS**

This agreement (the “Agreement”) is made and entered into as of the 1<sup>st</sup> day of July, 2023 (the “Effective Date”) between The Jackson County Tourism Development Authority (the “Authority”), an authority of Jackson County, North Carolina and having its principal offices at 98 Cope Creek Road, Suite D, Sylva, North Carolina, and Love Communications, LLC (SC), a Utah Limited Liability Corporation authorized to conduct business in North Carolina, doing business as Love Communications (the “Contractor” or “Consultant”) (collectively, the “Parties”).

WHEREAS, the Authority requests the Contractor to perform services for it and may request the Contractor to perform other services in the future;

WHEREAS, the Authority and the Contractor desire to enter into an agreement, which will define respective rights and duties as to all services to be performed;

WHEREAS, the Contractor affirms that he or she understands all of the provisions contained in this Agreement, and in the case that he or she requires clarification as to one or more of the provisions contained herein, he or she has requested clarification or otherwise sought legal guidance; and

NOW, THEREFORE, in consideration of the covenants and agreements contained herein, the parties hereto agree as follows:

1.0 **Services.** Beginning on the Effective Date, and remaining in effect through June 30<sup>th</sup>, 2024, the Contractor shall provide the Authority with the following services, without limitation:

See the Scope of Work in the Love Communications Response to Jackson County RFP for SEM Services.pdf, identified as “Exhibit A” dated May 5, 2023 incorporated into this Agreement as if fully set forth herein, (“Scope of Work”).

2.0 **Contractor Representations and Warranties.** Beginning on the Effective Date, and remaining in effect for the duration of this Agreement, the Contractor makes the following representations and warranties:

2.1 The signatory below on behalf of Contractor is fully authorized and empowered to enter into this Agreement, and the Contractor’s performance of the obligations under this Agreement will not violate any agreement between the Contractor and any other person, firm or organization or any law or governmental regulation.

2.2 The signatory below on behalf of Contractor is more than eighteen (18) years of age and not otherwise incapacitated at the time of the Agreement.

2.3 The Contractor will notify the Authority of any change(s) to the Contractor’s schedule which could adversely affect the availability of the Contractor, whether known or unknown at the time of this Agreement, no later than three (3) weeks prior to such change(s). If the Contractor becomes aware of such change(s) within the three (3) week period, the Contractor shall promptly notify the Authority of such change(s) within a reasonable amount of time.



## **5.0 Independent Contractor Status.**

5.1 The Contractor is an independent contractor of Authority. Nothing contained in this Agreement shall be construed to create the relationship of employer and employee, principal and agent, partnership or joint venture, or any other fiduciary relationship.

5.2 The Contractor shall have no authority to act as agent for, or on behalf of, the Authority, or to represent the Authority, or bind the Authority in any manner.

5.3 The Contractor shall not be entitled to worker's compensation, retirement, insurance or other benefits afforded to employees of the Authority.

## **6.0 Obligations of the Parties**

6.1 The Contractor must obtain the Authority's prior written consent to purchase materials and services required to produce advertising on the Authority's behalf. All such materials and services will become the Authority's property upon purchase. To that end, the Contractor agrees to secure the Authority's prior written approval of all expenditures in connection with the Authority's advertising.

6.2 The Contractor agrees to devote its best efforts to the Authority's interests, and to endeavor in every way to make the Authority's advertising successful, and the Authority agrees to aid the Contractor in doing so by making available to the Contractor necessary information pertaining to the Authority's business and to cooperate with the Contractor in expediting the Contractor's work.

6.3 The Contractor agrees to refrain during the life of this Agreement from acting as an advertising agency for any company directly competitive with the Authority without the Authority's written consent.

6.4 The Authority reserves the right, in the Authority's best interest, to modify, reject, cancel or stop any and all plans, schedules or work in process; and in such event, the Contractor shall immediately take proper steps to carry out the Authority's instructions; but the Authority agrees to reimburse the Contractor for all expenses incurred in connection with the Authority's advertising on the Authority's prior written authorizations, and to pay the Contractor any service charges relating thereto, in accordance with the provisions of this agreement.

6.5 Nothing in this Agreement shall be construed as committing the Contractor to violate any lawful contractual commitments to media.

6.6 The Contractor will endeavor to the best of its knowledge and ability to guard against any loss to the Authority through failure of media or suppliers properly to execute their commitments, but the Contractor shall not be held responsible for any failure on their part.

6.7 The Contractor will fully disclose to the Authority any interest or association which the Contractor may have with any supplier of goods or services.

6.8 The Contractor shall obtain releases, licenses, permits or other authorization to use photographs, copyrighted materials, artwork or any other property or rights belonging to third parties obtained by the Contractor for use in performing the Authority's services. The Authority shall obtain the same for any such items obtained by the Authority, which are used by the Contractor in performing such services, and shall be responsible for any claims with respect to such use. The Authority shall be responsible for the accuracy, completeness and propriety of information concerning its products and services, which the Authority furnishes to the Contractor in connection with the performance of this Agreement.



CAUSES OF ACTION IN THE AGGREGATE, INCLUDING WITHOUT LIMITATION TO BREACH OF CONTRACT, BREACH OF WARRANTY, NEGLIGENCE, STRICT LIABILITY, AND OTHER TORTS.

**10.0 Indemnification.**

10.1 The Contractor agrees to indemnify and hold harmless the Authority, its affiliates, and its respective officers, directors, agents, attorneys, elected officials, officials, volunteers, and employees from any and all claims, demands, losses, causes of action, damage, lawsuits, judgments, including attorneys' fees and costs, arising out of, or relating to, the Contractor's services under this Agreement. This provision shall survive the duration of this Agreement.

10.2 The Contractor agrees to defend against any and all claims, demands, causes of action, lawsuits, and/or judgments arising out of, or relating to, the Contractor's services under this Agreement, unless expressly stated otherwise by the Authority, in writing.

**11.0 Duration, Scope and Severability.**

11.1 This Agreement shall take effect on the effective date, July 1<sup>st</sup>, 2023, and shall remain in full force and effect for one year, until June 30<sup>th</sup>, 2024 or until terminated pursuant to this Section 10 of this Agreement. After June 30, 2024, the Agreement term will be month-to-month until the Authority provides a 30-day cancellation notice to the Contractor.

11.2 The Authority may terminate this Agreement for any reason upon thirty (30) days notice to the Contractor. Either party may terminate this Agreement for cause within 48 hours upon notice to the breaching party.

11.3 This Agreement, and any accompanying appendices, duplicates, or copies, constitutes the entire agreement between the Parties with respect to the subject matter of this Agreement, and supersedes all prior negotiations, agreements, representations, and understandings of any kind, whether written or oral, between the Parties, preceding the date of this Agreement.

11.4 This Agreement may be amended only by written agreement duly executed by an authorized representative of each party.

11.5 If any provision or provisions of this Agreement shall be held unenforceable for any reason, then such provision shall be modified to reflect the parties' intention. All remaining provisions of this Agreement shall remain in full force and effect for the duration of this Agreement.

11.6 No modifications to this Agreement shall be binding upon the Authority without the express, written consent of the Authority.

11.7 This Agreement shall not be assigned by either party without the express consent of the other party.

11.8 If Exhibit A conflicts with this Agreement, this Agreement shall control.

**12.0 Governing Law and Jurisdiction.**

12.1 This Agreement shall be governed by and construed in accordance with the laws of the State of North Carolina without reference to any principles of conflicts of laws, which might cause the application of the laws of another state. Any action instituted by either party arising out of this Agreement shall only be brought, tried and resolved in the state courts of general justice in Jackson County, North Carolina. EACH PARTY HEREBY CONSENTS TO THE EXCLUSIVE PERSONAL JURISDICTION AND VENUE OF THE STATE COURTS LOCATED IN JACKSON COUNTY.

IN WITNESS WHEREOF, the parties, intending to be legally bound, have each executed this agreement as of the Effective Date.

AUTHORITY:

\_\_\_\_\_  
Jackson County Tourism Development Authority  
Daniel Fletcher, Chair

\_\_\_\_\_  
Date

CONTRACTOR:

Mark Schwartz  
\_\_\_\_\_  
Love Communications, L.L.C. (Utah)

5/16/2023  
\_\_\_\_\_  
Date

This instrument has been pre-audited in the manner required by the Local Government Budget and Fiscal Control Act.

D. J.  
\_\_\_\_\_  
Signature of Finance Officer

5/17/2023  
\_\_\_\_\_  
Date

Love

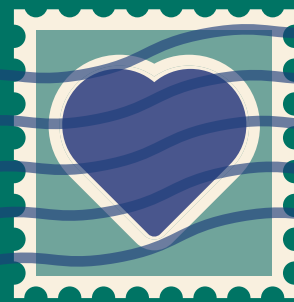
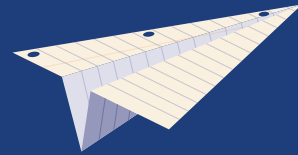
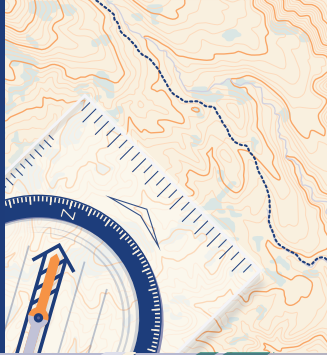


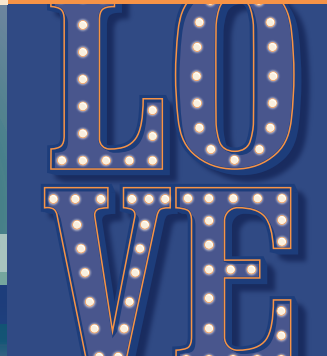
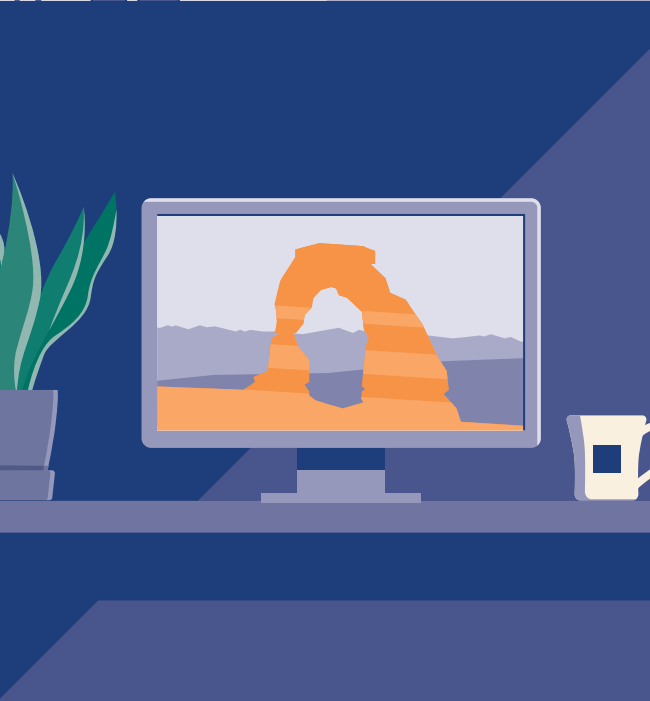
EXHIBIT A

Love Communications

# Jackson County Tourism Development

SEM Services Proposal

May 4, 2023





## Greetings from Love Communications!

We are a full-service advertising agency headquartered in Salt Lake City, Utah, and we're eagerly awaiting the opportunity to assist you with your Search Engine Marketing (SEM) efforts. Jackson County is the type of place we'd be proud to call home, and we'd be honored to help you share it with the world.

In a region where one of the nation's most visited national parks meets more tranquil access to recreation and luxurious retreats, Jackson County has a lot to offer. With such allure comes the need to prioritize responsible visitation, a concept that has been central in the work we've been doing with other clients in the travel and tourism space. We can't wait to work with your team on SEM strategies that introduce Jackson County to travelers without compromising the aspects that make the region so special. Here's how we would go about it.

**We know your traveler and how to reach them:** Media planning and buying has been a strength of Love's since our founding in 1999, and as far as the state of Utah goes, no other agency buys as much media as Love, nor delivers as much added value to our clients. We also know that reaching travelers is helping our clients be easily found online. Love's SEO and SEM services do just that, supporting the effectiveness of all other advertising efforts.

**More than an SEM specialist:** An effective SEM strategy takes more than one or two SEM specialists. We believe that the most effective SEM approaches are founded in data-driven research and constant testing, which is where Love's in-house data analytics and research department comes in. By choosing Love, you'll not only be partnering with experienced paid search managers, you'll also have a dedicated account analyst to help us all understand the most effective aspects of our efforts and the opportunities we may be missing.



**We're experienced in travel and tourism:** Destination marketing is a specialty of ours at Love Communications. We manage SEM for more than 20 clients in the travel and tourism space, with even more relationships in our media and creative teams. We understand the intricacies of how tourism revenue can support a community, and we believe that with responsible and considerate advertising strategies we can help your office make a positive impact on Jackson County's future.

Thank you for considering Love Communications as your new SEM partner. We believe we are a perfect fit for this job and look forward to joining your community.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Love", with a stylized, cursive script.

**Tom Love**

President and Founding Partner

Love Communications



## History, Team & Experience

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Love Communications was founded in 1999 by Tom Love, Rich Love, and Preston Wood in Salt Lake City, Utah. They saw a need in the market for a firm with national marketing skills that would help companies drive results overnight and build stronger brands over time. In 2004, Alan Reighard joined as the fourth partner, bringing national and international brand planning expertise to the firm. Rich Love retired in 2015.

Two decades since its inception, Love has grown rapidly and currently has capitalized billings of \$55 million and employs more than 48 people across the following teams:

- Paid Search and Search Engine Optimization
- Web Design & Development
- Data Analytics and In-House Research
- Digital & Legacy Media
- Public Relations
- Brand Planning
- Creative Strategy & Design
- Studio Love, an In-House Production Studio

Love's extensive investment in digital marketing, analytics, and research is particularly noteworthy. This is the fastest-growing and most in-demand marketing area today, and our young team is tops in the field. This group gives Love a unique offering with a list of industry firsts to our name and a holistic view of the integral role Search Engine Marketing plays in broader advertising strategies.

Love is unofficially recognized as "Utah's Agency", particularly in travel and tourism. We've defined our agency's purpose as to "help our people and our clients grow to be the best they can be, so together we can help make our communities better places to work, visit, and live." This drives us to get actively involved in our client's community, and we look forward to joining you in Jackson County, North Carolina.

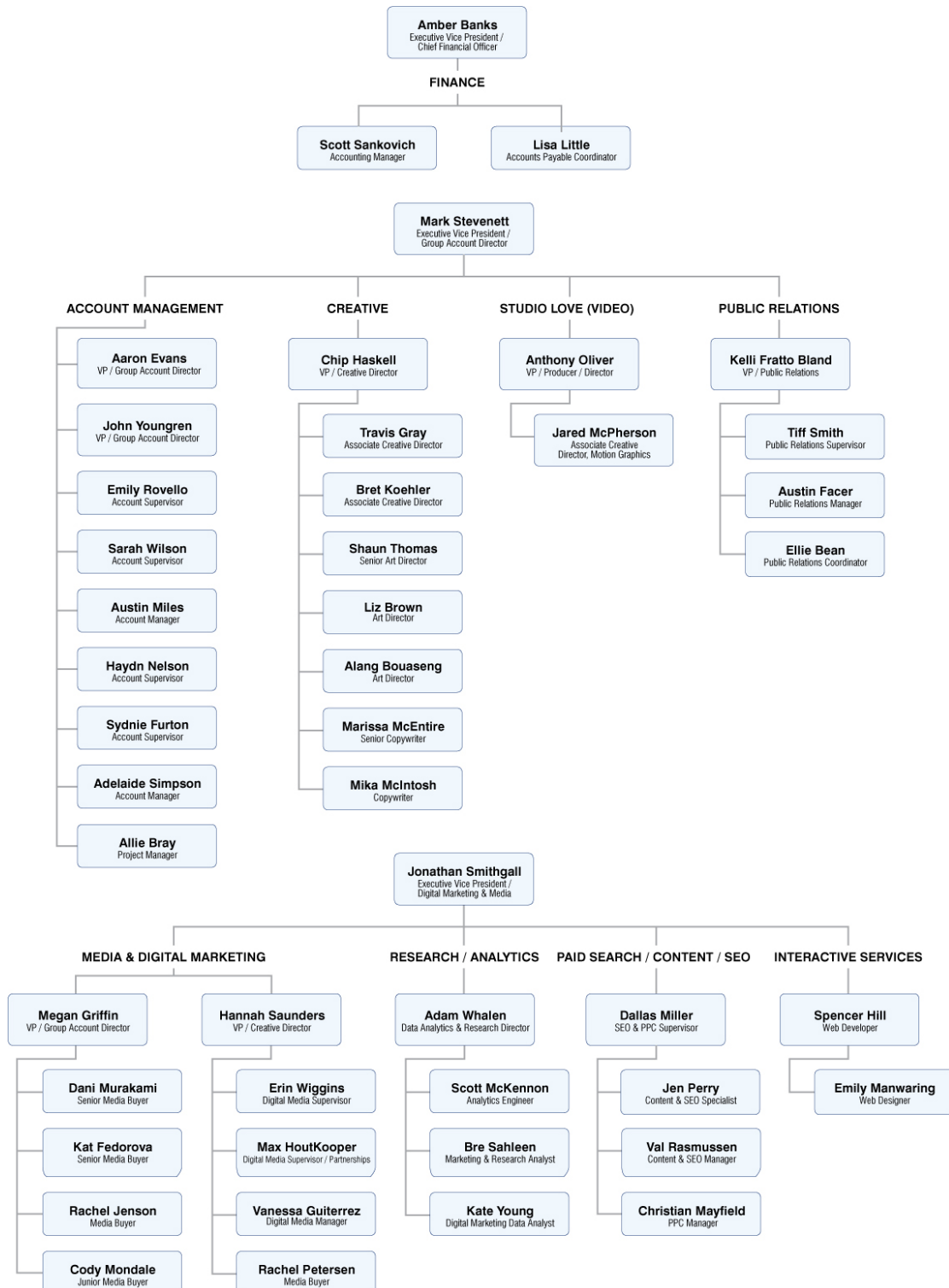


While we have established ourselves as a key partner in Utah's travel industry, we are not confined to the state's boundaries. See here a list of travel and hospitality organizations for whom we are currently managing Search Engine Marketing:

- The Utah Office of Tourism
- Greater Zion
- Heber Valley
- Discover Moab
- Powder Mountain
- Visit Salt Lake
- Ski Utah
- Utah Division of Outdoor Recreation
- Visit Ogden
- Travel South Dakota
- Aberdeen Convention & Visitors Bureau
- Black Hills & Badlands Tourism Assoc.
- Deadwood, South Dakota
- Hot Springs, South Dakota
- Mitchell Convention & Visitors Bureau
- Mount Rushmore Society
- Visit Brookings
- Visit Custer
- Visit Hill City
- Visit Pierre
- Visit Rapid City
- Yankton Convention & Visitors Bureau



# Love Communications Organization Structure





## Jackson County's SEM Team

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### Dallas Miller - SEO & PPC Supervisor

#### ***Primary account manager & strategic lead***

Dallas has worked in SEO and paid search marketing for nearly six years. He currently leads the Search team at Love Communications, a team of five that specialize in SEO and Paid Search. Most of Dallas' work is in travel and tourism, working with clients like The Utah Office of Tourism, Travel South Dakota, Ski Utah, Visit Salt Lake, and others.

### Christian Mayfield - PPC Manager

#### ***Strategic and fulfillment support***

The newest addition to Love's team, Christian has worked in digital marketing for nearly eight years. He manages all Paid Search marketing efforts at Love, working closely with Dallas to evolve our SEM strategies and align with SEO teams.

### Luke Thompson - SEO & PPC Specialist

#### ***Fulfillment support***

Luke Thompson joins Love Communications after graduating from The University of Utah in May 2023. He is passionate about targeted advertising tactics that drive meaningful results for our clients and works closely with both SEO and SEM teams to execute campaign strategies.

### Adelaide Simpson - Account Manager

#### ***Primary client contact & project management***

Adelaide Simpson is the guiding force that keeps us all aligned. She currently bridges the gap between Love Communications and clients like Travel South Dakota, Mount Rushmore Society, Wittwer Hospitality, and others. She will be the primary contact at Love Communications for Jackson County, assisting Love's team with project management and strategy development.





## Letters of Recommendation

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### Ski Utah

It is my pleasure to strongly recommend Love Communication, specifically their paid search team under the direction of Dallas Miller.

My name is Luke Ratto, and I have helped guide Ski Utah's digital presence for the last 15 years, from website development to advertising. During that time, I have worked with quite a few paid search partners, and over the last four years working with Love Communications, their work has proven far superior.

While working with Love Communications, I have appreciated their holistic approach to our account, considering all aspects of search engine marketing, not simply focusing on one. Our organization is unique because our campaigns require constant attention and finesse to maintain vital partnerships. Love Communication has done nothing short of an exceptional job in these matters.

In addition to their outstanding technical skills, the Love team is equally as skilled discussing high-level details with our board members as they are talking through the technicalities with our team.

I am confident Love Communication will serve your organization well, especially since you have a focus on travel and tourism.

If you need more information or specific examples, please do not hesitate to contact me.

Sincerely,

Luke Ratto

Ski Utah Website Director (aka The Digital Horseman)

luke@skiutah.com

(801) 534-1779

## Utah Office of Tourism

It is with great enthusiasm that I recommend Love Communications as a well-deserving Search Engine Marketing firm. The Utah Office of Tourism hired Love in Sept of 2019, and we could not be more pleased with the outcomes of the programming we have received.

Love sets the bar high on outside-the-box thinking, effective utilization of resources, and, most importantly, metrics and reporting. Everything that the team recommends has a SMART goal and well-planned strategy.

Dallas and his team's dedication and professionalism are impeccable. They have led our account to success and have found creative solutions to assist us in achieving our goals when our capacity was limited by staff turnover in our office.

Since joining the Utah Office of Tourism team Love Communications has been able to provide great success, including:

- The Utah Office of Tourism's paid search efforts consistently meet or exceed a 15% click-through rate
- In the past year, Love Communications has optimized the campaign to increase CTR by 6.14% while maintaining an Avg CPC below \$0.50
- The Utah Office of Tourism's ads are visible in the top ad stack at least 80% of the time for our target search terms, ranking as the first ad served at least 30% of the time
- Economic impact metrics show that paid search is supporting the broader media campaign effectively, oftentimes garnering higher than average ADR's

In addition to being experts in their field, Dallas and his team at Love are a joy to work with, and I have truly enjoyed working with them and consider them an extension of our team. With all that said, the State of Utah highly recommends Love Communications to anyone that should seek SEM services. For further questions, please feel free to contact me directly.

Best Regards,

Becky Keeney  
Director of Strategy  
Utah Office of Tourism  
BeckyKeeney@utah.gov  
801- 538-1318



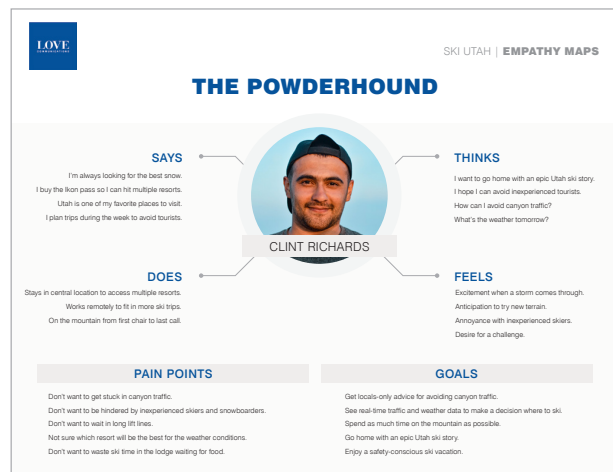
## Case Studies

### Ski Utah **PAY PER CLICK CAMPAIGN**

#### Challenge

In June of 2020, Love Communications was tasked with managing Ski Utah's paid search advertising (PPC) efforts. The mountain travel industry was facing unprecedented travel behaviors and challenges following the previous season, so effective promotion of safe, responsible, and memorable visitation was paramount.

With a multi-faceted media strategy in place, paid search advertising needed to be a low-funnel, conversion-oriented effort. Ski Utah's goal for the channel was to increase the number of PPC users visiting their site, funnel those users to the appropriate local ski resort, lodging, accommodation, or partner websites for further planning, and ultimately drive responsible visitation to Utah's ski destinations. Of course, all of this had to be measurable and attributable, which called for Love Communications to implement new data and performance tracking.



Audience Research

#### Solution

To start, we focused on industry and audience research. Search intent analysis, audience segmentation analysis, and weekly industry trend updates provided us insights that we could leverage for more efficient ad serving. We added more specific search topics, broadened our ad relevance, introduced new landing page strategies, created all new ad copy, and implemented new custom audience targeting. In the end we had 5 new campaigns with over 25 new ad groups, all with new ad copy and updated landing page strategies to test against previous seasons.



## Results

As the season progressed, we monitored steady increases in campaign performance. Although snow totals for the 2020/2021 season were comparably lacking, we noted strong increases in all KPIs compared to previous seasons.

### Paid Search Web Sessions

- 941% Increase YoY
- 777% Increase From 18/19 Season

### Conversions

- 609% Increase YoY
- Data N/A From 18/19 Season

### PPC Click Through Rate

- 15% CTR For 20/21 Season
- 177% Increase YoY

### PPC Average Cost Per Click

- Less Than \$0.50 Avg. CPC For 20/21 Season
- 98% Decrease YoY

### Monitored Hotel Bookings & Estimated Revenue

- + \$7 Million in generated revenue
- + 11,800 hotel bookings
- YoY Data N/A

# 941%

increase Year-Over-Year in paid search web sessions

# 177%

increase Year-Over-Year in PPC click through rate

# 98%

decrease Year-Over-Year in PPC average cost per click

# 11.8k

hotel bookings

#### Problem

The Utah Office of Tourism is tasked with promoting visitation throughout the entire state of Utah, ranging from the popular ski destinations and cities in Northern Utah to the world-renowned destinations in Southern Utah. The very successful Mighty Five campaign was successful in driving visitation to Utah's five national parks, but the increase in visitation came with a price.

In recent years (before and after the COVID-19 pandemic), the negative impact visitors have on Utah's national parks has increased. The Utah Office of Tourism tasked Love Communications with maintaining some promotion of Utah's five national parks, but with an emphasis on promoting safe, responsible, and sustainable travel behaviors.

#### Solution

We made many adjustments to our Mighty 5 advertising strategies to address this issue, including our strategic approach to Search Engine Marketing. Up to this point, our primary concern was serving searchers with Visit Utah's planning resources surrounding the parks. However, with an increased priority on responsible visitation education, we pivoted away from a traffic-driving bidding strategy in favor of growing our impression share.

Our thought was that for certain sensitive topics, like the promotion of Utah's Mighty 5 National Parks, we needed to be the first ad searchers saw. This way we would still acquire traffic through our search ads, but we would also be more visible than competitive advertisers that may not be prioritizing responsible travel practices in their online resources.

To start, Love's Search team worked with The Utah Office of Tourism to optimize each landing page for The Mighty 5, including each individual park page. Responsible travel content was prioritized, and new planning resources were added to help travelers reduce their impact.

Then, with revised landing pages in place, we made strategic changes to each campaign's keyword portfolio and bidding strategy. These changes favored impression share over sheer volume of clicks, hopefully without sacrificing the cost efficiencies that existed.

## Results

This SEM initiative was fully formed and launched by 2022. Understanding that 2020-2022 are difficult years for comparisons, given the impact of COVID-19 on travel, we are still confident that Love's strategic optimizations achieved our goal of increasing impression share and educating travelers.

With an 11% increase in impressions year over year (2022 vs. 2021), we reported a **22% increase in impression share for Mighty 5 topics**. This far exceeded our expectations, especially compared to the mere 11% increase in impressions delivered. With all said and done, The Utah Office of Tourism's Mighty 5 ads were in the top ad stack more than 90% of the time for our keyword portfolio.

The optimizations to the campaign, including keyword portfolio revisions, landing page optimizations, and ad copy adjustments also led to increases in campaign efficiency. In the same period, 2022 vs. 2021, we monitored a **36% increase in Click Through Rate** for relevant ad groups. Alongside these increase we saw a minor increase in our average cost per click of 4%, with the avg. CPC for relevant ad groups well under \$0.50.

With an 11% increase in impressions delivered, a 22% increase in impression share for relevant ads, and a 36% increase in Click Through Rate, we ultimately saw a strong increase in traffic to the updated Mighty 5 landing pages. In fact, **clicks to the site through relevant ad groups increased by more than 50%.**



22%

Increase in impressions  
share for Mighty 5 topics

36%

Increase in Click  
Through Rate

Over  
50%

Clicks to the site  
through relevant ad  
groups increased





## SEM Strategy Development

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Our approach to search engine marketing may feel a bit different from what you've seen in the past. We're more than a group of paid search specialists amid the larger media team. At Love Communications, Search Engine Optimization and Search Engine Marketing are always considered in tandem. Our search team comprises experienced people, most of whom are actively involved in SEO and SEM efforts. We've structured this way because we believe success in either channel (SEO or SEM) is founded on one thing: a real understanding of your audience's search behavior(s).

If we truly understand what our audience is seeking, beyond just identifying the keywords they use, we can understand how to offer real value. We do that on the website through meaningful and useful content additions. We work to make that content discoverable organically, which can take time but is the best outcome for Jackson County. In the meantime, paid search is an excellent way to gain visibility immediately and control the competitive pressure from other sites.

In a way, strategic management of your SEM efforts allows us to control the narrative. We can prioritize our message, increasing our share of voice in the planning process for travelers visiting Jackson County. It allows us to promote stories that aren't otherwise easily found. Most of all, it is a critical support for all other advertising efforts. Once a traveler has seen an ad, whether that be a billboard or a social media ad, the most likely next step is to start searching for more information. With Love Communications as your new SEM partner, we believe we can help close that planning cycle and increase the effectiveness of Jackson County's marketing efforts.

Here's how we would do so, in detail.

### **Account Access, Billing, and Management Transfer**

Once clear benchmarks have been established, we have what we need for a measurable campaign. But, before we start building anything, we need to transfer management, billing, and access to your Google Ads account. This may seem like a small step, but it's important in preserving data from your previous SEM efforts. Love has direct contacts at Google and handles every detail, from transferring management to enrolling in Alpha or Beta testing programs.

## Search Intent Discovery

Our SEM and SEO teams start with search intent discovery, a multi-faceted process that allows us to understand your audience's search behavior(s). This step — the research process of understanding the traveler's intent — is the most critical element of a successful SEM campaign. Instead of simply gathering keywords, we consider the audience and competitive details at every step.

We pair traditional keyword research with more exploratory research. Oftentimes we'll work with Love's in-house data analytics and research team to review audience and market trends. We'll consider broad sweeping search trends, both globally and locally. We'll review previous performance to find missed opportunities, run new tests, and confirm other findings. All of this builds a solid, data-driven understanding of how we can target your audience with effective and efficient strategies.

## Establishing a New Account Structure

Once we have clear goals and a thorough understanding of our audience's intent, it's time to design an account structure. At this step, we consider how we want to prioritize budget allocation, define our target markets, and organize search topics so each ad leads to the perfect landing page. This step is often overlooked or not given due attention, but with a little extra consideration and planning, we can structure Jackson County's SEM campaigns to work harder for us. This means more precise audience targeting, better budgetary control, and workable data insights that allow for more sophisticated strategies. See Campaign Creation and Management for our personalized approach to restructuring Jackson County's SEM account(s).

## Campaign Optimization

Once a campaign has launched, we move quickly into an ongoing testing and optimization phase. Love will design and execute tests to determine what messaging strategies work best and use tools like Google Optimize and HotJar to evaluate landing page engagement. We'll test audiences and markets to determine where our most engaged travelers are.

## Reporting and Analysis

It is important to us that our teams communicate often about the campaign's performance. We'd like to meet with your team weekly or every other week to discuss action items and work in progress. Then, we will deliver a detailed and customized report every month to share performance insights and next steps.

Love Communications is fortunate to have an outstanding data analytics and research team in-house. This means you'll get more than a dedicated SEM manager in selecting us as your partner – you'll also have a dedicated account analyst that works regularly with our teams and yours to better understand learnings and insights.

## **Bid Management**

Managing bid details can become inefficient and time-consuming, especially at scale. To streamline those efforts, Amplify, Love's proprietary dashboard solution, allows us to easily identify anomalies, bid limitations, and wasted spend.

When an account is large enough that managing bids manually simply isn't efficient, we may use custom conversion models for bid optimization. Using Search Analytics 360, a search management platform used to manage enterprise Ads campaigns, we create custom floodlight activities to build conversion actions specific to each campaign in our Ads account. Instead of time spent managing bids at a keyword level, this allows us to algorithmically optimize our bids at scale towards an audience of users that show intent to convert.

## **Building Keyword Lists**

Our SEM and SEO teams undergo the thorough search intent discovery process outlined above to compile more effective keyword portfolios. The four pillars of search intent discovery are:

### **Market Research**

Before researching keywords, we first study market trends, audience personas, and industry research to understand our audience. Love constantly ingests data from Destination Analysts, MRI, Global Web Index, and other research providers to stay on top of travel trends as they evolve.

### **Keyword Research**

Using tools like SEMRush, Google Search Console, Ahrefs, Answer the People and others, we compile a list of relevant search terms. This research will be guided by the topics performing well for Jackson County, those performing well for competitor sites, and those identified through industry research that may be new to your site.

### **Intent Assessment**

In the intent assessment phase, we trim ineffective terms from the keyword portfolio. We look beyond relevance and ensure we only target topics that demonstrate intent, or measurable interest, to travel. By pruning terms that don't align with our audience's intent, we increase the quality and cost efficiency of the campaign before it begins.

### **Portfolio Management**

Once a campaign has launched, we will monitor performance daily and conduct weekly optimizations of the keyword portfolio. Introducing new search terms, adding negative terms to our list, and adjusting keyword match types are all ongoing efforts we'll take to increase efficiency throughout the campaign.

## Developing Ad Copy

With guidance from your team, Love will draft all ad copy used in Jackson County's search network campaigns. We blend your direction regarding tone, messaging, and brand representation with strategic use of search terms and tested messaging strategies to create enticing ads.

We maintain control over the campaign's ads by using standard and responsive search ads, ensuring all copy used in the ads meets your standards. As we gather data from responsive search ads, we will optimize each campaign to emphasize ad elements that have proven to work.

Finally, an ad's search presence reaches beyond the standard copy elements. Image extensions, Sitelinks, Callouts, and other additional elements will be used to serve a more visual and interactive ad.

## Selecting Landing Pages

Landing page selection is a crucial element in a campaign's success. Fortunately, the same efforts to optimize a page's organic value support an SEM campaign's performance. We'll maximize the value of existing landing pages by optimizing their SEO elements if appropriate. If a landing page is not available for any given search topic, our teams can work to create a page that has both organic and SEM value. Finally, should a campaign require a customized landing page experience, Love has



## Campaign Creation and Management

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A Search Engine Marketing campaign is only as good as its account structure. By strategically organizing our ads account(s) we can personalize the ads we're serving, optimize towards unique goals, separate audience messaging, and better understand performance. As mentioned before, we will work closely with your team to understand your target audiences, markets, and core messages in detail. However, even without that granular insight, we anticipate a strategy involving a mix of the following campaign types:

### Direct Search Campaigns

The starting point for most any SEM campaign at Love Communications is founded on your site's existing content structure. We want a foundation of campaigns serving ads to all your most valuable search terms. Think of this cluster of campaigns as a net that catches the general traveler as they're actively planning a Jackson County visit. Examples might include:

- An **Outdoor Attractions** campaign with ad groups targeting outdoor destination terms
- An **Outdoor Activities** campaign with ad groups targeting recreation search terms
- A **Lodging** campaign with ad groups targeting specific lodging terms, as well as general lodging planning terms
- A **Plan Your Trip** campaign with ad groups targeting FAQ and resourceful search terms

### Regional & Audience-Specific Search Campaigns

Sometimes we may want to personalize our messaging and target searchers depending on their market or interests. For example, we might speak to drive-market travelers differently than fly-market travelers. Or, we might serve a more luxurious landing page experience to luxury travelers. Examples of these campaigns may include:

- A **Luxury** Vacation campaign that exclusively serves ads to luxury audiences, regardless of if they're searching for a place, activity, or information.
- A **Road Trips** campaign with personalized ad copy or landing page experiences that speaks to the searcher's specific journey depending on which neighboring market they're visiting from.
- A **Family** Vacation campaign that emphasizes deals, family-friendly dining, and planning resources.



## Seasonal Search Campaigns

Regardless of who our audiences are, Jackson County's traveler economy is seasonal, and this should be considered in our SEM strategies. While seasonality would likely affect all campaigns, we may see an opportunity to personalize our messaging and landing page experience depending on the time of year. Examples may include:

- A Secret Season campaign that promotes the values of visiting Jackson County between January and March.
- A Responsible Visitation campaign that promotes responsible travel planning and recreation perhaps remarketed to an audience of users who have already visited the site.

## Campaign-Based Display & YouTube Campaigns

The search network campaigns listed above have been a way to satisfy search interest, but what if we need to build interest? This is where display and video campaigns best serve an SEM strategy. These campaigns would align with your current campaign calendar, serving display and video assets to travelers not considering Jackson County yet.

At Love, we approach display and video advertising in a couple of ways. Assuming we allocate enough budget to justify the investment, we are often able to drive better results managing these channels with partner relationships and on other platforms like DV360 and CM360. Doing so often allows us to target audiences programmatically, ensuring we reach a more engaged group of travelers.

However, in cases where we cannot use media partners and other platforms, we can still manage display and video effectively through Google Ads. By using keyword targeting, custom audiences, and tight campaign settings, we can ensure our display and video campaigns are managed efficiently. We pay close attention that display ads are served on trustworthy sites alongside contextually relevant content targeted to only relevant audiences.

## Remarketing Display & YouTube Campaigns

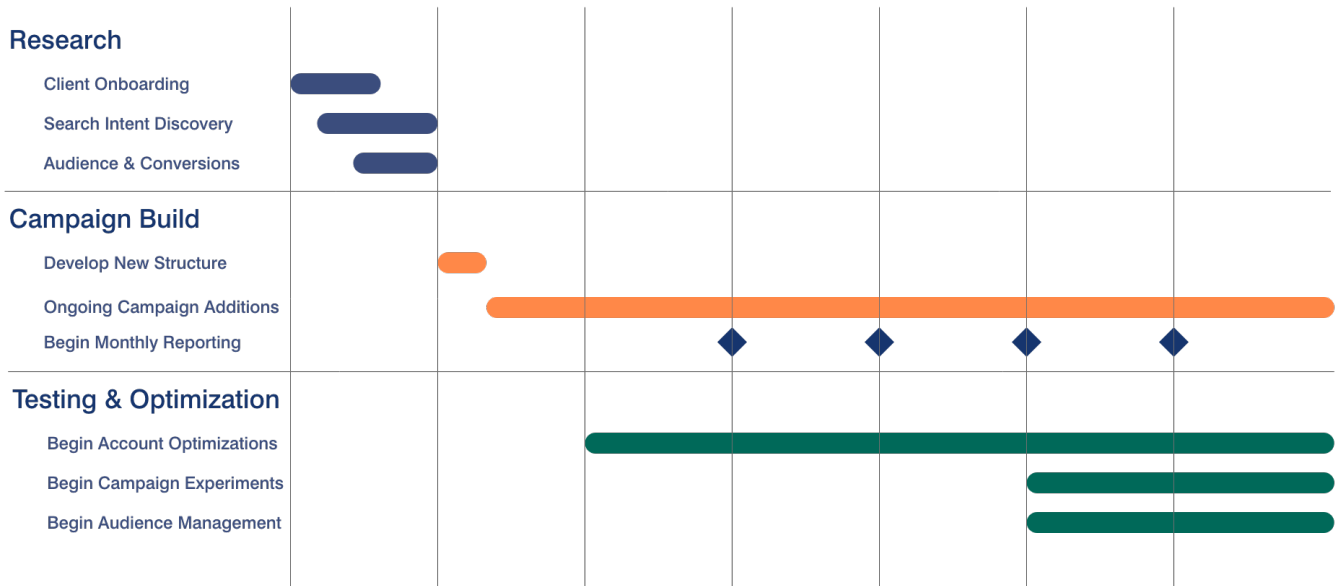
One of the most engaged audiences in any marketing campaign is your remarketing audience. Love will build these audiences as users interact with our SEM ads or visit Jackson County's site, refreshing them regularly to ensure the audience stays fresh. These campaigns will serve display and video ads to users who have already demonstrated interest in visiting Jackson County, reminding them to finish their planning cycle.

## Performance Max & Discovery Campaigns

Google Ads has introduced a handful of new campaign types in recent years, including Performance Max and Discovery Campaigns. While they provide value to some organizations, we often choose not to use these campaign types. They heavily depend on Google's algorithm, serving ads across multiple channels without offering the advertising manager much control. However, if we were interested in reaching users on Gmail or Google Discovery, these campaign types may be worth considering.



## Project Timeline and Pricing



**Client Onboarding:** starts July 1, 2023

**Search Intent Discovery:** starts mid-July

**Audience Definition & Conversion Building:** starts mid-July

**Develop New Structure:** starts August 1, 2023

**Ongoing Campaign Additions:** launch all foundational campaigns in August; continue adding campaigns and ad groups as necessary throughout the partnership.

**Monthly Reporting:** starts October 1, 2023. This starts with monthly report development, analyzing 90 days of performance data. Performance updates will be provided regularly before October, and all reporting dates can be adjusted upon client request.

**Account Optimizations:** start August 1, 2023, after Love's account restructure has been live for some time. Account optimizations will continue throughout Love's management of the campaign.

**Testing & Experiments:** start December 1, 2023. We typically wait to conduct A/B tests or campaign experiments until our campaign structure has been established and we have a couple of months of data to analyze.

**Audience Management:** We'll have started building custom audiences sooner, but we typically begin cleaning and maintaining audiences five or six months after they've been created. This will depend on how quickly audiences scale and will be adjusted accordingly.

**Pricing Structure**

Love Communications to maintain a 15% commission of all SEM budget with no additional retainer fees or hard costs. With a \$120,000 annual budget as defined in Jackson County’s RFP, Love Communications will retain \$18,000 for services and fees and spend \$102,000 in ad placements. Should Jackson County’s annual budget change in upcoming fiscal years, Love Communications will maintain a 15% commission unless otherwise negotiated and agreed upon by both parties.

Total Annual Budget	Love Communications Commission	Net annual Spend on Advertising
\$120,000	15% (\$18,000)	\$102,000

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is need  
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