



COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: October 29, 2019

Meeting Date: November 7, 2019

Name: Paula Vann

Department: Tourist Development

Division Manager's Signature: _____

A handwritten signature in blue ink, appearing to be "Paula Vann", is written over a horizontal line.

1. Nature and purpose of agenda item:

Request approval of the Madden Media 2019 - 2020 SEM and Content Marketing initiative.

2. Recommended Motion/Action:

Motion to approve the Madden Media SEM and Content Marketing Initiative for \$95,000

3. Fiscal impact on current budget.

This item is currently budgeted. The account number to be charged is 107-5200-552.30-48 ADVERTISING




971 WEST DUVAL STREET • SUITE 145 • LAKE CITY • FLORIDA • 32055

PH: 386.758.1312

Memorandum

Date: October 24, 2019

To: David Kraus, Assistant County Manager

From: Paula Vann, Executive Director Tourist Development  Madden

Re: Media: SEM and Content Marketing - \$95,000

This is a formal request to approve the Madden Media Contract for 1) Search Engine Marketing and 2) Content Digital Marketing Campaign (Amplified Story Telling) for \$95,000.

Search Engine Marketing (SEM)

Madden Media Search Engine Marketing (SEM) has performed extremely well for Columbia County Tourist Development . We have received approximately 450,000 impressions and over 29,000 clicks to our website during 2018-2019 from SEM efforts.

Madden has guaranteed 2.2 million impressions and 97,000+ clicks for the 2019-2020 fiscal year.



345 E. Toole Ave.
Tucson, AZ 85701
Office: 520.322.0895
Fax: 520.322.9438
mmcontracts@maddenmedia.com

Quote Number 00005522

Expiration Date 9/30/2019

Account Name Columbia County Tourist Development Council

Contact Name Paula Vann

Billing Address 971 W. Duval Street, Suite 145

Lake City, FL 32055

United States

Product	Line Item Description	Total Price
*Digital Storytelling (Presentation Layer) (w/o Content Hub)	2 stories & 51,000+ Clicks	USD 40,600.00
*Google Ads Site Remarketing Banners (CPM)	1.7+ Million Impressions	USD 8,120.00
*Google SEM - General Leisure (CPC)	46,000+ Clicks	USD 32,480.00
*Sharpspring Membership 100K Contacts/25K Emails (Monthly)	6 Months of Email Management	USD 7,800.00
Geofencing	500,000 Impressions	USD 6,000.00

Description 12 months SEM & Remarketing Display,
Amplified storytelling with 2 Presentation Layers,
Geofencing & 6 months of email marketing.

Subtotal USD 95,000.00

Grand Total USD 95,000.00

Terms & Conditions

[Madden Media Standard Terms & Conditions for Digital Marketing Services](https://maddenmedia.com/mm_digital_terms)

https://maddenmedia.com/mm_digital_terms

[Madden Media Standard Terms & Conditions for Print Production & Advertising Services](https://maddenmedia.com/mm_print_terms)

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By signing and accepting below you are acknowledging that you have read and agree to the specific terms outlined in this document and wish to proceed with the implementation of the aforementioned products and services.

Authorized signature:

Print Name:

Date: