



CoOp Marketing Questions Answered April 14, 2020 Webinar Update

Google DMO

Q: Does my nonprofit qualify or is it only for cities?

A: Google DMO is designed for destination marketing organizations like convention and visitors bureaus. In some of New Mexico's smaller communities, an organization like the chamber of commerce that functions in this capacity could apply.

Q: Do the participating businesses have to be tourism related?

A: While it's important for every business to put its proverbial best foot forward on a ubiquitous platform like Google, we advise administrators of this program to narrow their focus using a visitor-centric approach. Encourage all your businesses (and especially those who don't make the cut) to access the Google My Business Education Workshop materials [here](#).

Q: For the inventory of businesses, would you suggest we focus on those that have either poor or non-existent Google presence?

A: Google rankings favor listings with complete, accurate information and quality images. For this reason, it's important to include both those iconic anchor attractions of your community as well as businesses that will benefit from augmented content.

Q: Many of our small businesses use a Facebook page, would that be acceptable in place of an individual official website?

A: Yes, Miles Partnership can work with small businesses that may use social media platforms as an alternative to maintaining and managing their own websites.

Q: Can we add businesses after the list is submitted?

A: It would be best to have a comprehensive list at time of application but businesses may be added up until the time of your one-on-one kick-off call.

Q: At what point do I need to supply the images?

A: Not more than 5-7 business days after the audit presentation. Before is better but sometimes the results of the audit will influence what should be provided if additional areas of opportunity are identified.

Q: There don't appear to be any restaurants listed within the Google Travel Guides. Should restaurants be included in the Local Business Inventory sheet? And how about vacation rentals and Bed & Breakfasts?

A: Definitely include restaurants, especially those that are locally owned (chain franchises notwithstanding). While restaurants are not featured in the Travel Guide, these listings are highly visible in search results and Google Maps. Also, consumers who are using "My Trips" in Google will be prompted to view listings for "top restaurants" in a market where they have booked a trip. Yes, do include Bed & Breakfast properties and any vacation rentals that have a physical office for guests. However, do not include individual vacation rental homes or properties because they cannot have a Google business profile per Google's terms and conditions.



Q: How do we obtain “Travel Videos” and “Day Plans” sections for my community similar to the one I see for Albuquerque?

A: As a part of the process, Miles & the DMO will reach out to the DMO team at Google and flag these discrepancies. All of the content in a Travel Guide is curated programmatically via algorithms, not people, which can make a modification tricky. Small markets may not trigger Day Plans or Video blocks.

MANAGED SEARCH/SOCIAL-DIGITAL

Q: Can you confirm that click-through traffic will be directed directly to the local DMO website as opposed to NewMexico.org?

A: Correct, traffic generated by MMP and Flex managed search features can be directed to partner sites.

Q: In the FLEX SEO/SEM program, are there any parameters on incorporating specific NM True branded keywords?

A: There are no such requirements in place at this time.

Q: Are there any caps on the dollar amount that we can apply for with the 2:1 match for SEO/SEM through Flex?

A: We want our partners to take advantage of these offers and have not set any maximum request thresholds at this time.

Q: If we were to apply for either Package 1 or Package 2 within MMP, would these advertising initiatives need to fall within NM True brand standards and guidelines in order to qualify?

A: Where appropriate (based on media vendor and venue), partner inputs adhere to New Mexico True brand guidelines.

Q: What is the total budget available for the 2:1 matching programs?

A: Secretary Schroer and our entire team is committed to supporting New Mexico Tourism industry partners through economic recovery and will support programs to the greatest extent possible.

GENERAL

Q: Which plan (MMP or Flex) best supports airport advertising?

A: Both plans can support airport out-of-home initiatives. Check the Media Menu first; it includes options from Denver to El Paso and Phoenix to Dallas. Then, if you don't see what you're looking for, obtain a quote and submit it with your Flex request.

Q: Will there be a new Opt-in Workbook that has new Stimulus Recovery and SEO/SEM options auto-calculate the 2:1 match?

A: YES! BE SURE to use the [Opt-in Workbook updated April 2, 2020](#).

Q: I am a private business owner and would like to know how I offer my services to the industry and/or connect with my local governmental entity.

A: Please contact Andrea Lawrence at coop.marketing@state.nm.us or 505-795-0108.