

# Driving Traffic, Leads, and ROI.



**GolfTrips.com is a network of golf sites featuring a directory of courses, golf destinations, travel articles, reader reviews, and stay and play packages. The network reaches local, regional, national, and international golfers.**

# Network - USA

<b>AL:</b> GolfAlabama.com	<b>AK:</b> GolfAlaska.com	<b>AR:</b> ArkansasGolf.com	<b>AZ:</b> ArizonaGolfer.com	<b>CA:</b> CAGolf.com
<b>CO:</b> GolfingColorado.com	<b>CT:</b> ConnecticutGolf.com	<b>DE:</b> GolfDelaware.com	<b>FL:</b> FloridaGolfer.com	<b>GA:</b> GolfingGeorgia.com
<b>HI:</b> HawaiiGolfCourses.com	<b>ID:</b> IdahoGolf.com	<b>IL:</b> IllinoisGolf.com	<b>IN:</b> IndianaGolf.com	<b>IA:</b> IowaGolf.com
<b>KS:</b> KansasGolf.com	<b>KY:</b> KentuckyGolf.com	<b>LA:</b> LouisianaGolf.com	<b>ME:</b> MaineGolf.com	<b>MD:</b> MarylandGolf.com
<b>MA:</b> GolfMassachusetts.com	<b>MI:</b> GolfMichigan.com	<b>MN:</b> MinnesotaGolf.com	<b>MS:</b> GolfMississippi.com	<b>MO:</b> GolfMissouri.com
<b>MT:</b> GolfingMontana.com	<b>NE:</b> GolfNebraska.com	<b>NV:</b> GolfNevada.com	<b>NH:</b> NewHampshireGolf.com	<b>NJ:</b> NJGolf.com
<b>NM:</b> GolfingNewMexico.com	<b>NY:</b> NYGolf.com	<b>NC:</b> NCGolf.com	<b>ND:</b> NorthDakotaGolf.com	<b>OH:</b> OhioGolf.com
<b>OK:</b> GolfOklahoma.com	<b>OR:</b> GolfOregon.com	<b>PA:</b> PennsylvaniaGolfer.com	<b>RI:</b> RhodeIslandGolf.com	<b>SC:</b> SCGolf.com
<b>SD:</b> SouthDakotaGolf.com	<b>TN:</b> GolfTennessee.com	<b>TX:</b> TexasGolf.com	<b>UT:</b> UtahGolf.com	<b>VT:</b> GolfVermont.com
<b>VA:</b> GolfVirginia.com	<b>WA:</b> WashingtonGolf.com	<b>WV:</b> GolfWestVirginia.com	<b>WI:</b> GolfWisconsin.com	<b>WY:</b> GolfWyoming.com



# Network - International

<b>Bahamas:</b> GolfBahamas.com	<b>Bermuda:</b> GolfBermuda.com	<b>Canada:</b> PEIGolf.com	<b>DR:</b> GolfDominicanRepublic	<b>England:</b> EnglandGolfer.com
<b>France:</b> GolfFrance.com	<b>Ireland:</b> IrelandGolfer.com	<b>Jamaica:</b> GolfJamaica.com	<b>Mexico:</b> GolfMexico.com	<b>Panama</b> GolfPanama.com
<b>Puerto Rico:</b> GolfPuertoRico.com	<b>Scotland:</b> ScotlandGolfer.com	<b>Wales:</b> WalesGolf.com		

# Network - City

<b>Chicago:</b> ChicagoGolf.com	<b>Mesquite:</b> GolfMesquite.com	<b>Reno:</b> GolfReno.com	<b>Washington DC:</b> DCGolf.com	
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# Visitor Demographics

## Gender

75% Male - 25% Female

## Affluent

Household Income \$75,000+

## Avid Golfers

12-20 Rounds Played Per Year

## Frequent

Average 1-2 buddies golf trips per year.

## Group Leaders

15% of our traffic is from golf group leaders or decision-

## USA and

18% of our traffic is from Canada or International



# Traffic and Traffic Sources



## Traffic:

Cumulative Monthly Traffic: 150,000-200,000 Visitors  
Cumulative Monthly Page Views: 600,000 Page Views  
Average Visitor Length: 5 Minutes

## Traffic Sources:

### SEO And Keywords

Search engine optimization and keyword buying through Google, Bing and Yahoo.

### Social Media

Social media campaigns promoting golf and golf travel.

### Golf Shows

Presence at Midwest Golf Shows including - Milwaukee, Madison, Green Bay, Chicago, St Louis, Michigan and Minnesota.

### Print Advertising

Advertising and advertorials in various golf and golf travel magazines.

### Guest Appearances - Blog, Articles and Podcast

Promotion through guest appears on various radio shows, podcasts, blogs, and golf article circulation.

# Banner Advertising

Ad Unit Size	Investment
<b>300x250 Box Banner - Above Fold</b>	<i>\$15 per CPM</i>
<b>160x600 Banner – Left Skyscraper</b>	<i>\$15 per CPM</i>
<b>728x90 Banner – Top Header</b>	<i>\$15 per CPM</i>
<b>800x550 Banner – Home Page Takeover</b>	<i>\$25 per CPM</i>

- All banners can be placed Run of Site and/or Geo-Targeted.
- Banners and ads are served via Google Ad Manager (Formerly Google Doubleclick). Acceptable file formats include images (gif, jpg, png), Campaign Manager Redirect URLS, HTML5 (zip file) and other third party ad serve code.
- CPM = cost per 1,000 banner impressions





# Content Advertising

Content Advertising	Investment
Featured Home Golf Course/Destination/Trail/Packager	\$200/Month
Featured Advertorial/Article	\$1000
Featured Golf Package	\$100/Month
Featured Destination or Travel Section	\$100/Month
Featured Video/360° Virtual Tour	\$250
Featured Stay and Play Section	\$100/Month

*Integrated content feels less like an internet ad and more like informative content. Content advertising drives traffic and results.*





# Lead Generation Advertising

## Lead Generation Advertising

**Stay and Play Packages**

**Golf Deals and Coupons**

**Golf Memberships and Gift Cards**

**Golf Outings**

**Golf Lessons**

**Weddings and Meetings**

*Lead generation fills the sales pipeline, provides tangible proof our websites are being utilized, and generates a high ROI. (Our Lead Generation is NOT a revenue share, 100% of revenue goes to the partner)*







# Email Advertising

Email Advertising	Investment
Stand Alone Email - 110,000+ Subscribers	\$750
Newsletter Feature - 110,000+ Subscribers	\$500
Email List Build Through Lead Generation	
Email List Build Through Birthday Club	
Email List Build Through Golf Deals	\$250

*Email is one of the most powerful marketing tools. MailChimp is our list provider with open rate of 15-18% and a click through rate of 3-5%. Our subscribers consist of local golfers, traveling golfers and golf package trip leaders.*

