



Presented to

TOWN OF WICKENBURG

FY24 Recap + FY25 PROPOSAL



MADDEN

JULY 2024



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FY25 PROPOSAL**

← OVER 10% OF US HAVE WORKED AT DMOs OR CVBS.

WE ARE PEOPLE WHO GEEK OUT ABOUT TRAVEL

Madden was founded as a family business around the goal of helping our community. Today, our impact is felt nationwide through partnerships across the country, and our enhanced capabilities run the gamut from data analysis to digital marketing to brand development.

We are a full-service destination marketing agency on a mission to **spark imagination, nurture curiosity, and connect people to communities**. Our diverse team creates collaborative, creative-driven solutions for destinations that improve economies and lead to a vision for a better world.

Madden works extensively in the tourism industry because travel broadens worldviews and provides livelihoods to countless people. We are a true tourism partner who understands your challenges and the intricate landscape you navigate—in fact **20% of our staff come from DMOs across the country**.

While we continue to grow and leverage emerging technologies, we remain independent. We maintain a family business mentality, and our work remains centered on helping communities. We are a team who rolls up our sleeves and takes pride in nothing more than a job well-done because we understand how the impact of our work ripples through communities for generations.



WE KNOW ARIZONA

TOURISM PROUD
ARIZONA STRONG



YOUR MADDEN TEAM



Whitney

Destination
Strategy Director



Arianna

Account Strategist



Nicole

Associate Media
Director



Heather

Director, Data & Insights



Brandon

Graphic Designer



Elise

Content Strategist



FY24 Campaign Final Reporting & Performance

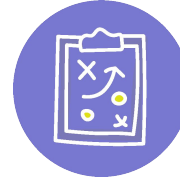


OUR APPROACH



1. AUDIT AND RESEARCH

We'll get cozy in the weeds and do the research for your media strategy.



2. STRATEGIC PLAN

We'll crunch all your numbers and develop a media strategy and omnichannel media plan.



5. OPTIMIZATION AND REPORTING

All of this will bring the perfect visitors to Wickenburg.



4. CAMPAIGN LAUNCH



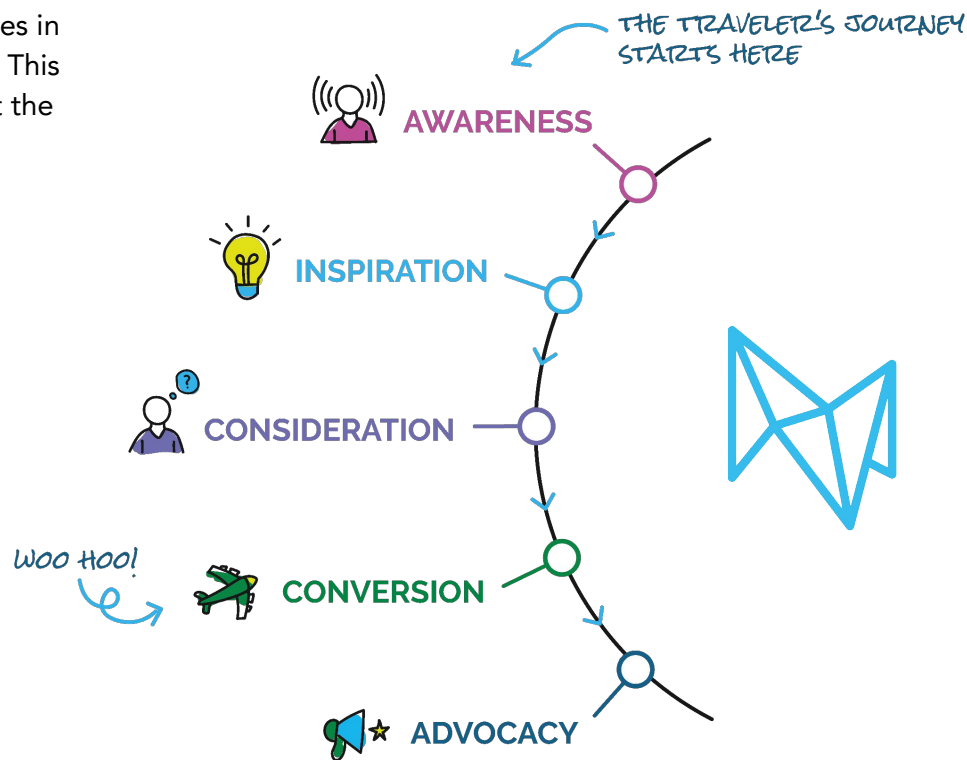
3. CREATIVE COLLABORATION

We make recommendations to activate your brand and connect with your target audience.



MAPPING THE TRAVELER'S JOURNEY

We approach every media plan with these core principles in mind. We know travelers better than any other agency. This knowledge lets us map our media deployments against the Traveler's Journey to guide their behavior.



CAMPAIGN STRATEGY - 160 Years

160 YEARS SINCE FOUNDING

Took advantage of the 160 Year anniversary of Wickenburg to build a campaign of 160 Reasons to Visit Wickenburg featuring a newly created landing page, highlighting all of many things to see and do in Wickenburg.

- **CREATIVE** - Madden produced ad set & special campaign logo mark
- **LANDING PAGE** - Wickenburg Chamber determined the things to see and do and designed the new landing page
- **MEDIA** - Madden placed the media to distribute the messaging, utilizing both Google & Meta
- **TIMING** - January - June 2024



160 REASONS TO VISIT WICKENBURG

Welcome to Wickenburg, where the spirit of the Wild West meets modern adventure. Nestled in the heart of Arizona, this charming town invites you to explore its rich gold mining history, vibrant cultural scene, and stunning desert landscapes. From annual festivals celebrating its heritage to outdoor escapades in the Hassayampa River Preserve, Wickenburg offers a tapestry of experiences. Dive into cowboy culture with ranch tours, indulge in Southwestern cuisine, or witness breathtaking sunsets over mountain vistas. Join us for a unique blend of history, art, and outdoor adventures—here are 160 reasons why Wickenburg is a must-visit destination.

- Experience a free concert from the Wickenburg Friends of Music at the Wickenburg Community Center, October through April.
- Step back in time and take a guided tour of the historic Vulture City ghost town.
- See Nashville superstar, Pam Tillis, at *An Evening with Pam Tillis* at the Del E. Webb Center for the Performing Arts,

MEDIA PLAN TACTICS \$27,675

December - June
2024

These specific tactics were recommended, in part, because they are the best use of funds based on budget, goals and timing.

	Traveler's Journey	Cost	Notes
Account Leadership and Media Management		\$5,535	Media strategy, planning, buying, and project management, + minimal asset production (Annual)
Search Engine Marketing (SEM)	Awareness → Conversion	\$11,500	Fundamental strategy Flight: 6 months (upon budget approval - April 30, 2024) Estimated Clicks 16,430+
Google Ads Prospecting	Awareness	\$6,500	Display banner ads + responsive ad campaign Flight: 6 months (upon budget approval - April 30, 2024) Estimated Impressions 3.25+ million
Meta Advertising Prospecting	Awareness	\$4,140	Social Ads on Facebook & Instagram Flight: 4.5 months (upon budget approval - Feb 29, 2024) Estimated Clicks 7,141+
TOTAL		\$27,675	

Prospecting Banner Ads







Visit Wickenburg, Arizona

Sponsored · 🌐



160 years in the making. Uncover the best of the Old West with 160 ways to celebrate in Wickenburg, Arizona.



<http://outwickenburgway.com>

Celebrate a 160 Year Legacy

[Learn more](#)

👍❤️👤 1.5K

85 comments 190 shares



Like



Comment



Share



Visit Wickenburg, Arizona

Sponsored · 🌐



Celebrate a 160 Year Legacy

160 years in the making. Uncover the best of the Old West with 160 ways to ... See more

[Learn more](#)

👍❤️👤 3.1K

161 comments 334 shares



Like



Comment



Share



Visit Wickenburg, Arizona

Sponsored · 🌐



160 years in the making. Uncover the best of the Old West with 160 ways to celebrate in Wickenburg, Arizona.



[HTTP://OUTWICKENBURGWAY.COM](http://outwickenburgway.com)

Celebrate a 160 Year Legacy

Visit Wickenburg, AZ

[Learn more](#)

👍❤️ 509

17 🗨️ 39 ➦



Like



Comment



Share

META / Social Ads

CAMPAIGN OVERVIEW

8.2M Impressions
80.2k Website Visits

Google SEM Jan - June

16,384
Clicks

207,412
Impressions

7.90%
CTR

\$11,500
Budget

Benchmark: 4.68%

Google Display Jan - June

38,740
Clicks

6,997,895
Impressions

0.55%
CTR

\$6,500
Budget

Benchmark: 0.47%

Meta Prospecting Jan - April

25,163
Clicks

1,024,916
Impressions

2.46%
CTR

\$4,140
Budget

Benchmark: 0.9%

Google SEM

Google SEM

16,384

Clicks

207,412

Impressions

7.9%

CTR

\$0.54

CPC

\$11,500

Budget

INSIGHTS

- The Things To Do ad group performed the best in impressions and clicks.
 - 8.26% CTR
- The Events ad group had the highest CTR overall at 6.14%.
- The highest volume of clicks outside of Arizona came from Las Vegas.
- Pacing to well exceed click goal.

Top Performing Ads

Visit

Visit Wickenburg, Arizona | **Visit Wickenburg** | Welcome to Wickenburg, Arizona

[Ad www.outwickenburgway.com](http://www.outwickenburgway.com)

Things to do, lodging, special events, food and more. Plan your trip today! We hike trails, ride horses, and then ride in a Jeep to experience natural trails.

[Things To Do](#)

[Wickenburg Area Map](#)

[Travel Guide](#)

[Virtual Tour](#)

5,303 Clicks

Activities

Things To Do in Wickenburg | **Things Visit Wickenburg** | Top Attractions in Arizona

[Ad www.outwickenburgway.com/Activities](http://www.outwickenburgway.com/Activities)

Come ride, hike, bike, romp, explore, prospect and more in Wickenburg, Arizona! Seeking Adventure in the Wild West? Enjoy Fun Activities in Wickenburg!

[Travel Guide](#)

[Galleries](#)

[Virtual Tour](#)

[Wickenburg Area Map](#)

7,209 Clicks

Events

Wickenburg, AZ Event Calender | **Visit Wickenburg** | Upcoming Wickenburg Events

[Ad www.outwickenburgway.com/Events](http://www.outwickenburgway.com/Events)

Check out upcoming events in Wickenburg, Arizona and plan a great trip now. From art walks to car shows and festivals, find fun events in Wickenburg, AZ.

[Guest Ranches](#)

[Things To Do](#)

[All Restaurants](#)

[Golf Courses](#)

4,078 Clicks

Google Display

Google Display

38,740
Clicks

6,997,895
Impressions

0.55%
CTR

\$6,500
Budget

INSIGHTS

- Responsive ads served more impressions and achieved more clicks than the traditional prospecting ads.
- The top locations for clicks were:
 - Los Angeles
 - New York
 - Chicago
 - San Jose
- Exceed impression goal by more than 2x

Top Performing Ads



1,937 Clicks



2,399 Clicks



11,973 Clicks

Meta - Prospecting

FINAL CAMPAIGN RESULTS

Meta Prospecting

25,163
Clicks

1,024,916
Impressions

2.46%
CTR

\$4,140
Budget

INSIGHTS

- Click through of 2.46% is more than 2x of of performance benchmark
- Additionally, outside of Arizona, Los Angeles had the most link clicks. Closely followed by Las Vegas.
- Exceeded click goal

Top Performers

Headline: Celebrate a 160 Year Legacy **20,850 Clicks**

Description: Visit Wickenburg, AZ **23,279 Clicks**

Image:
15,996 Clicks



Top Ad

 Visit Wickenburg, Arizona × ⋮
Sponsored · 4h

160 years in the making. Uncover the best of the Old West with 160 ways to celebrate in Wickenburg, Arizona.



<http://outwickenburgway.com>
Celebrate a 160 Year Legacy

[Learn more](#)

   3.1K 161 comments 334 shares



FY25 PROPOSED



Option #1 (Same Plan as FY24) + International Targeting

MEDIA PLAN TACTICS \$28,436

These specific tactics are recommended because they are marketing fundamentals and best suited for your budget. We are exploring international marketing this year in Canada and Germany targeting cities with direct flights to Sky Harbor.

	Traveler's Journey	Cost	Notes
Account Leadership and Media Management		\$5,536	Media strategy, planning, buying, and project management, + minimal asset production (Annual)
Search Engine Marketing (SEM)	Awareness → Conversion	\$11,000	Fundamental strategy Flight: 6 months / US + select Canadian cities (Vancouver, Calgary, Edmonton, Kelowna) + Frankfurt, Germany Estimated Clicks 14,962
Google Ads Prospecting	Awareness	\$5,400	Display banner ads + responsive ad campaign Flight: 6 months / US Targeted Cities Only Estimated Impressions 2.7+ million
Meta Advertising Prospecting	Awareness	\$6,500	Social Ads on Facebook & Instagram Flight: 4 months US Cities + 2 months select Canadian cities (Vancouver, Calgary, Edmonton, Kelowna) Estimated Clicks 9,490+
TOTAL		\$28,436	24,452 Total Clicks + 2.7M Impressions

FY25 MARKETING STRATEGY

TARGET AUDIENCES

Those interested in Events, Music, Outdoor & Shopping, Western Culture

TARGET GEOGRAPHIC MARKETS

DOMESTIC: California, New York, Illinois, Wisconsin, Nevada, Colorado

INTERNATIONAL: Canadian cities: Vancouver, Calgary, Edmonton, Kelowna + Frankfurt, Germany

CREATIVE PILLARS (narrow to 3-4 for focus):

1. Outdoor / Scenic
2. Western / Rodeo / Roping
3. Arts / Culture
4. Family + Events
5. Outdoor recreation / could include ATV
6. RV Life
7. Historic Downtown / Shopping

MARKETING OBJECTIVES

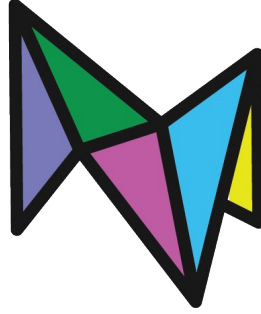
Increase awareness and visitation to Wickenburg





QUESTIONS?





CONNECTING PEOPLE TO ~~PLACES~~

WICKENBURGT!

WANT TO HOP IN?

