



WWW.SUPERIORCOUNTRY.CA

SUPERIOR 101



EVERYTHING YOU NEED TO KNOW ABOUT SUPERIOR COUNTRY MEMBERSHIP!

Marketing the region for over 40 years!

Superior Country's mission is to build and sustain a world class tourism destination for visitors by marketing the region, fostering relationships with members, and collaborating with partners.

Our vision is to increase visitation to the region by being a leader in the tourism industry with innovative approaches that allow for heightened awareness about superior products and experiences.



SUPERIOR BENEFITS

How do we market Superior Country?

Online – superiorcountry.ca

The **NEW** Superior Country website has brought the most popular aspects of our previous site to the forefront while enhancing them for a cleaner, more attractive, and easier to navigate experience for visitors. Our online presence focuses on promoting the region as a Superior destination offering information, photos, and videos of our members and all that the region has to offer.

Our website is continually promoted through proper search engine optimization (SEO) disciplines and promoted through Google, and Social Media outlets. Superior Country also uses its website to advertise with experience based content marketing (blog posts). These articles are used to paint a picture within the reader's mind of what experiences they will have when visiting our region and its attractions and businesses.



Social Media

Superior Country continually grows its reach on multiple social media platforms through multiple advertising initiatives. We are dedicated towards increasing our targeted fanbase of travelers who are likely to visit the region and your business. Through our social media outlets, we promote our members to qualified travelers and buyers! This allows you, as a member, to extend the reach of your business! This approach can save you thousands of dollars in social media advertising every year!



Guides and Publications

Superior Country produces multiple publications, from region specific guides to the entire Lake Superior Circle Tour, each year. These traveling guides are always free to the traveler through a combination of online viewership, online ordering, and print distribution. Superior Country continually develops advertising initiatives to ensure that those who view and order our traveling guides are likely to visit the region and your business!

SUPERIOR BENEFITS

How do you benefit from being a member?

Qualified Customers Direct to Your Business

- We send visitors directly to your website from our own so that they can plan to visit your business/organization during their visit to the region.
- We send visitors from our social media outlets to yours so that they can familiarize themselves with your offerings and become excited about the experience they will have when they visit your location!
- Receive requests for information direct from qualified travelers seeking information on the Superior Country region! These information requests are generated through multiple Superior Country marketing efforts.



Through our website

- All members receive a listing on our all NEW website that gives the visitor all the contact information they need to get in touch with you!
- Our interactive map allows visitors to plan their visit, by viewing our members and linking them to your profile page on the Superior Country website and leading them to your own online locations!
- Your websites and social media pages will be linked within any relevant articles on the Superior Country blog section of the website. Superior Country develops these articles and advertises them to qualified travelers. This leads more targeted customers to your business.

Superior Country Travel Guide

- As a member, you receive a free enhanced business listing in the annual Superior Country regional guide! This includes a photo, business description, and contact information! The Superior Country regional guide is available to travelers to read and order online and is also distributed at popular sports shows!

Through Social Media

- Superior Country continually works on building a strong social media presence, that attracts qualified fans, so you don't have to! Saving you advertising dollars that can be spent elsewhere.
- When we post or share your information it will have a much farther reach than by posting on your own. This will lead customers to your page; increasing your reach, fan base, and the number of qualified visitors who can become familiar with your offerings!
- Have great content, photos, and/or videos? Tag Visit Superior Country in your post or post to our page so that we can spread it!

Vote and/or Become a Superior Country Board Member

- Your voice matters! Ensure Superior Country is doing all that it can to market our region by voting at our AGM and offering your input!
- Become even more involved and represent the industry by running to become a Superior Country Board Member!

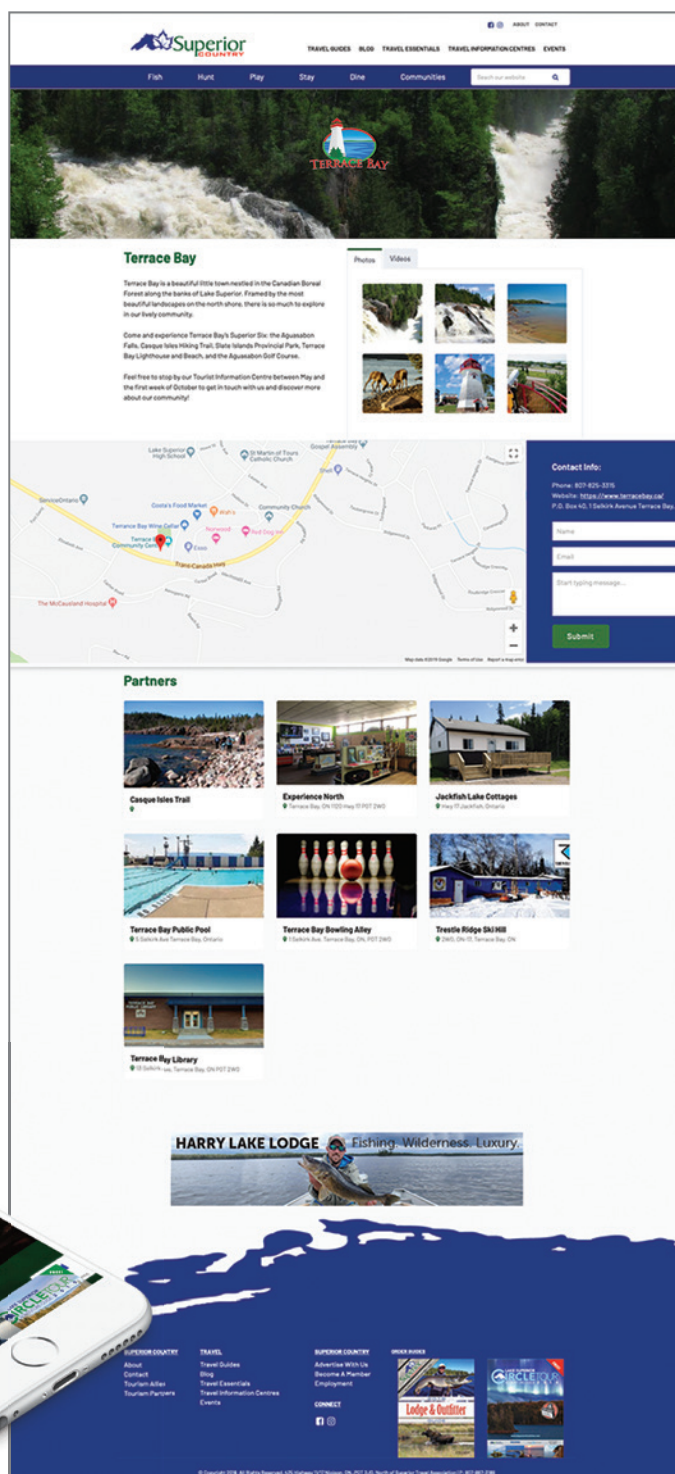
SUPERIOR MEMBERSHIPS

Superior Municipalities and First Nations

Includes Cities, Towns, Municipalities, and First Nations

Population <999	\$500
Population 1,000-5,999	\$1,000
Population 6,000+	\$2,500

- **FREE** website listing memberships for all tourism related Municipal/First Nation owned businesses, organizations, and local attractions!
- All Superior Country members operating from within your community will be listed on your profile page
- Profile Page on Website including:
 - Unlimited Word Description
 - Mapped Location
 - Complete Contact Information
 - 1 feature Photo and 13 supporting photos
 - 2 Videos
- Profile page will feed throughout Superior Country website under related categories
- Instant Inquiries from Superior Country website to your Business
- Mentioned in Superior Country Blog posts (if applicable) with links to your website or Facebook page
- Ability to have your social media posts and information shared through Visit Superior Country Facebook Page
- 1 Vote, and the ability to run for the Superior Country Board of Directors, at the Annual General Meeting
- Access to member only Service and Product Offerings



SUPERIOR MEMBERSHIPS

Superior Industry, Partners and Allies

Includes retailers, restaurants, hotels, motels, gas stations, B&Bs, resorts, lodges, outposts, outfitters, guides, campgrounds, marinas, attractions, Chamber of Commerce, etc.



Gold \$500

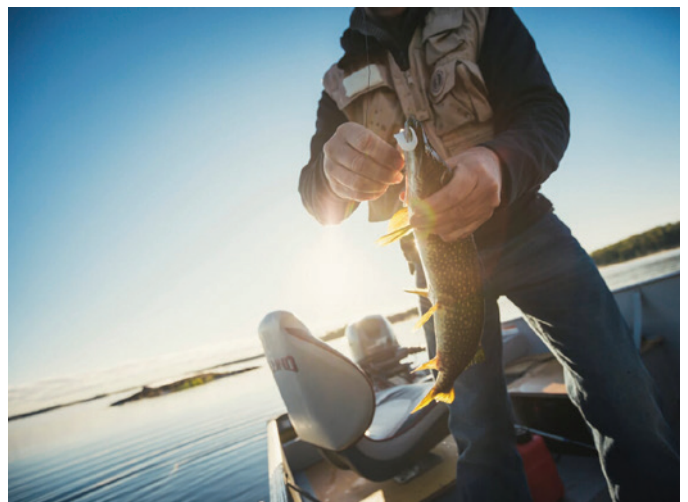
All Silver Benefits plus:

- Additional Profile Page Benefits
 - Unlimited word description
 - Additional 10 supporting photos
 - Additional 2 Videos
 - Priority Listings throughout Superior Country website (listed first under each related category)
- 1 Run of Site Banner Advertisement



Silver \$300

- Free Listing in the Superior Country Travel Guide
- Profile Page on Website including:
 - 350-400 Word Description
 - Mapped Location
 - Complete Contact Information (mailing address, phone number, emails, website and Social Media Links)
 - 1 feature Photo and 3 supporting photos
 - 1 Video
 - Profile page will feed throughout Superior Country website under related categories
 - Instant Inquiries from Superior Country website to your Business
- Mentioned in Superior County Blog posts (if applicable) with links to your website or Facebook page. Ability to have your social media posts and information shared through Visit Superior Country Facebook Page
- 1 Vote, and the ability to run for the Superior Country Board of Directors, at the Annual General Meeting
- Access to member only Services and Product Offerings



SUPERIOR ADVERTISING

Lake Superior Circle Tour Adventure Guide

STARTING AT
\$500

The Lake Superior Circle Tour Adventure Guide is produced annually and released every January, just in time for those planning their summer vacations. This guide is available in print at Visitor Information Centers and businesses all around Lake Superior. With a standalone website travelers can read, download, and order their guide online.



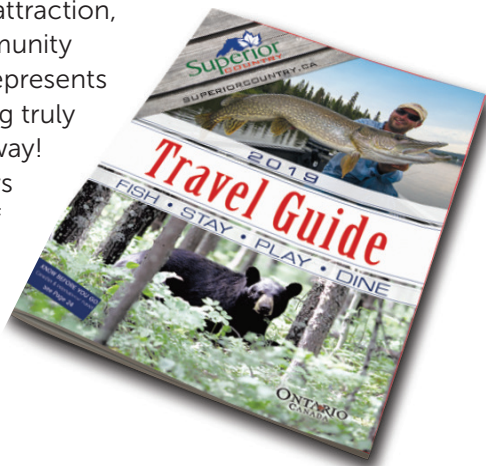
Superior Country Regional Guide

STARTING AT
\$400



The Superior Country regional guide contains all the information needed for a traveler to plan their visit to Superior Country! This includes listing of all our business, editorial on the different communities

of the region, traveling tips, and much more! With a strong fish, hunt, attraction, activity, and community focus this guide represents the region as being truly Superior in every way! Make sure travelers make you apart of their vacation by advertising in the Superior Country Regional Guide today!



Superior Banner Ads \$200 (members only)

Increase traffic to your website through the placement of a banner advertisement on the Superior Country website!

This run-of-site banner advertisement will ensure that your ad will appear randomly throughout Superior Country's website for one year and will be directly linked to your website. Banner advertisements include one photo or logo along with a short description.



SUPERIOR SERVICES

Facebook Initial Page Creation

\$200 (members only)

Looking to make a large impact on social media but not sure where to start? We can help! Take advantage of our knowledge and proven track record by getting us to develop your social media footprint! This package includes:

- Creation of Facebook page
- Input of your information and descriptions
- Placement of Profile and Cover Photo
- Adding photos and videos to appropriate albums
- 1 week administration of page after creation
- Facebook training delivered to ensure you can run and operate your page moving forward

** Member must supply detailed business/ organization description, contact information, photos, videos, and other relevant information.*

Facebook Page Administration

\$1,800 (members only)

Are you too busy to manage your Facebook page? Do you see the value in social media but do not have the skills to fully utilize it? Superior Country can operate your page for you! This package includes:

- 1 year of administrative services for 1 Facebook page
- Ensuring information on page is up to date
- Answering, responding, and interacting with visitors
- Inputting photos and videos
- Active posting
- Active interaction on other related pages

** Member must supply content they wish to have posted to their Facebook page (photos, videos, information).*



Social Media Marketing Package

\$1,000 (members only)

Take advantage of Superior Country's social media presence even more with our Social Media Marketing Package. This 7-day package will allow you to expand your reach and drive more visitors to your website. All you need to do is supply us with a written article, or the contents we need to develop one for you, photos, and a video if you have one! This package includes:

- Creation of Facebook Page if you do not already have one
- Creation of an article, to be featured on the Superior Country Website
 - Priority listing in blog section
 - Direct link to article on home page of Superior Country
 - Up to 1,000 words
 - Up to 3 photos and 1 video
 - Hyperlinks within article to your website and social media pages
 - Link to Article on Home Page of Superior Country
- Article will be promoted through Facebook with \$200 spent towards post advertising
 - Choose your audience demographics and interests to maximize qualified readers
 - Article will be given priority status on Visit Superior Country Facebook Page
 - Analytics report given at the end of campaign

SUPERIOR MEMBERSHIP ORDER FORM

Municipal and First Nations

<input type="checkbox"/>	Population <999	\$500
<input type="checkbox"/>	Population 1,000-5,999	\$1,000
<input type="checkbox"/>	Population 6,000+	\$2,500

Industry, Partners and Allies

<input type="checkbox"/>	Gold (Best Value)	\$500
<input type="checkbox"/>	Silver	\$300

Select the Superior Services to purchase:

<input type="checkbox"/>	Facebook Initial Page creation	\$200
<input type="checkbox"/>	Facebook Administration/year	\$1,800
<input type="checkbox"/>	Social Media Marketing Package	\$1,000
<input type="checkbox"/>	Superiorcountry.ca Banner ad	\$200

Billing Address

Business Name:		
Contact:		
Email:		
Address:		
City:	Prov:	Postal Code:
Website:		
Phone:	Fax:	

Address to appear for marketing purposes

Business Name:		
Contact:		
Email:		
Address:		
City:	Prov:	Postal Code:
Website:		
Phone:	Fax:	

Signature:

Date:

Please indicate which categories your business belongs in (check all that apply):

Accommodations

- ☐ Bed & Breakfast
- ☐ Campgrounds & RV Park
- ☐ Hotel
- ☐ Motel
- ☐ Lodge

Dining

- ☐ Bar/Club/Pub
- ☐ Brewery
- ☐ Farmers Market
- ☐ Restaurant & Eatery

Attraction

- ☐ Beach
- ☐ Natural Wonder
- ☐ Roadside
- ☐ Scenic Lookout
- ☐ Waterfall
- ☐ Waterfront
- ☐ Museum & Gallery

Activities

- ☐ Boating and Marina
- ☐ Camping
- ☐ Climbing
- ☐ Golfing
- ☐ Paddling
- ☐ Shopping
- ☐ Touring
- ☐ Winter

Fishing

- ☐ Drive-in fishing
- ☐ Fly-in Fishing
- ☐ Fishing Guide
- ☐ Ice Fishing
- ☐ Fly Fishing

Species

- ☐ Brook Trout
- ☐ Lake Trout
- ☐ Northern Pike
- ☐ Perch
- ☐ Salmon
- ☐ Smallmouth Bass
- ☐ Steelhead
- ☐ Walleye

Hunting

- ☐ Bear
- ☐ Deer
- ☐ Moose
- ☐ Small Game

Other:



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