

Digital Advertising Best Practices

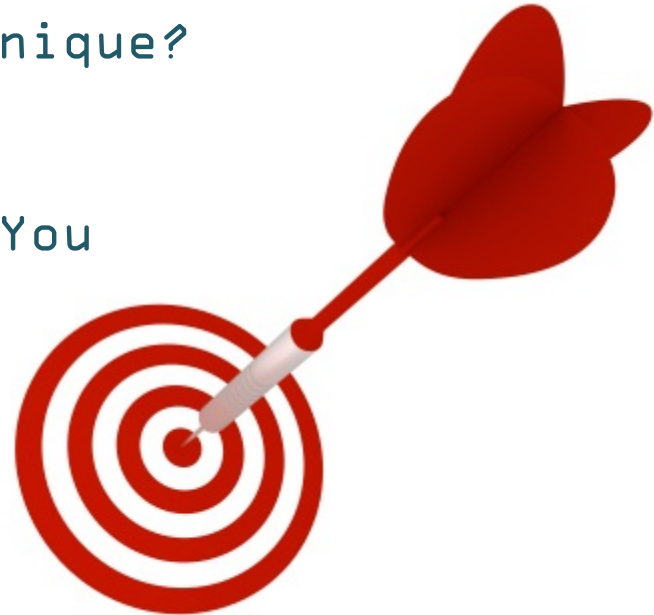
The screenshot shows the website for Estes Park, Colorado. At the top, there is a navigation bar with links for Meetings, Reunions & Groups, Weddings, Media, Blog, Trip Planner, Weather, and a search bar. Below this is a dark blue header with the Estes Park logo (a mountain with a deer) and navigation links for Lodging, Restaurants, Things to Do, Events, Maps & Info, and Rocky Mountain National Park. The main content area features a large background image of a mountain landscape with a person wearing a white knit hat with a red pom-pom in the foreground. A white box on the left contains the text: "Explore the National Forest & National Park" and "You can't get these years back, so lose the ... more". Below this is a "WELCOME TO ESTES PARK" section with the sub-header "THE BASE CAMP FOR ROCKY MOUNTAIN NATIONAL PARK". The text describes the park as a base camp for adventures and mentions events, lodging, and activities. To the right of the text is a "CHECK AVAILABILITY" widget with tabs for "All Lodging" and "Private Vacation Homes". The widget includes a deer icon, a "CHECK AVAILABILITY" button, and fields for "Check-In" (10/20/2017) and "Check-Out" (10/21/2017). Below these fields is a "Type:" dropdown menu set to "All Lodging" and a "Search" button. At the bottom of the page, there are several category buttons: "Insider Info", "Adventure Awaits", "Kids & Families", and "Epic Expeditions".



Presented by: Lia Wik, Senior Director of Advertising

The Sweet Spot

- ▶ What Makes Your Business Unique?
- ▶ Why Would a Customer Pick You Over a Competitor?
- ▶ How Are You Different?
- ▶ What exactly does your business offer that the other guys do not?



The Unique Selling Proposition

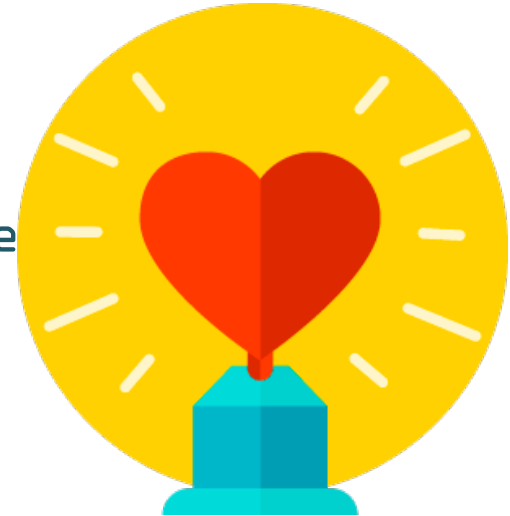
The **unique selling proposition (USP)** or unique selling point is a marketing concept first proposed as a theory to explain a pattern in successful advertising campaigns of the early 1940s.

The **USP** states that such campaigns made unique propositions to customers that convinced them to switch brands.



Find Your Sweet Spot through your USP

- ▶ Who is your target audience
- ▶ Explain the problem you solve
- ▶ List the biggest distinctive benefits
- ▶ Define your promise
- ▶ You have a sweet spot!



Examples of a Sweet Spot

The screenshot shows the website for Estes Park, Colorado. The top navigation bar includes links for Meetings, Reunions & Groups, Weddings, Media, Blog, Trip Planner, Weather, and a search bar. Below this is a dark blue navigation bar with links for LODGING, RESTAURANTS, THINGS TO DO, EVENTS, and MAPS & INFO. The main content area features a sidebar on the left titled '- ESTES SPOTLIGHT -' with a list of highlights: Cabins and cottages as low as \$119 book now; Experience...Fall River Village Resort... 2bdr Condo; More all-inclusive activities than anywhere else!; New Name. New Look. New Experience. The Ridgeline Hotel Estes Park; and Estes Park Condos, upscale property nestled in the pines, majestic views. The main content area displays a large photo of a person ice climbing a waterfall, with the title 'ICE CLIMBING' and a sub-headline 'A COLD ASCENT'. Below the photo is a 'Like 21' button. The text under the article begins with 'Snow. Melt. Freeze. Snow. Melt. Freeze. As the pattern continues in Rocky Mountain National Park, waterfalls solidify and ice climbers start noticing. They take special care in selecting routes that'.

Meetings • Reunions & Groups • Weddings • Media • Blog Trip Planner ▶ Weather ▶ Search the Site... ▶

ROCKY MOUNTAIN NATIONAL PARK

ESTES PARK COLORADO

LODGING RESTAURANTS THINGS TO DO EVENTS MAPS & INFO

- ESTES SPOTLIGHT -

- ▶ Cabins and cottages as low as \$119 book now
- ▶ Experience...Fall River Village Resort... 2bdr Condo
- ▶ More all-inclusive activities than anywhere else!
- ▶ New Name. New Look. New Experience. The Ridgeline Hotel Estes Park
- ▶ Estes Park Condos, upscale property nestled in the pines, majestic views

Rocky Mountain

ICE CLIMBING

A COLD ASCENT

The trick with ice climbing is patience. You have to wait for things to freeze-and to freeze solid. The cycle goes something like this on faces where water flows over the rock:

Snow. Melt. Freeze. Snow. Melt. Freeze. As the pattern continues in Rocky Mountain National Park, waterfalls solidify and ice climbers start noticing. They take special care in selecting routes that

Like 21

The Sweet Spot



Your Point of Difference

Examples of a Sweet Spot

 **Map It**

Peppers Mexican Grill
401 E Elkhorn Ave Estes Park, CO 80517
Ph: 970-577-0032

[Website](#) | [E-mail](#)
[Add to Trip Planner](#)

Peppers is Estes Park's only fast-casual Mexican grill! Whether you are in the mood for burritos, enchiladas, quesadillas, salads, ... [more details](#)



The Sweet Spot
>

Your Point of Difference

Examples of a Sweet Spot

The Sweet Spot



- ESTES SPOTLIGHT -

- ▶ **New Name. New Look. New Experience.** The Ridgeline Hotel Estes Park
- ▶ **Pick a Pound of Candy, Stay with us...**2bdr Condo
- ▶ **Fawn Valley Inn** - beautiful river and mountain views
- ▶ **Stay in our romantic cabins on Fall River, learn more**
- ▶ **Our riverfront cabins offer a magical experience for you and yours**

the right start!



YMCA OF THE ROCKIES

Surrounded on three sides by Rocky Mountain National Park, YMCA of the Rockies offers cabins, lodges & free activities!...more

The Sweet Spot



All



Amenities



Keywords

Search



View Map



The Sweet Spot

Your Point of Difference

How to Write Your Listing

- ▶ Sweet Spot Goes First!
- ▶ Solve a problem
- ▶ Explain distinctive benefits
- ▶ Paint a picture of your busi
- ▶ Use locaters



Get Your Benefits in the Display

3 Lines of
Copy >



Map It

Estes Park Holiday Market

November 18, 2017 - November 19, 2017

Recurring daily

Estes Park Conference Center

101 South St. Vrain Avenue

**Festivals & Special Events,
Arts & Entertainment, Community Event,
Free Event, Fundraiser**

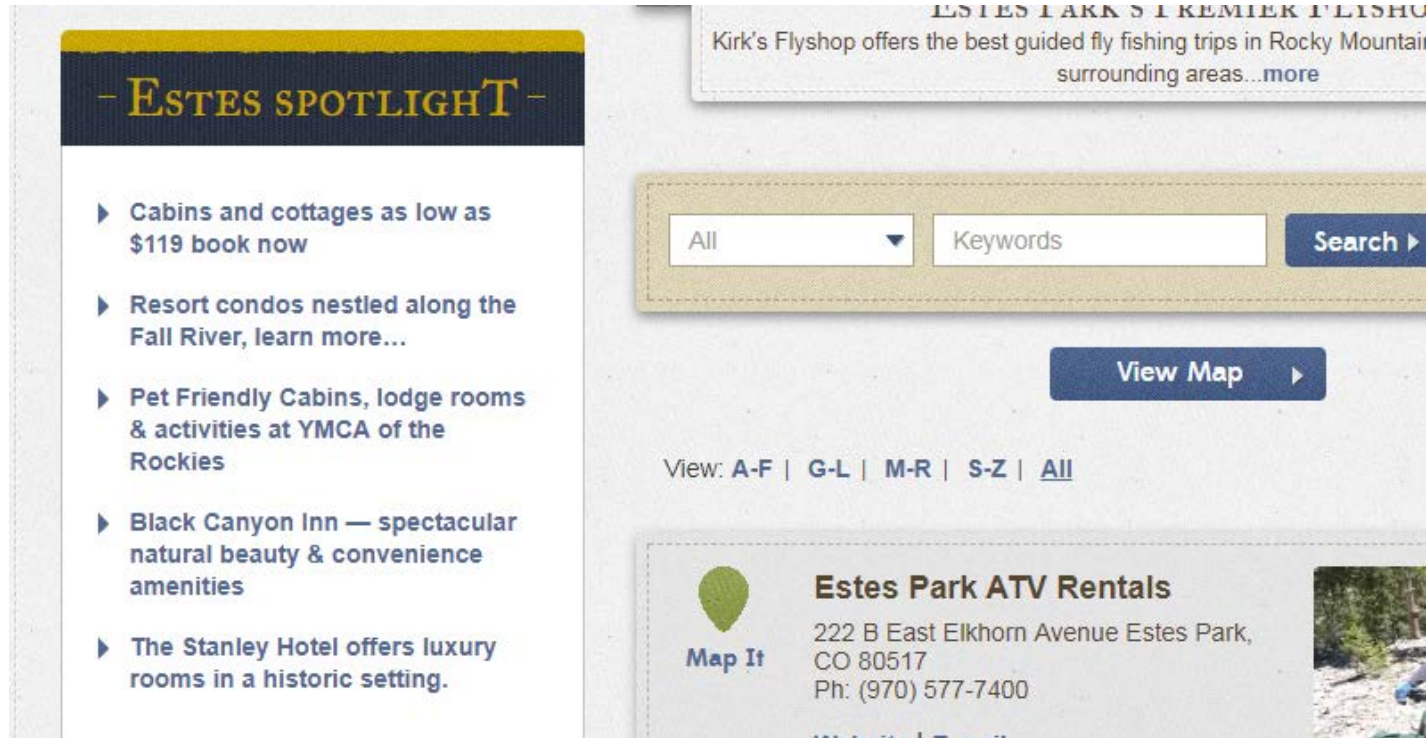


[Website](#) | [Add to Trip Planner](#)

Mark your calendar for the 5th Annual Estes Park Holiday Market the weekend before Thanksgiving on Saturday, November 18th from 9:00 am to 5:00 pm and Sunday, November 19th from 10:00 am to 3:00 pm....[more details](#)

Solve a Problem

Problem Solved



- ESTES SPOTLIGHT -


- ▶ Cabins and cottages as low as \$119 book now
- ▶ Resort condos nestled along the Fall River, learn more...
- ▶ Pet Friendly Cabins, lodge rooms & activities at YMCA of the Rockies
- ▶ Black Canyon Inn — spectacular natural beauty & convenience amenities
- ▶ The Stanley Hotel offers luxury rooms in a historic setting.

ESTES PARK'S PREMIER FLYSHO
Kirk's Flyshop offers the best guided fly fishing trips in Rocky Mountain surrounding areas...[more](#)


All [Search ▶](#)

[View Map ▶](#)

View: [A-F](#) | [G-L](#) | [M-R](#) | [S-Z](#) | [All](#)

 **Map It**

Estes Park ATV Rentals
222 B East Elkhorn Avenue Estes Park, CO 80517
Ph: (970) 577-7400



Copywriting

Highlight A Unique Benefit

Distinctive
Benefit >



Map It

Estes Park Adventures/Rapid Transit Rafting

161 Virginia Drive Estes Park, CO 80517
Ph: (970) 577-7238
TF: (800) 367-8523

[Website](#) | [E-mail](#)
[Add to Trip Planner](#)

The only rafting company based in Estes Park
providing TRANSPORTATION TO THE
RIVERS FROM ESTES PARK for over 30
years! Our trips... [more details](#)



Use Words to Describe the Experience

Paints a
Picture >



Map It



Lazy B Chuckwagon and Show
600 West Elkhorn Avenue Estes Park, CO 80517
Ph: (970) 235-9400

Website | E-mail
Add to Trip Planner


A delightful mix of the best grub in the territory and toe-tappin' Western music! Wholesome family entertainment for all!... [more details](#)



Copy

Highlight Where Your Business is Located

Locator >




Map It

Estes Mountain Lodge

1120 Big Thompson Ave Estes Park, CO
80517
Ph: (970) 586-3313

Website | E-mail
Add to Trip Planner

When you stay at Estes Mountain Lodge, you will be 1/2 mile from downtown Estes Park enjoying the awesome views of Rocky Mountain... [more details](#)



Check Availability ▶

Copy

An Image is Worth 1,000 Words

- ▶ Use Real Photos of Your Business
- ▶ If you can't hire a pro, be a pro
 - ▶ Take shots in good lighting
 - ▶ Make sure it's in focus
 - ▶ Make sure subject matter is not too cluttered
 - ▶ Nothing distracting in the background
 - ▶ Remove any trademarked logos
- ▶ Put people in your business through photography



Put Couples in the Scene



Romantic RiverSong

Your small wedding...affordable, stream side and romantic. Only at Romantic RiverSong Inn.

Get Info >

Put Adventurers in the River



A Wanderlust Adventure

Estes Park Fort Collins, CO 80535

Ph: (970) 482-1995

TF: (800) 745-7238



[Website](#) | [E-mail](#)
[Add to Trip Planner](#)

36 Fabulous Summers rafting the Cache La Poudre River which offers the closest and best whitewater to Estes Park! Our 5 Star...
[more details](#)



Put Guests Right by the River



Map It

RiverWood on Fall River

525 Fall River Ln. Estes Park, CO 80517

Ph: (970) 586-0505

TF: (800) 343-4554

Website | E-mail | Virtual Tour
Add to Trip Planner

One/two/three bedroom luxury riverfront condominiums on the Fall River with Castle Mountain views. Nestled in the woods along the... [more details](#)



Check Availability ▶