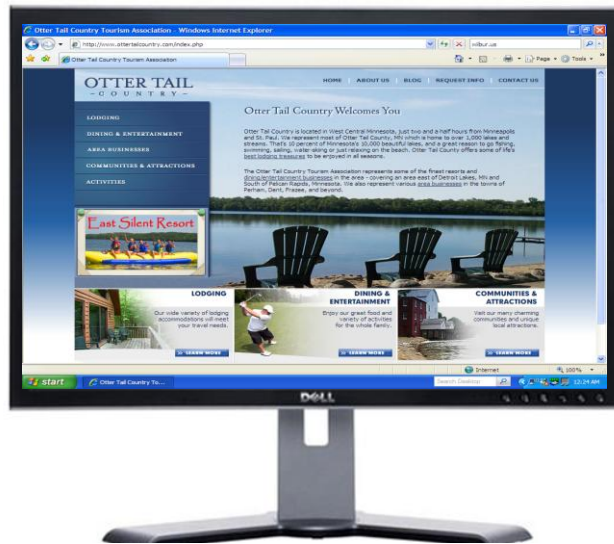


## Internet Marketing Overview

### Overview:

With the advent of the Internet, tourism organizations were given a great marketing tool. Otter Tail Country is dedicated to making its web site an integral part of its marketing strategy. In 2007, OTCTA spent nearly \$20,000 developing a state-of-the-art website. A major benefit to our members is a free listing on OtterTailCountry.com. OTCTA also promotes the website (and our area) through internet advertising. These efforts include regular search engine optimization, pay per click advertisements, listings/links in niche directories, as well as tile and banner ads on popular websites.



### Questions & Support:

If you have questions or require technical assistance, please contact Nick Leonard at East Silent Resort (218-758-2716 or [internet@ottertailcountry.com](mailto:internet@ottertailcountry.com))

### Internet Opportunities:

Follow these simple tips to make the most of your OTCTA membership:

- ✓ **Member Profile:** All OTCTA members receive a free profile on OtterTailCountry.com. Use your unique username and password to update your profile frequently (24/7). Detailed instructions for accessing and updating your member profile are included in the membership packet and are available on OtterTailCountry.com.
- ✓ **Internet Advertisements:** Promote your business by advertising on the new OTCTA website. Ad space is currently available on all interior pages. For more info, check out the Internet Advertising flyer included in the membership packet.
- ✓ **Website & Ad Statistics:** OTCTA utilizes Google Analytics to constantly collect and monitor website and web marketing data. Individual members are also welcome to use this program to monitor data about the website broadly, their specific membership profile page, or tile ads. For login credentials, simply contact [internet@ottertailcountry.com](mailto:internet@ottertailcountry.com).
- ✓ **OTC Blogs:** In addition to updating travelers about our exciting area, the OTC Blogs keep search engines coming back to our website. The result is greater visibility and more visitors to our area. *Please help us add fresh, relevant content!*

### RECENT MARKETING CAMPAIGNS:

#### Niche Directories

- [www.theoutpostmall.com](http://www.theoutpostmall.com)
- [www.111traveldirectory.com](http://www.111traveldirectory.com)
- [www.dallasadmall.com](http://www.dallasadmall.com)
- [www.hotelstravel.com](http://www.hotelstravel.com)

#### Banner/Tile Ads

- [www.resortsandlodges.com](http://www.resortsandlodges.com)
- [www.minnesotaresorts.com](http://www.minnesotaresorts.com)
- [www.fishandgame.com](http://www.fishandgame.com)
- [www.mntrails.com](http://www.mntrails.com)
- [www.exploreminnesota.com](http://www.exploreminnesota.com)

#### Feature Article

- [www.thefamilytravelfiles.com](http://www.thefamilytravelfiles.com)

#### Membership

- [www.hospitalitymn.com](http://www.hospitalitymn.com)