



New Hampshire Department of Resources and Economic Development
Division of Travel and Tourism Development

JOINT PROMOTIONAL PROGRAM

ONLINE MEDIA GUIDELINES

The JPP has the right to screen each line item in a request, based on the qualifications of a web marketing vendor or consultant included in the grant; the committee can also reduce any line item if the vendor or consultant is charging beyond usual and customary rates. Applicants are encouraged to provide proof of multiple bids for all online media estimates, for consistency with the committee's requirement for multiple print bids for traditional media.

Websites

Matchable

Content Management System (Web-based)
Web Design, Development, Strategy

Non-Matchable

Web Hosting and Domain Registration (Akin to brochure distribution)
Desktop Web Development/Design Software (Photoshop/Dreamweaver)
Routine Content Updates (text/imagery)

SEO/SEM

Matchable

Paid Search Consulting
Paid Search Campaign Cost Per Click
Web Analytics Consulting

Non-Matchable

Employee expense or routine updates to keyword management or site optimization

Social Media

Matchable

Developing social media strategy; including set up and training

Non-Matchable

Routine daily updates to social media feeds
Video and photo uploads to social media sites

Email Marketing

Matchable

- Content development (copy and design)
- Email marketing strategy
- Email marketing analytics
- Monthly fees for email subscription service
- Sponsored message in third party email/eNewsletters

Non-Matchable

- Labor to deploy emails

Banner Advertising/Online Display Advertising

Matchable

- Design of banner ads
- Cost of placement/impressions
- Strategy for ad placement and behavior/geo targeting, etc.