



A.I. IN ACTION FOR DMOs



MADDEN

MACVB - OCTOBER 2024

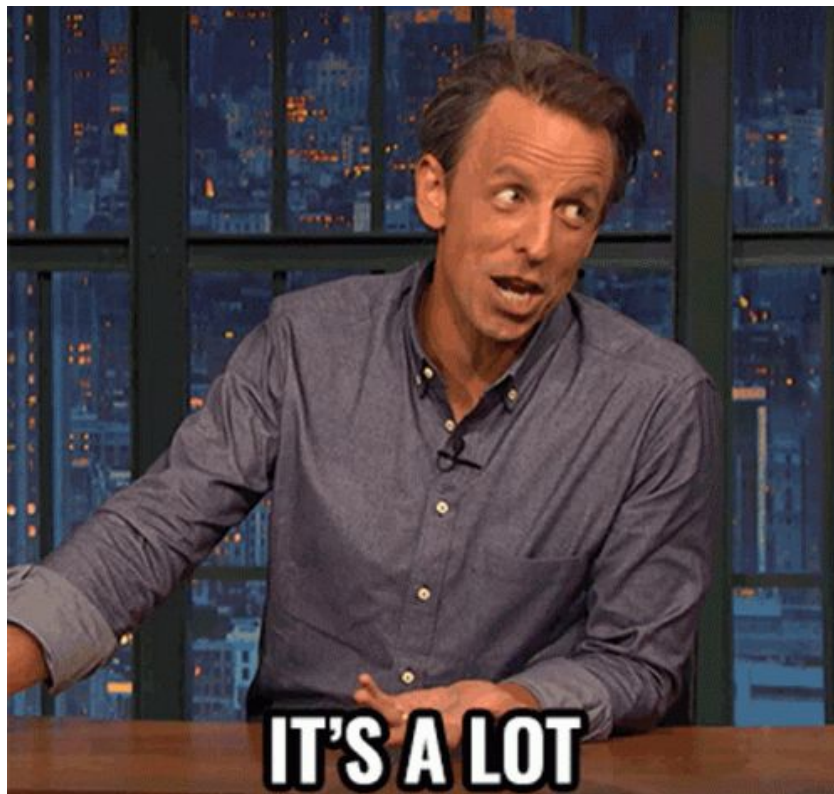
HEATHER MOLINA

hmolina@maddenmedia.com



- Live in Tucson. Now.
- Been working in digital marketing since 2003.
- Worked across large holding company agencies and independent agencies.
- I'm a Cross-Channel expert. I've done everything digital.
- Started at Madden in 2022.
- Manage Media Operations practice and Data & Insights. *(I spend a lot of time in platforms and spreadsheets.)*
- I teach hot yoga for fun.

WHERE WE ARE TODAY





Personalization & Recommendations



GuideGeek Chat bots

BRIGHTEDGE

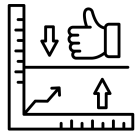
SEO Keyword, Topics, & Site Content Development



Automated SEO/Content Analysis*



Paid Media (Keyword Research, Ad Copy, Ad Group Topics)

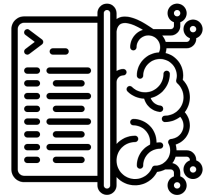


Media Benchmarks

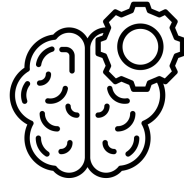
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Persona Development



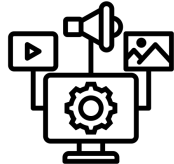
Code Development (Assistance & QA)



Data Management & Integration (API Connections & Summarizing Reports)



Business Operations Content Development



Media Plan Development

SEO-DRIVE

- ✓ Related search terms
- ✓ Top ranking pages
- ✓ Tone & audience
- Review suggestions
- Review outline
- Preview Brief

Content length
Review the suggested content length and adjust as requirements.

[Read more](#)

Enter the word count for your new content

words

Common questions
Select or propose questions that your content should answer.

[Read more](#)

- What is an anxiety retreat?
- What does it mean to mentally retreat?
- What happens if I can't work due to mental illness?
- What are three sources of support for individuals seeking help with mental health issues?
- How do I plan a trip with anxiety?

[+ ADD QUESTION](#)

Select or suggest at least one page title
The page title appears in search results as an inter

[← BACK](#)

Inputs

COPY TO CLIPBOARD

REGENERATE

SAVE

VERSION HISTORY →

↶ ↷ Paragraph B I ☰ ☰ ☰ ☰ ⋮

Experience the Healing Power of Puerto Rico: Your Ideal Mental Health Wellness Retreat

Seeking a vacation that nourishes the mind as well as the body? Discover Puerto Rico, a tropical haven that blends relaxation, natural beauty, and a variety of therapeutic experiences to promote mental well-being. This article guides you through the advantages of a mental health vacation, the process of selecting the right retreats for mental health, and how to curate your ultimate mental health journey in Puerto Rico.

The Power of a Mental Health Vacation

In our fast-paced lives, it's essential to pause and prioritize mental health. A mental health vacation can significantly enhance your overall well-being, happiness, and quality of life.

Immersing yourself in Puerto Rico's natural beauty is a key aspect of these rejuvenating mental health retreats. The island's stunning beaches, verdant rainforests, and serene landscapes work in harmony to reduce stress, lower blood pressure, and elevate mood.

Puerto Rico offers a plethora of therapeutic activities to cater to your unique needs. Engage in guided meditation, yoga, art therapy, or sound healing to promote relaxation, self-reflection, and personal growth. This transformative experience allows you to recharge, reset, and prioritize your mental well-being, fostering a balanced lifestyle.

Selecting the Perfect Retreats for Mental Health

Choosing the right mental health wellness retreat requires careful consideration of several factors. Here's what to keep in mind:

1. Personal Goals and Preferences:

Think about your specific goals for the retreat. Do you desire solitude or a group-oriented experience? Evaluate the location, retreat staff expertise, and the variety of therapeutic activities on offer.

2. Retreat Focus Areas:

Retreats for mental health vary in their specialties. Some focus on stress management and relaxation, while others emphasize mindfulness, meditation, or holistic healing. Choose a retreat offering programs that address your specific mental health needs.

3. Accommodation and Amenities:

The quality of accommodation and amenities can significantly influence your experience. Opt for mental health wellness retreat centers offering serene accommodations, nutritious meals, and a range of amenities like yoga studios, spa facilities, and tranquil outdoor spaces.

CONTENT

Content Brief for mental health vacation

Generated by Copilot on May 6, 2024 3:57 AM

Audience

Write the content targeting this intended audience.

People between the ages of 25 and 44, average household income of \$100k, interested in self-improvement and health and fitness.

Page Titles

Include **mental health vacation** in the page title. Keep the page title length within 55 characters.

Meta Description

Include **mental health vacation** in the description. Keeping it within 160 characters.

Content Length

Create content with 600 words and a 2 minute read.

Related Search Terms (Search Volume)

Consider incorporating the following related terms.

- mental health retreats (5,400)
- retreats for mental health (5,400)
- mental health wellness retreat (880)

Content Outline

Consider leveraging the following outline to structure the new content.

Discover Mental Health Retreats in Puerto Rico
Benefits of a Mental Health Vacation

Brief Development

AUTOMATED SEO/CONTENT ANALYSIS

Using crawlers to mimic those of search engines (Google), we push the crawl findings into weighted scoring spreadsheet...

And we use A.I. to analyze and develop initial recommendations...

Which are validated by analysts.

SEO SCORECARD	Grade	Manually Input from PageSpeed Insights: https://pagespeed.web.dev/				
Page Speed: Mobile	F	41				
Page Speed: Desktop	B	87				
Element	Overall Grade	Criteria	% of Total URLs impacted	Individual Grade	Weight	TOTAL
H1 Tags	B	H1: Missing	0	A	0.7	1,7414
		H1: Duplicate	12.58	C	0.13	
		H1: Over 70 Characters	0	A	0.05	
		H1: Multiple	0	A	0.04	
		H1: Alt Text in H1	0	A	0.04	
		H1: Non-Sequential	2.65	B	0.04	
Page Titles	C	Page Titles: Missing	0	A	0.4	17,218
		Page Titles: Duplicate	199	B	0.2	
		Page Titles: Over 60 Characters	53.64	F	0.3	
		Page Titles: Below 30 Characters	7.28	B	0.1	
Meta Descriptions	C	Meta Description: Missing	21.19	D	0.4	17,283
		Meta Description: Duplicate	0	A	0.2	
		Meta Description: Over 155 Characters	27.81	D	0.3	
		Meta Description: Below 70 Characters	4.64	B	0.1	
Images	D	Images: Missing Alt Attribute	0.62	A	0.2	27,556
		Images: Missing Alt Text	0	A	0.4	
		Images: Over 100 KB	68.58	F	0.4	
Canonicals	B	Canonicals: Non-Indexable Canonical	0	A	0.3	1,755
		Canonicals: Canonicalised	195	B	0.1	
		Canonicals: Missing	2.6	B	0.6	
Sitemap	B	Sitemaps: URLs not in Sitemap	3.66	B	0.4	3,934
		Sitemaps: Orphan URLs	0	A	0.5	
		Sitemaps: Non-Indexable URLs in Sitemap	24.7	D	0.1	
Structured Data	A	Structured Data: Validation Errors	0	A	0.4	0
		Structured Data: Validation Warnings	0	A	0.1	
		Structured Data: Missing	0	A	0.5	
Error Pages	A	Response Codes: Internal Client Error (4xx)	0	A	0.7	0.117
		Response Codes: External Client Error (4xx)	0.39	A	0.3	
Redirects	A	Response Codes: Internal Redirection (3xx)	0	A	0.4	0
		Response Codes: Internal Redirect Chain (3xx)	0	A	0.3	
		Response Codes: Internal Redirect Loop (3xx)	0	A	0.3	

MEDIA BENCHMARKS

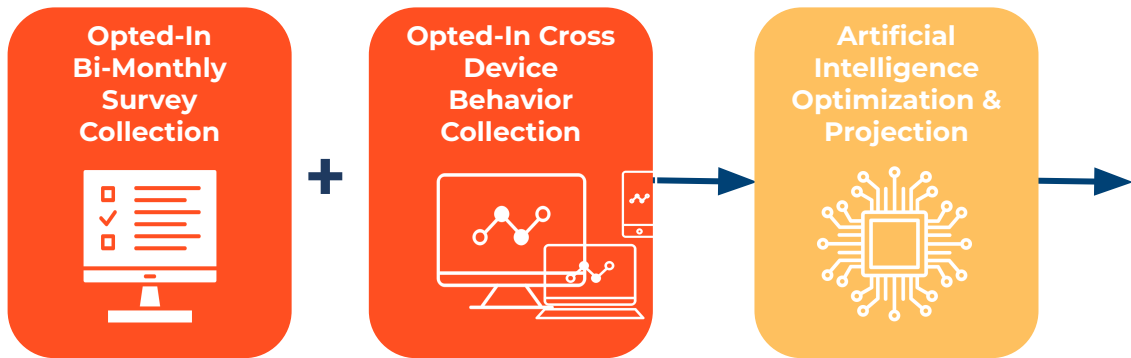
Combination of data management and AI to analyze and determine the current landscape of channels for the latest in trends.

Keep In Mind: Whether the benchmark is being met/beat/performing under for a DMO is dependent on a number of factors.

Platform Tactic	CTR
SEM	7.41%
Google Display Prospecting	2.02%
Google Display Remarketing	3.67%
Google Performance Max	3.36%
Google Video (YouTube)	54% View Rate
Meta Prospecting (CTS)	1.66%
Meta Remarketing	1.68%
Meta Video	1.47%
CTV/OTT	0.13%
Programmatic Display with Attribution	0.31%
Programmatic Display	0.59%
TikTok	0.76%
Pinterest	0.64%
LinkedIn	0.90%
Reddit	0.34%
Streaming Audio	0.04%
Native Content	0.55%

AUDIENCE INSIGHTS (PERSONA DEVELOPMENT)

re^onate
Evolved Insights | Inspired Connections



Puerto Rico - Family Traveler ADDRESSABLE: 15.1M
↑ Connected Profile

BASELINE: Online Adult Population | CONTAINS: Geography & Survey Data

Top Paid Streaming Subscriptions
BY INDEX with minimum composition: 5%

ESPN+

INDEX **240** % COMPOSITION **23%**

ESPN+	240
HBO Max (With Ads)	231
Apple TV+	222
iTunes / Apple TV	216
Peacock/Peacock Premium	194
Hulu (With Ads)	184
Online Adult Population	100

Top TV Networks
BY INDEX with minimum composition: 3%

294 Disney Junior
221 ESPNNews
221 NHL Network
195 HBO
178 Nick Jr.

Top Streaming Devices
BY INDEX with minimum composition: 0%

Smart TV	189
Streaming Box (e.g., Roku, Fire TV, Apple TV)	144
Tablet	99
Mobile Phone	95

Over The Top Devices
BY INDEX with minimum composition: 3%

267 Amazon Fire TV Stick
190 Smart TV
158 Google Chromecast
151 Apple TV
108 Roku

Top Social Media Networks
BY INDEX with minimum composition: 10%

LinkedIn	196
Nextdoor	178
Instagram	147
Pinterest	140

Top Apps By Category
BY INDEX with minimum composition: 10%

HEALTH & FITNESS

INDEX **190** % COMPOSITION **43%**

Health & Fitness	190
Travel	185
Finance/Stocks/Investments	174
Navigation/Maps	161
Sports	161
Food & Drink	160
Online Adult Population	100

Top Newspapers Read
BY INDEX with minimum composition: 3%

178 Boston Globe
144 New York Post
128 Chicago Tribune
121 USA Today
120 Wall Street Journal

Top Magazines Read
BY INDEX with minimum composition: 5%

202 AAA Living
174 Food Network Magazine
154 Allrecipes
145 Food & Wine
109 None of the Above

Hours Online Per Week
% COMPOSITION

Online Adult Population

Index indicates how likely your audience is to possess a trait, or attribute, as compared to the baseline, with 100 representing average.
 Percent Composition is the distribution, or proportion, of those in an audience who have that specific trait.

re^onate

AI PERSONA DEVELOPMENT: Weekend Getaway Traveler



This audience is defined as U.S. based travelers who have taken a leisure trip in the past 12 months and 1-3 days have been the majority lengths of their trip.

- Audience skews female, married and with children under the age of 18 in the household.
- HHI is in the \$75k to \$100k range, with the median being \$84k.
- They tend to use streaming platforms that include the ad models - such as Hulu , HBO Max and Amazon Prime.
- They index heaviest for traditional social channels - but do have a presence on TikTok and Snapchat.

Audience	Demographic Information	Key Places To Reach Them	Top Interests	Top Values	Messaging Recommendations
Weekend Getaway Traveler 6.4 M Addressable Audience	61% female 46% Age 35-54 35% HHI \$75k-\$100k 48% college/post grad degree 66% married 54% with children under 18	Facebook Instagram YouTube Pinterest TikTok Snapchat Connected TV → Hulu w/Ads → HBO Max w/Ads → Peacock → ESPN+	Health & Fitness Food & Drink	Enjoying Life's Pleasures Stimulation & Exciting Life Influence	Amusement & Indulgence Adventure & Excitement Prestige & Prosperity

AI PERSONA DEVELOPMENT:

Outdoor Rec Traveler



This audience is defined as U.S. based travelers who have taken a leisure trip in the past 12 months and whose habits include various outdoor recreational activities (e.g. hiking, camping, biking, etc.).

- Audience skews male, with slightly higher income. They have a college degree, are married, and it is around 50/50 that they will have children under the age of 18 in the house.
- While Travel Endemic channels can be a key way to reach this audience, they did index for Connect TV - heaviest on Hulu with Ads and ESPN+.
- They did not aggressively index heavy for social channel usage overall. But those they did seem to have a presence on included Meta and X.

Audience	Demographic Information	Key Places To Reach Them	Top Interests	Top Values	Messaging Recommendations
Outdoor Rec Traveler 7.1 M Addressable Audience	60% male 41% Age 35-54 46% HHI \$100k+ 60% college/post grad degree 74% married 52% no children under 18	Facebook Instagram X Travel Endemic Connected TV → HBO/Max → Hulu → ESPN → Showtime	Sports Finance News Travel Health & Fitness	Stimulation & Exciting Life Enjoying Life's Pleasures Humility	Adventure & Excitement Amusement & Indulgence Modest & Respectful

AI PERSONA DEVELOPMENT: Golfing



This audience is defined as U.S. based travelers who have taken a leisure trip in the past 12 months with an HHI of \$100k+, have golf as a hobby, and also live in the top 10 origin markets.

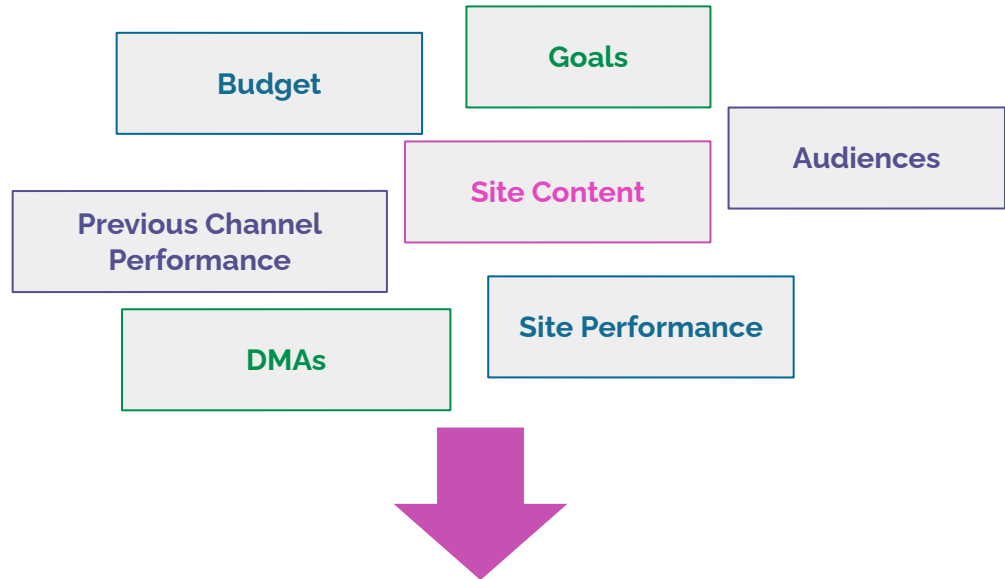
- Audience is male, over 40, married, with children under 18 in the household.
- 50% of the audience spends 20 hours or more online each week.
- Streaming content is mostly viewed on a laptop devices and streaming boxes (like Roku). Top channels include: ESPN, Golf CHannel, Fox Sports, and Apple TV.
- Key social channels include Meta, X, and YouTube.

Audience	Demographics	Key Places To Reach Them	Top Interests	Top Values	Messaging Recommendations	
Golfing 1.2 M Addressable Audience	90% Male Median Age: 43 64% \$150k+ HHI 89% w/ College Degree 83% Married 60% w/ children in household	Facebook Instagram X YouTube Travel Endemic	Connected TV → ESPN → Golf Channel → Fox Sports → Apple TV	Sports Finance News Travel Dating Health & Fitness	Excitement Influence Pleasure	Adventure & Inventiveness Prestige & Prosperity Amusement & Indulgence

MEDIA PLANNING

A tool where your goals, target DMAs, target personas, budget, previous channel website performance (analytics), available content are pulled together...

And a recommendation for media approach and investment is pushed out for the DMO.



CHANNEL/PLATFORM	BUDGET ALLOCATION	AD GOAL	GOAL
SEM	15%	9.00%	Clicks
Responsive Display	10%	1.25%	Impressions
Performance Max	10%	8.18%	Clicks
Meta - Facebook	8%	2.12%	Clicks
Meta - Instagram	12%	1.49%	Clicks
TikTok	8%	0.25%	Impressions
Connected TV	15%	0.25%	impressions
Google Video	7%	55.60%	Views
Programmatic Display	15%	0.40%	impressions

MEDIA PLANNING

Please create a media plan for a client with a budget of \$800,000. The client is [REDACTED]. Their fiscal year begins July 1 and goes through June 30. They want to see more visitors coming to the destination. They also want to see total site users grow 5%, engaged sessions grow 5%, and the site engagement rate not go below 55%. Their busiest seasons are March through September. Please break out the media plan by season, vendors that should be used, and the budgets for each. Also, the client does not want to pay to advertise to users beyond 500 miles of their DMA. Please create this all in a spreadsheet format.



Here is the media plan for [REDACTED] in a spreadsheet format:

Season	Vendor/Channel	Budget	Details
Spring (Mar-May)	Total	\$220,000	
	Google AdWords (SEM)	\$50,000	Focus on spring activities, events, and attractions within 500 miles
	Meta (Facebook & Instagram)	\$40,000	Awareness and Inspiration campaigns with geo-targeted content and video ads
	Google Ads Performance Max	\$30,000	Full funnel strategy targeting users within the region
	Azira (Programmatic Display)	\$30,000	Geo-targeted display ads focusing on visitors within 500 miles
	Google Video (YouTube)	\$30,000	Video campaigns showcasing spring events and attractions within the region
	Spotify and Pandora (Audio Ads)	\$20,000	Geo-targeted audio ads promoting upcoming spring events
	Pinterest	\$20,000	Promoted pins focusing on spring travel inspiration and trip planning within the region

Summer (Jun-Aug)	Total	\$300,000	
Google AdWords (SEM)	\$60,000		Keywords focused on summer vacation, family activities, and local events within 500 miles
Meta (Facebook & Instagram)	\$60,000		Campaigns featuring summer festivals, outdoor activities, and dining with a regional focus
Google Ads Responsive Display	\$50,000		Display ads with dynamic content tailored to user interests within 500 miles
Azira (Programmatic Display)	\$40,000		High-impact display ads targeting families and tourists within the region
Google Video (YouTube)	\$40,000		Engaging video content highlighting summer attractions within the specified region
iHeart (Programmatic Audio)	\$25,000		Geo-targeted audio ads during peak travel times within 500 miles
TikTok	\$25,000		Short, engaging videos promoting summer activities within the region

Fall (Sep-Nov)	Total	\$180,000	
Google AdWords (SEM)	\$35,000		Keywords focused on fall events, festivals, and scenic spots within 500 miles
Meta (Facebook & Instagram)	\$30,000		Campaigns showcasing fall foliage, local events, and culinary experiences within the region
Google Ads Performance Max	\$25,000		Full funnel strategy targeting fall travelers within the region
Azira (Programmatic Display)	\$25,000		Display ads targeting those planning fall getaways within 500 miles
Google Video (YouTube)	\$25,000		Video content featuring fall events and highlights within the specified region
Spotify and Pandora (Audio Ads)	\$20,000		Audio campaigns promoting fall events and trips within the target region
Reddit Ads	\$20,000		Targeted ads on subreddits related to travel and outdoor adventures within 500 miles

Winter (Dec-Feb)	Total	\$100,000	
Google AdWords (SEM)	\$20,000		Keywords related to winter activities, holiday events, and indoor attractions within 500 miles
Meta (Facebook & Instagram)	\$20,000		Campaigns focusing on holiday events, winter festivals, and indoor attractions within the region
Google Ads Performance Max	\$15,000		Targeting users interested in winter travel and holiday events within 500 miles
Azira (Programmatic Display)	\$15,000		Display ads promoting winter activities and holiday events within the region
Google Video (YouTube)	\$15,000		Video campaigns featuring winter events and holiday activities within the specified region
Spotify and Pandora (Audio Ads)	\$10,000		Audio ads to reach audiences planning winter getaways within 500 miles
Pinterest	\$5,000		Promoted pins focusing on holiday travel inspiration within the region
Total		\$800,000	

MEDIA PLANNING *(Live Attempt)*

[Madden Media Chat GPT](#)



PERSONA DEVELOPMENT *(Live Attempt)*

Resonate



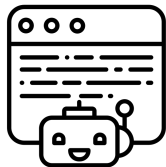


**THERE ARE STILL STONES
LEFT UNTURNED**

WHERE WE ARE GOING*



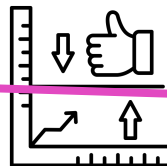
Trip Planners *



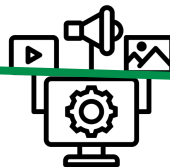
Website Concierge*



~~Automated SEO/Content Analysis~~



~~Media Benchmarks~~



~~Media Plan Development~~



WE 
TRAVEL



THANKS!

WE'RE ALL DONE NOW.

