

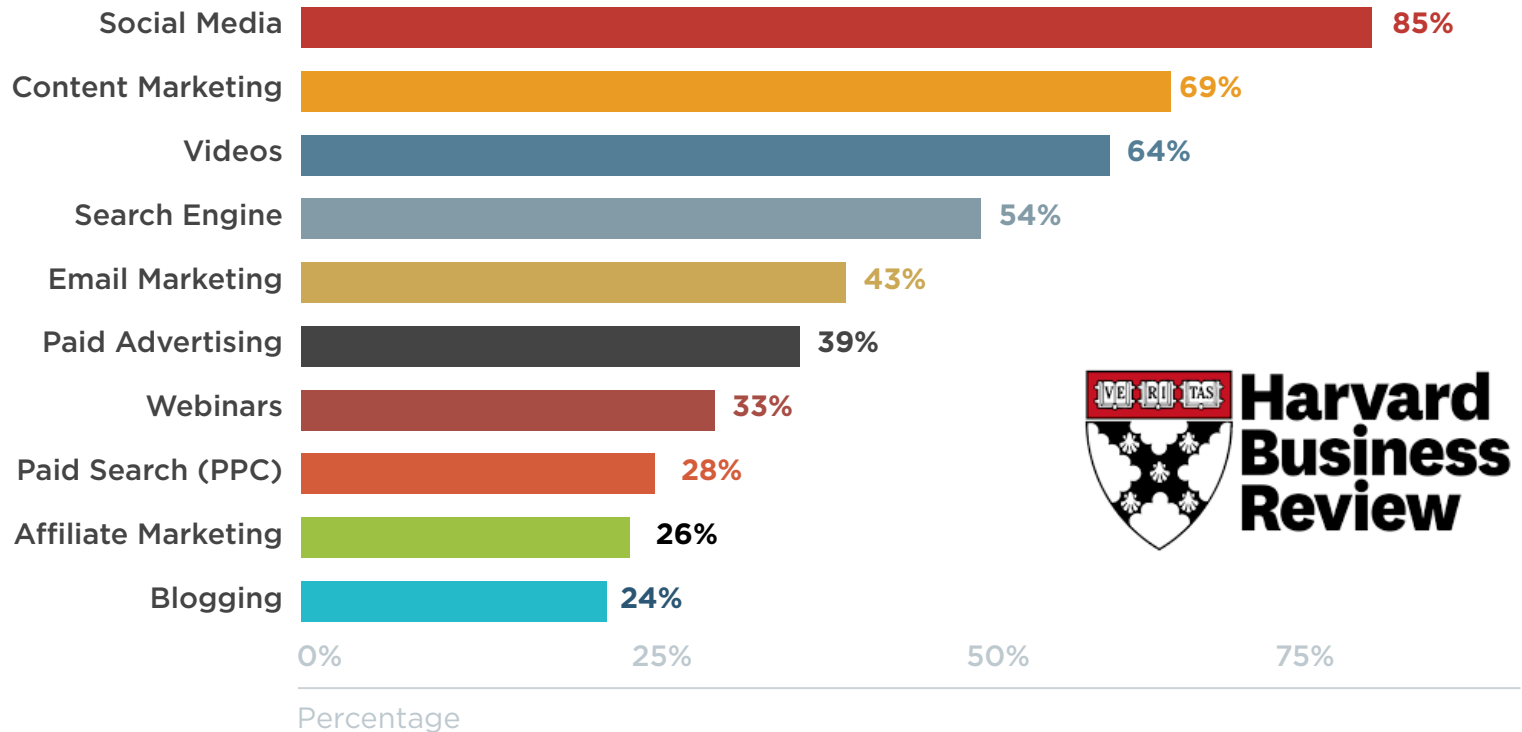
What are *you* seeking?



2024 MEDIA KIT

BOOM!

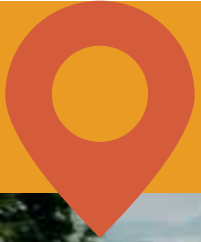
TOP MARKETING CHANNELS THAT THRIVE POST COVID



FUN FACT: In 2019 and 2021 Seekers Media won for **BEST SOCIAL MEDIA AND VIDEO BACKED CAMPAIGNS IN THE COUNTRY** by the Economic Development Association of Canada



Seekers



WHY

OUR MISSION

To generate engaging content and connections that inspire travel to Alberta and BC's winter, event and transformation-based tourism experiences.

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WHAT

OUR COLLECTIVE

The Seekers Media network is made up of three passion based online communities driven by 50 contributors across Western Canada, turning seekers into finders through video & social media.



SnowSeekers; Western Canada's Winter Experiences

FestivalSeekers; Alberta & BC Festivals, Events & Community

ZenSeekers; Transformative Experiences in Western Canada

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HOW

CAMPAIGN STRATEGY

How we deliver value to you.



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HOW DO WE MARKET?

5

DELIVERING AN *EXACT* AUDIENCE TO YOU

Strategic Content

- ♦ *Your business objectives*
- ♦ *Strong editorial, video & social content results = **engagement***
- ♦ *Expertise and insight that converts seekers into finders & your new customers*
- ♦ **60%** *of our audience returns at least every two weeks, some daily!*

Strategic social engagement campaigns

- ♦ **7%** *average social media **engagement** rate on campaigns*
- ♦ **50-person** *ambassador and influencer network*
- ♦ *Leading edge community engagement approach mentored by New York's **Katahdin Media***

Targeted Online Marketing

- ♦ *A Seekers Media **six-figure annual marketing budget** spent targeting **27 to 47-year olds**; traditionally tough to engage*

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CHOOSE YOUR CONTENT PRODUCER/INFLUENCER

Executive



Jim Barr
(aka Doc Pow)
CEO
*Labatt Breweries
Orca Bay Sports*



Jeremy Derksen
Publisher
*Travel Alberta
Can Geo, The Ski Journal
Publisher, The Fitzhugh*



Stevie Froese
Social Media lead
Rogers Communications



Chris Wheeler
(Whistler)
*Short form video producer
DBC, Seekers, VANOC*



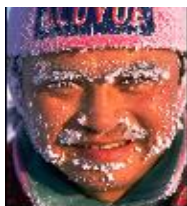
Lisa Monforton
(Calgary)
*Calgary Herald
Globe & Mail*



Steve MacNaull
(Kelowna)
*Post Media
Kelowna Courier*



Mark Sissons
(Vancouver)
*The Huffington Post
The Vancouver Sun*



Angus Cockney
(Canmore)
*Photographer,
Spirit North*



Vince Hemsall
*Editor, Kootenay Mountain
Culture
Collaboration partner*



Dave Heath
*Photographer
Influencer - Nelson*



Joanne Elves
*Magazine/Online Writer -
Calgary
National connections*



Ricky Forbes
*Rickyforbes.com
Influencer -Western Canada
150,000+ subscribers/
followers*



Linda Hoang
*Influencer - Edmonton
100,000+subscribers/
followers*



AUDIENCE

Who is a Seeker?

"The Seekers websites are basically the book of law for me and my fiancé. It's all we go by when we are travelling somewhere for a getaway."

📍 TAY MCLENNAN, VIA FACEBOOK



More Females than Males

EQ: cultural explorers, free spirits, authentic experiencers

Average age of 27-47 years old

Tech savvy, Type A, influencers among their peers

Seeking inspiration, education and ideas on where to spend their travel dollars

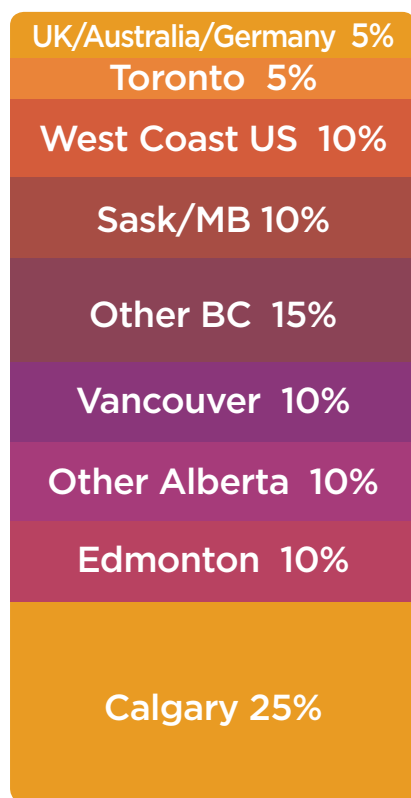
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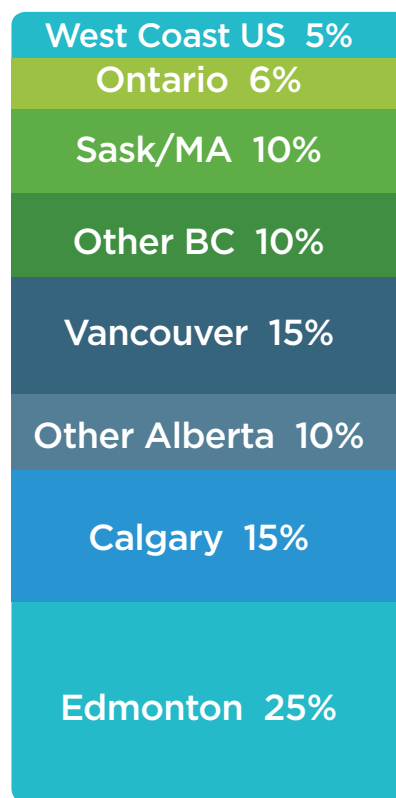
AUDIENCE

CURRENT STATS

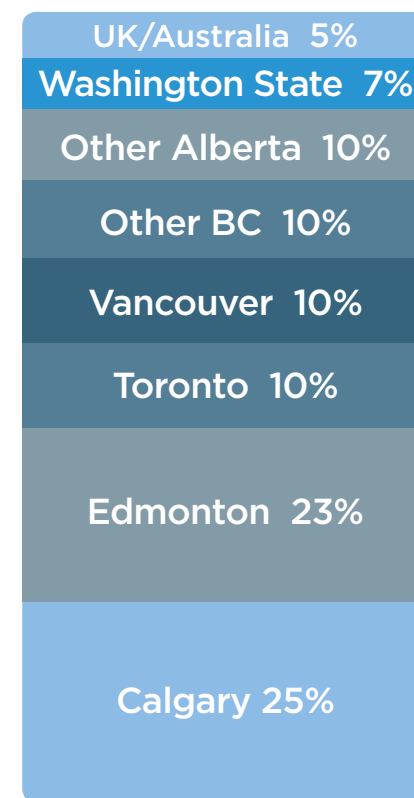
Seekers' channels connect you to your loyal regional audience.



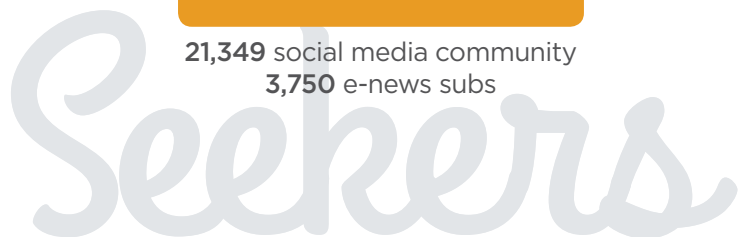
21,349 social media community
3,750 e-news subs



20,890 social media community
1,743 e-news subs



37,106 social media community
4,820 e-news subs





WHY SEEKERS?

REACH YOUR EXACT AUDIENCE VIA CANADA'S PREMIER DIGITAL NETWORK



FEBRUARY 2023 THRU FEBRUARY 2024

450,000 engaged + **10.5M** reached. These are targeted travelers interested in AB/BC experiences.



635,000 travelers, reading **1,190,000** pages.

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WHY SEEKERS?

FEBRUARY 2023 THRU FEBRUARY 2024



283,000 referrals (click throughs) to our partner websites (you!!!)

Hours of video, hundreds of images & stories that sizzle, delivered as assets to our partners.



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CAMPAIGN OPTIONS

30-DAY CONTENT MARKETING CAMPAIGNS

(FestivalSeekers, SnowSeekers + ZenSeekers)

- Directed content (your business objectives/guidelines), across trusted online communities, with your call to action - and your content rights.
- A travelling audience inspired by the right content, at the right time, with the right call to action (YOURS).
- Social media promotion growing your channels.

WE OFFER 3 SOLUTIONS:

Editorial/Image/Video Campaign PACKAGE 1: **\$9,490** + GST

FestivalSeekers/SnowSeekers or ZenSeekers campaign with content co-license and video production.

Editorial/Image Campaign PACKAGE 2: **\$4,990** + GST (minus video)

FestivalSeekers/SnowSeekers or ZenSeekers campaign & co-license to photo content.

Digital Media Campaign PACKAGE 3: **\$2,990** + GST (you supply the content)

FestivalSeekers/SnowSeekers or ZenSeekers campaign (works great for advance ticket sales)

INQUIRE ABOUT OUR AWARD WINNING - AND OPRAH INSPIRED - SEEKERS MEDIA EXPEDITION CO-OP'S.

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CAMPAIGN DELIVERABLES

EACH CAMPAIGN INCLUDES:

- *Writer, photographer and videographer visit (with video backed campaign package one)*
- *One new story - written by top influencers*
- *Collection of top-notch images; with co-license*
- *One 4K video; with co-license (45-60 seconds from a one-day shoot)*
- *Two moment videos of 6-10 seconds each (perfect for FB, Instagram) as lead generators*
- *60 seconds of 4K visual B-roll (per licensing agreement)*
- *REACH 50,000 travellers (min) per campaign via 30-day promotion with 7% social media engagement*



There's more...



CAMPAIGN DELIVERABLES



DELIVERABLES *Continued:*

- 📍 *Coordinated 30-day social media and content marketing campaign driving hashtag reach & clickthroughs to your site.*
- 📍 *Runs across Seekers' network of choice plus an influencer's site/social media channels, using an influencer based on **your** key campaign target markets. **Content is directed by you.***

Video Package 1 costs: \$9,490 +GST per campaign.
Includes travel costs – except hotel.

Influencer Package 2 costs: \$4,990 +GST per experience
minus video – images, story generation and social media promotion.



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CAMPAIGN SUMMARY

\$9,490 +GST

Seekers media coverage, 30-day promotional campaign yields:

50,000 MINIMUM *social media reach*

7% Engagement *(targeted social boost)*

1,000-page reads *and content co-license*

Includes a full-day video/photo shoot yielding:

- 📍 *60-second video*
- 📍 *two moments, 6-10 second social media videos*
- 📍 *Visual bank of 4K B-roll (60 seconds)*
- 📍 *co-license to all content including:*
- 📍 *one 600-word story*
- 📍 *all video content above*
- 📍 *10 images (additional for purchase at \$200/each)*



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TESTIMONIALS

“Working with Seeker’s Media has boosted our visitors by at least double over the past four years while tripling our social media audience!

The immense growth of visitors from around the world has been astounding to our Kiixin Tours way out on the West Coast of Vancouver Island. Many of these traveller’s quote reading ZenSeekers stories is what led them here and that our tour was the entire purpose of their trip!

Seekers Media has a remarkable ability to capture the essence of a place and effectively convey its unique spirit, creating a truly immersive and engaging experience for their followers.”

📍 CHERYL EARDLEY, ECONOMIC DEVELOPMENT,
KIIXIN TOURS, HUU-AY-AHT FIRST NATIONS

“Troll Ski Resort has been working with SnowSeekers for six years. Before SnowSeekers, we were a small obscure ski hill and thru their efforts we’ve now been put on the map! Annually our skiers visits have increased 5 to 8% year-over-year since we started working together. We continue to work with SnowSeekers because they are easy to work with, reliable and they produce results.”

📍 HILDUR SINCLAIR, OWNER,
TROLL SKI RESORT, QUESNEL BC.

“Knowledge and passion for tourism really shines through in Seekers campaigns and content production talents. The corporate, unauthentic vibe is never a concern working with Seekers. As always striving to be authentic and ethical in our marketing practices as a DMO, Seekers Media has helped us achieve this with each and every campaign (seven years running).”

📍 TORRIE SILVERTHORN, EXECUTIVE DIRECTOR FOR TOURISM VERNON

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BIG RETURN

“Seekers Media Campaigns Return Excellent Value”

- 📍 *Average 7:1 on partner ROI, some upwards of 15:1 or more!*
- 📍 *#SkiNorthBC – reaches 2,000,000 skiers/snowboarders, 5% lift ticket sales growth year over year*
- 📍 *#TakeItToTheLake – awarded best collaborative marketing award, Economic Developers of Canada; partners/stakeholders report expanded operations, year-over-year sales increases 5 years running*

*All campaign items **monitored, and full analytics report** supplied*

- 📍 *11 metric points reported – robust analytics (Google, FB Insights, MailChimp, Sprout Social)*
- 📍 *Quantitative data showing what worked and what content generated most engagement*

*Provide Seekers with your **KPIs and unique URL/UTM's***

- 📍 *Allows tracking “click-throughs” and “view throughs” rates*

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Come seek us out.

Jim@seekers-media.com
780.983.9913

seekers-media.com





NETWORK BREAKDOWN

- As of October 15, 2023 and growing 10% monthly



10,0124 monthly unique readers on the ZenSeekers website

18,200 social media followers, generating a reach of **323,245** per month and **21,345** engagements per month.



32,882 monthly unique readers on the SnowSeekers website (through winter).

36,917 social media followers, generating a reach of **386,869** per month and **31,821** engagements per month.



48,744 monthly unique readers on the FestivalSeekers website

20,178 social media followers, generating a reach of **225,216** per month and **17,718** engagements per month.

Engagements include likes, shares, click throughs and video views per month of content about Alberta and BC's tourism potentials... and we've been doing it for 15 years strong!

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