



Content Marketing Packages That Convert

Incredible exposure to a targeted, engaged audience

Be part of our mission to make Minnesota's North Shore of Lake Superior the Midwest's #1 vacation destination!

Our content strategy showcases the **best things to see and do in Duluth and the North Shore**, inspiring visitors to *plan extensive, 5-day (or longer!) getaways* to explore the area.

Put your business in front of an audience of North Shore enthusiasts planning their adventures and **become known as a must-visit lodging property, restaurant, activity, or shop.**

With exposure to **60,000+ social media followers, our Savings Pass, a content-driven website, email campaigns, and the North Shore Explorer print guide***, your business will stand out and draw-in eager travelers.

♦ Gold Annual

Maximum exposure, including solo videos, blog posts, email highlights, and more.

♦ Silver Annual

Consistent, year-round presence with social media videos, blog features, and more.

♦ Diamond Seasonal Campaign

A focused, high-impact burst of promotion for your target season.

	Gold Annual	Silver Annual	Seasonal Campaign
	\$479/mo	\$299/mo	\$900/mo
	12mo	12mo	3mo
12 Itinerary Videos/year	x	x	
3 Itinerary Videos/season			x
Solo Video Features	x		x
Inclusion in 2 themed blog posts	x	x	
Exclusive blog post	x		x
Inclusion in Email Blast	x		x
Savings Pass (1 year)	x	x	x
Business Listing (1 year)	x	x	x

Gold Annual - \$479 per month

Year-Round, Always On!

- ✓ **Solo feature** in 4 Social Media Videos (1 per season)
 - We will create a customized promotional video for you and distribute it on our social media pages with 60,000+ followers
 - ✓ **Exclusive Blog Post** on NorthShoreExplorerMN.com
 - Blog post feature promoting your business with story, photos, and links.
 - ✓ Highlight in an **Email Blast** to North Shore Explorer MN subscribers.
 - ✓ Appear in 12 Social Media **Itinerary Videos** (3 per season)
 - Your business will be featured in one social media video each month alongside other great businesses and activities that fit a specific theme. ([Choose themes here](#))
 - ✓ Feature in **2 blog posts** on NorthShoreExplorerMN.com
 - Highlighting Lodging, Dining, Experiences, Saunas & Spas, Live Music & Where to find THC Products ([Choose themes here](#))
 - ✓ 1 Year Membership in the **Duluth & North Shore Savings Pass**
 - Invite locals & visitors to your business for exclusive deals
 - ✓ **Business Listing** on NorthShoreExplorerMN.com
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Silver Annual - \$299 per month

Year-Round, Always On!

- ✓ Appear in 12 Social Media **Itinerary Videos** (3 per season)
 - Your business will be featured in one social media video each month alongside other great businesses and activities that fit a specific theme. ([Choose themes here](#))
- ✓ Feature in **2 blog posts** on NorthShoreExplorerMN.com
 - Highlighting Lodging, Dining, Experiences, Saunas & Spas, Live Music & Where to find THC Products ([Choose themes here](#))
- ✓ 1 Year Membership in the **Duluth & North Shore Savings Pass**
 - Invite locals & visitors to your business for exclusive deals
- ✓ **Business Listing** on NorthShoreExplorerMN.com

Diamond Seasonal Campaign - \$900 per month/3 mo

Promotional blast for 1 season

✓ **3 Solo Video Promotions**

- We will create 3 customized promotional videos for you and distribute them on our social media channels with 60,000+ followers

✓ **Exclusive Blog Post** on NorthShoreExplorerMN.com

- Blog post feature promoting your business with story, photos, and links.

✓ Highlight in an **Email Blast** to North Shore Explorer MN subscribers.

✓ Appear in 3 Social Media **Itinerary Videos**

- Your business will be featured in one social media video each month alongside other great businesses and activities that fit a specific theme. ([Choose themes here](#))

✓ **1 Year Membership in the Duluth & North Shore Savings Pass**

- Invite locals & visitors to your business for exclusive deals

✓ **Business Listing** on NorthShoreExplorerMN.com

*[North Shore Explorer print guide](#) is additional

Let's Get Started!

- 1 [Pay Deposit - \\$299](#)
- 2 [Choose Your Content Marketing Package](#)
- 3 [Choose Your Social Media Itinerary Themes](#) (3 per season)
- 4 [Choose your Blog Themes](#) (Gold & Silver)
- 5 [Submit your Savings Pass Offer](#)

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