



Brand USA

CO-OP

Brand USA Originals INTERNATIONAL SEM SERVICES

Search Engine Marketing is a key component of Brand USA's international marketing efforts, focusing on bringing millions of visitors to the United States. By participating in the Brand USA International SEM program, you can extend your destination's current search resources, drive more traffic directly to your website and attract more international visitors.

Program Benefits

- 1 The SEM campaigns are targeted and fully managed, freeing you from complexity of setting up and managing international search.
- 2 The program offers a great opportunity to increase your destination's brand awareness internationally.
- 3 Keywords and ad copy are developed by SEM experts after researching what will make your program most successful.
- 4 You receive more qualified international referrals since your target audience clicks on an ad in their native language and is then served relevant content on your landing page(s).



3 Steps To Launch Your SEM Program

- 1 Select your target countries: Australia, Brazil, Canada, Germany, Japan, Mexico and UK.
- 2 Develop a high-impact SEM ad message and landing page. Landing pages must be travel-focused and may include co-op promotions for your industry partners. We will consult with your team to create the landing page, helping guide its design and content selection. Our team can provide an HTML template to work within your site shell.
- 3 Brand USA will localize your message for each international audience.

Once the campaign is launched, our SEM experts will monitor, manage and adapt it to give you the greatest ROI.

MARKET AVAILABILITY



Australia Brazil Canada Germany Japan Mexico UK

other countries available upon request



CONTACT INFORMATION

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