



## 2019 Door County Lodging Media Kit

DoorCountyLodging.com is a fully responsive website, locally owned and operated, and focused on promoting the hotels, motels, B&Bs, resorts, cottages, and condos that make up the wide variety of lodging options available to visitors interested in coming to Door County, WI.

Door County Lodging employs locally based, real people, with experience in Door County lodging to help visitors find lodging options in Door County through lodging and news related blogs, social media support, and our concierge services which connect members to potential guests looking for lodging options in Door County, WI.

### DOORCOUNTRYLODGING.COM

#### ⇒ Responsive Web Design (RWD)

DC Lodging website is built on the right framework to display well on computers, smartphones, and tablets.

#### ⇒ Drive Traffic to YOUR Website

Since 1997, our website has been designed to drive traffic to *your* website for more info & reservations.

#### ⇒ Searchable Member Listings

Be Found by Village or Lodging Type, or by searchable keywords pulled from your descriptive text.

*\*Dog-Friendly Category also available!*

#### ⇒ Regular Lodging Blogs

We Post Thematic Specials & Lodging News Blogs, as well as Last Minute Lodging Blogs prior to Holiday, Festival & Peek Weekends to help you fill vacancies.

#### ⇒ Floating Concierge Link

Available from any of the search pages, this unique feature is highly utilized by visitors to assist them in finding lodging options for specific dates or needs.

### FREE CONCIERGE SERVICE!

#### ⇒ Receive Guest Lead Emails

Join our Concierge Service and receive emails from real potential visitors using our FREE Concierge Inquiry Form to find lodging options.

#### ⇒ Personal Communication

Working daily to connect our members with visitors looking for accommodations to suit their needs, we are locally-based, real-live human beings, with 20+ years of local lodging experience.

### SOCIAL MEDIA INTERACTION

#### ⇒ We Share Your Media

We share your posts & website with our 7,700+ Facebook Fans and 1,500+ Twitter Followers, + NEW in 2019 – a growing Instagram presence!

#### ⇒ We Create Original Posts

We create posts to promote your property, packages, and specials, during the quiet season; as well as #GetaRoom & #LastMinuteLodging posts to help fill your rooms year-round.



### Follow the Door County 411 on Twitter [@doorcounty](https://twitter.com/doorcounty)!

Supporting our communities by sharing news about Door County... *Ask about affordable ads on DoorCountyLodging.com as well as cross promotion opportunities via the Door County 411.*

***\*No Set Up Fee when you use No Fuss Joining (see Membership sheet)***

CONTACT: Jon Massad (920) 854-2688 | Marybeth (920) 256-1873, [marybeth@doorcountylodging.com](mailto:marybeth@doorcountylodging.com)



## MEMBERSHIP DETAILS

*Membership is More than a one-time Print Ad...  
Your Door County Lodging Membership means  
we are working for you seasonally and year-round!*

### **Full Annual Membership Includes:**

#### ✓ FULL LISTING on DoorCountyLodging.com

- Discoverable by **City/Village & Lodging Type**
- Your **Logo, Photo & Lodging Description**
- **Location & Phone Number** (*click-to-call from mobile site!*)
- Your **WEBSITE link** (*we aim to drive traffic to YOUR site, so visitors can book directly with you, with no booking fees from us!*)

#### ✓ PARTICIPATION in our Concierge Service!

- This service is **FREE** for potential guests to use to connect with our members.
- Participating properties receive **Lodging Inquiry Emails** and may reply if they can accommodate the request.
- DC Lodging staff **Communicates** lodging options to the interested parties and puts them in contact with properties whose accommodations suit their needs.

#### ✓ INCLUSION in DCL Blogs & Events Calendar

- **Last Minute Lodging Blogs:** Respond to our emailed requests for Last Minute Lodging Options prior to festival and holiday weekends to be included!
- **News Release & Event Blogs:** Send us information about your events, specials and packages, or send a complete Press Release, and we'll post a blog on featuring you!
- **Seasonal Specials & Packages Blogs:** In the quiet season we post blogs highlighting your seasonal rates, lodging packages, and specials!
- Send your info for promotion to [marybeth@doorcountylodging.com](mailto:marybeth@doorcountylodging.com).

#### ✓ INTERACTION on Social Media Platforms

- **Facebook** (7,700+) & **Twitter** (1,500+) + **Instagram** (NEW in 2019)
- We **Post** and **Share** our **Blogs Links** for maximum visibility.
- We **Share Your Posts and Content**
- Members can **TAG @DoorCountyLodging** for more impact!
- Send us your photos and we'll create a **Facebook album** of your property
- Text or email us **Cancellations** or **Specials** anytime to be shared by DC Lodging.



## CONCIERGE TESTIMONIALS

Since the September 2014 launch of the new DoorCountyLodging.com, we have received **3,000+** Lodging Inquiries through our Concierge Service!

### REAL CONCIERGE SERVICE USERS

“You guys are awesome. We had a house to rent for next weekend but emails jazzed up so that fell through, now we're rescheduling. I normally like to do the research but time is not on my side - keep up this service!!! Looking forward to our first visit to DC.” ~ **Cindy**

“Thanks for your help in identifying a last-minute booking. It had been frustrating pouring through various web sites looking for a place that was available and your service was just what we needed.” ~ **Don**

“To whom it may concern: On Thursday night I decided I'd like to take my children on a last-minute vacation to Door County, leaving the following Monday. I checked Expedia, Kayak, etc. as well as the websites of a few dozen hotels directly. It's high season, and I was having no luck finding vacancies for an entire week, with only 72 hours lead time. As a last resort, I emailed my vacation dates to the (free!) concierge at Door County Lodging. Within 12 hours I had responses from three different hotels, all of which looked like great places to stay. I am now booked for the entire week in a fantastic room. Thank you so much for the service you provide!” ~ **Tina A.**

“Thank you so much! Just made a reservation... Awesome you did the research for me and found the places for us. I almost gave up last night! Thanks again!” ~ **Julia**

“First of all, thank you for doing all the leg work finding accommodation options for us for this weekend. We were able to secure reservations ... in Baileys Harbor. Looks like a great place right on the water. I may even get a little fishing in. We're all looking forward to an enjoyable and relaxing time in Door County and we have you to thank for it. Once again, thanks for your help.” ~ **George G.**

### DOOR COUNTY LODGING MEMBERSHIP TESTIMONIAL

“We at Glidden Lodge Beach Resort have been associated with DoorCountyLodging.Com for more than 15 years. We have dropped similar such sites over the years, but we have stayed with DCL for several reasons. For one, they deliver results... Another reason for us staying with DCL is that they do not rest on their laurels. They continually look for ways to improve their services... To look for quality lodging in Door County, you don't have to go any further than DoorCountyLodging.Com. With over 20 years of Door County lodging experience, they're a solid and reliable source.” ~ **Bill Brown, Glidden Lodge**

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Lodging: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 Village: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 Reservations Email: \_\_\_\_\_  
 Reservations Phone: \_\_\_\_\_  
 Contact: \_\_\_\_\_

### SEND YOUR LISTING INFO!

Email [marybeth@doorcountylodging.com](mailto:marybeth@doorcountylodging.com):

1. **Logo + Main Photo** (JPEG, PDF, or PSD)
2. **Photos** (10+ for use in Social Media & Blogs)
3. **Social Media+ RSS Links** (Facebook, Twitter, Instagram, Pinterest, TripAdvisor, Yelp, RSS Feed)
4. **Descriptive Text for Listing**  
(50-75 words is best – max 125 words)
5. **Amenities List** (on-site & in-room)

Annual Membership <i>+ one-time set-up fee of \$95</i>		Seasonal Membership <i>+ one-time set-up fee of \$95</i>		A La Carte Services	Multiple Properties?
	<b>Standard: \$500/year</b>		<b>Standard: \$350/year</b>	<b>Full Listing \$200/year</b>	<i>Receive 10% OFF Annual Rates with Bundle Memberships!</i>
	<b>B&amp;B: \$300/year</b> <i>(fewer than 10 rooms)</i>		<b>B&amp;B: \$225/year</b> <i>(fewer than 10 rooms)</i>	<b>Concierge \$200/year</b>	
<b>Year-Round Services:</b> ✓ Concierge Service Emails ✓ Social Media Interaction ✓ Full Listing on Website ✓ Specials & LML Blogs ✓ DC Events Calendar ✓ Changes or updates as needed  <i>Unlimited Applicable Categories.</i>		<b>Year-Round Services:</b> ✓ Concierge Emails ✓ Full Listing on Website <b>May-October Services:</b> ✓ Social Media Interaction ✓ Specials & LML Blogs ✓ DC Events Calendar  <i>Unlimited Applicable Categories.</i>		<b>Full Listing:</b> ✓ Logo + Photo ✓ GPS Address ✓ Phone Number ✓ Website Link ✓ Social Links  <i>Max 3 Categories.</i>	<i>For More Info Call (920) 854-2688 or Email <a href="mailto:marybeth@doorcountylodging.com">marybeth@doorcountylodging.com</a></i>

### SEARCH CATEGORIES *(Highlight, Circle or X in the boxes that apply.)*

*Open in Winter	Homes & Cottages	Resorts & Conference Centers
Bed & Breakfasts	Inns, Hotels & Motels	Suites & Condominiums

### LODGING AMENITIES *(Highlight, Circle or X in the boxes that apply.)*

*Dog Friendly	Outdoor Pool	Free Wi-Fi	On-Site Dining	Live Music
Adults Only	Indoor Pool	In-Room Fireplaces	Full Kitchens	Waterfront
Wheelchair Accessible	Hot Tub/ Whirlpool	In-Room Whirlpools	Continental Breakfast	Group Discounts

**SIGN UP NOW & SAVE \$95**  
 with No Fuss Membership...  
*and we'll waive the set-up fee!*



**Just Print & Mail**  
**Membership Sheet & Payment to:**  
 Door County Lodging  
 PO Box 1033  
 Sister Bay, WI 54234