

HOW TO GUIDE SIX: IMATE

Guide to IMATE

This is optional for operators who may wish to undertake additional marketing activities to leverage TEQ's campaigns.

IMATE is the Industry Media Agency for Tourism and Events in Queensland. TEQ established IMATE to provide the industry the following key deliverables:

1. Deliver **greater insight** into TEQ marketing activity
2. Provide the industry with **alignment opportunities**
3. Leverage TEQ campaigns through **paid media solutions**

TEQ has appointed AKQA Media to deliver the IMATE service. AKQA Media is one of Australia's leading media agencies who focus on delivering dynamic solutions to our clients' challenging problems. You can learn more about IMATE's services at www.imate.queensland.com

Maximise the impact of the program for your business

To enable your business to leverage the Queensland Incentive Program, IMATE have developed a number of low-cost, tactical marketing opportunities for industry. These include:

- Social Media Packages to retarget Queensland travel intenders via Facebook and Instagram.
- Featured Promo Deals on Queensland.com to drive direct leads to your business.
- Partner integrations to align alongside TEQ's marketing in print and radio

For example:

A Gold Coast whale watching operator is looking to target Queensland travellers and encourage them to use their coupon with their business. They contact IMATE to explore opportunities to leverage the Queensland Incentive Program, and maximise the impact for their business. IMATE sets up a social media campaign to retarget coupon holders via Facebook, encouraging consumers to use their coupon on their new whale watching experience. The campaign is highly targeted and cost-efficient, and the operator experiences a significant lift in leads to their business, coupons being redeemed, and incremental revenue generated.

Similar campaigns developed by IMATE have delivered up to 150% higher engagement vs. the industry benchmark, and a return on investment of up to 232% by utilising exclusive TEQ data in highly targeted social media campaigns.

If you haven't previously used IMATE's services, and think you may wish to implement further marketing to leverage off this next round of the Holiday Dollars program, **now is the time to be onboarded with IMATE.**

What you'll need to do:

- Contact IMATE through the expressions of interest page: imate.queensland.com/queensland-incentive-program
- Provide your business details to be quickly onboarded into their systems
- Sign up to the IMATE newsletter to receive upcoming information on this program

Contact details

IMATE is here to service the Queensland tourism industry so if you have any questions or would like further assistance, please contact the team via the below channels.

imate.queensland.com/contact

hello@imate.queensland.com