Visit Myrtle Beach Beach FY26 Hotel
Co-Op Marketing Opportunity with Sojern

SOJERN + VISIT Myrtle Beach SOUTH CAROLINA

Who is Sojern?

Sojern provides intelligent digital marketing solutions for the travel industry. We know when someone is looking to travel and can influence them to book directly with you. These solutions are now available to you at a value with a co-op program brought to you by Visit Myrtle Beach.

350M
In-Market Travelers

15+
Years of Travel Experience

500+
Tourism Accounts

Why Work With Us?

We've delivered over $13B in bookings for 10,000+ global travel brands including hotels, destinations, attractions, airlines, cruise operators and more. We can help you attract more visitors and drive bookings with the Visit Myrtle Beach Co-Op Program.

How Does Sojern Do It?

We feed a variety of data points into our machine learning technology to understand who to show an ad to when they're actually searching and booking their travel. This allows us to engage and convert them at the right moment, with the right message.

How Does the Co-Op Work?

Visit Myrtle Beach has developed this co-op program to further assist hotel partners in driving bookings. Visit Myrtle Beach partners will receive 3X the value on their investment with a match investment from Visit Myrtle Beach and match media value from Sojern.

Once you opt-in, Sojern will work with you to build a custom marketing campaign to best set your campaign for success. All participants will receive access to a portal where you will be able to monitor campaign performance 24/7.

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Campaign Details

Campaign Flight
Sept - Dec, 2025

Buy-In Options
Partners may opt into the program with a $2.5k or $5k and $10k investment to receive match benefits

Channel Options
Display, Native, Video Pre-Roll; Impressions based on channel preference and opt-in investment

Target Audiences
Sojern travel Intent audiences

Assets
Sojern Guidelines & Spec Sheet; JPG, GIF, PNG or HTML5 format for Display due 2 weeks prior to start date. Creative assistance for display available through Sojern at no additional cost upon request.

Pixels
Sojern pixel placement is recommended on website for optimal tracking, insights, and optimization purposes.

Reporting
Access to your own Sojern Online Account Dashboard, which includes campaign performance, audience profile, market insights, and more.

Partner Investment + **Visit Myrtle Beach Match** + **Sojern Match**

= 3X the Value on Your Investment

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Participation Options

Package Level	Total Partner Investment	Visit Myrtle Beach Match	Sojern Match	Total Partner Media Value
Tier 1	$2,500	$2,500	$2,500	$7,500
Tier 2	$5,000	$5,000	$5,000	$15,000
Tier 3	$10,000	$10,000	$10,000	$30,000

All campaigns require a 3 month flight minimum

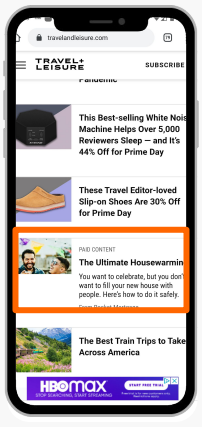
Program Requirements

Visit Myrtle Beach logo must be included on campaign landing page.

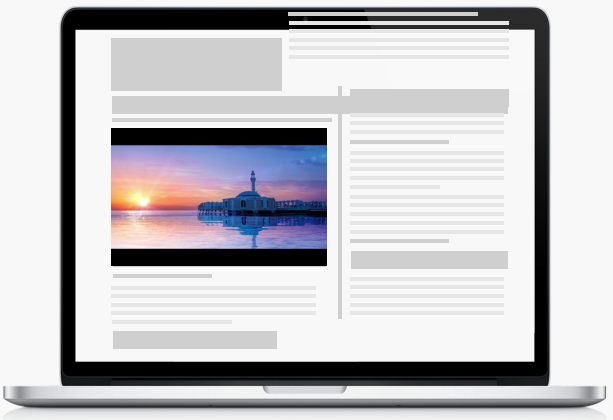
Channel Options:



Display



Native



Video