

Tipsy Theory

FULLY BOOK YOUR TASTINGS

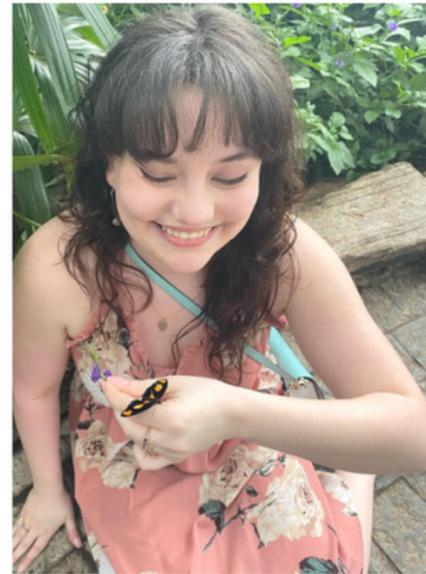


WHO ARE WE?

Topsy Theory is the leading media outlet and travel destination site for Ontarians who are looking to explore wineries, breweries, restaurants and more.

We can help you reach new audiences and generate high quality traffic, both digital and in-person, to your fun experiences in Ontario.

Trending Now



You Can Be Surrounded By Colourful Butterflies At This Conservatory In Niagara



This Ontario Spot Has Boozy Cider Slushies That You Can Sip All Summer Long

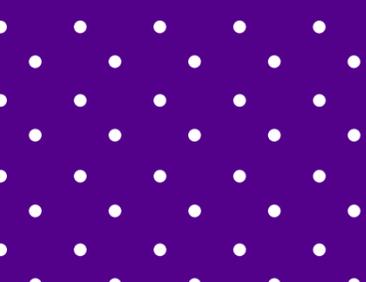


Toronto Milkshake Shop Has The Most Over-The-Top Sweets & They're Bigger Than Your Face



This Ontario Winery Lets You Have A Beachside Picnic & Play Giant Lawn Games

Top Stories





HOW WE CAN HELP YOU GET FULLY BOOKED

Features

Dedicated long-form feature articles shared cross-platform

Promotion

PPC advertising campaigns to promote your feature

Social & Email

Reach new audiences by leveraging our dedicated cross-platform audiences

Advertising

On site advertising to high quality visitors and lead generation

FEATURES

In-depth reviews and social proof demonstrating how your unique experience will be the perfect match for our fun seeking subscribers.

Shared across multiple channels with the potential of virality.

Features from "authority-sites" consistently out-perform traditional organic content-marketing strategies.



This Ontario Winery Lets You Have A Beachside Picnic & Play Giant Lawn Games

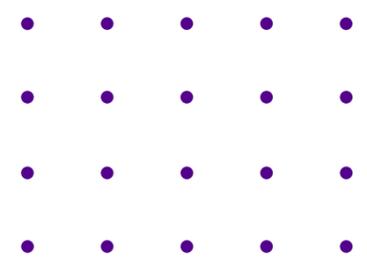
📅 June 16, 2022



Sprucewood Shores Estate, which is nestled into Essex County, has so many summer activities and you'll want to add it to your bucket list. Located right on the shores of Lake Erie, this gorgeous winery lets you have a beachside picnic and play giant lawn games.

From May until October, you can grab one of their amazing picnic baskets which come loaded with baked bread, charcuterie meats, Ontario cheese, antipasto, hummus, vegetables and dessert.

You can take your snacks, along with a bottle of wine, anywhere on the vineyard's scenic grounds, including their breathtaking beach which offers stunning waterside views.



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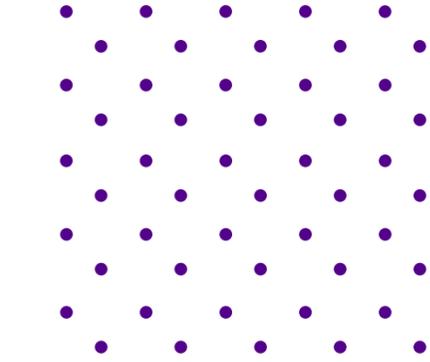
PROMOTION

We'll actively promote your feature with Pay-Per-Click advertising on multiple channels, driving traffic to your lead generation method of choice!

Don't have lead generation in place? We'll set it up for you at no extra cost.

We can drive 1,000s of views with very little investment, putting 100s highly qualified people in front your experience.

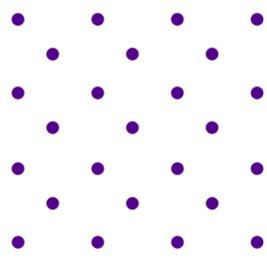
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We'll generate thousands of high-quality views for your experience!

Boosted post	 Apr 27 • Created by Allysha ... Link clicks You don't need to ...	Completed	3,014 Reach	274 Link clicks	CA\$25.00 Spent of CA\$25.00
Boosted post	 Apr 26 • Created by Allysha ... Link clicks You don't need to ...	Completed	1,077 Reach	66 Link clicks	CA\$10.00 Spent of CA\$10.00
Boosted post	 Feb 23 • Created by Allysha ... Link clicks A couple of these ...	Completed	7,682 Reach	647 Link clicks	CA\$30.00 Spent of CA\$30.00
Boost Viral Post > 1 ad set > 1 ad	 Nov 17, 2020 Engagement ID: 2384604852...	Completed	2,592 Reach	254 Post Engagements	\$17.87 Amount spent

The more you spend, the more effective the campaign.

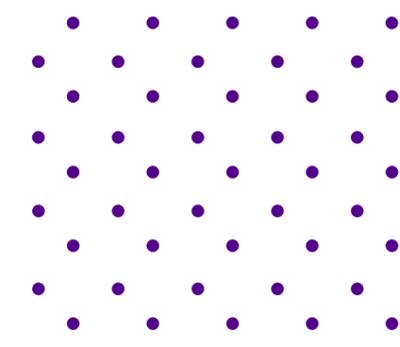
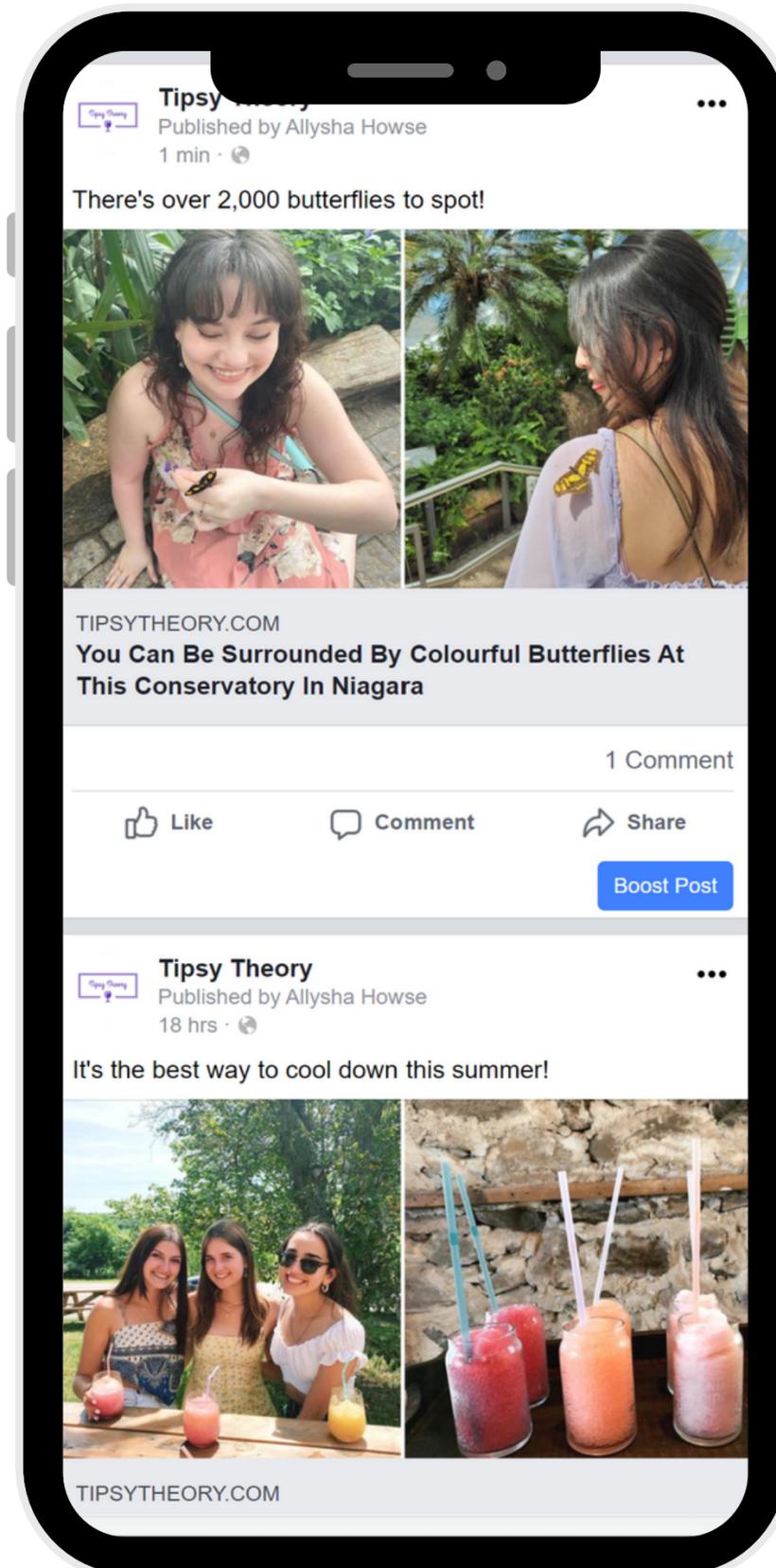


SOCIAL & EMAIL

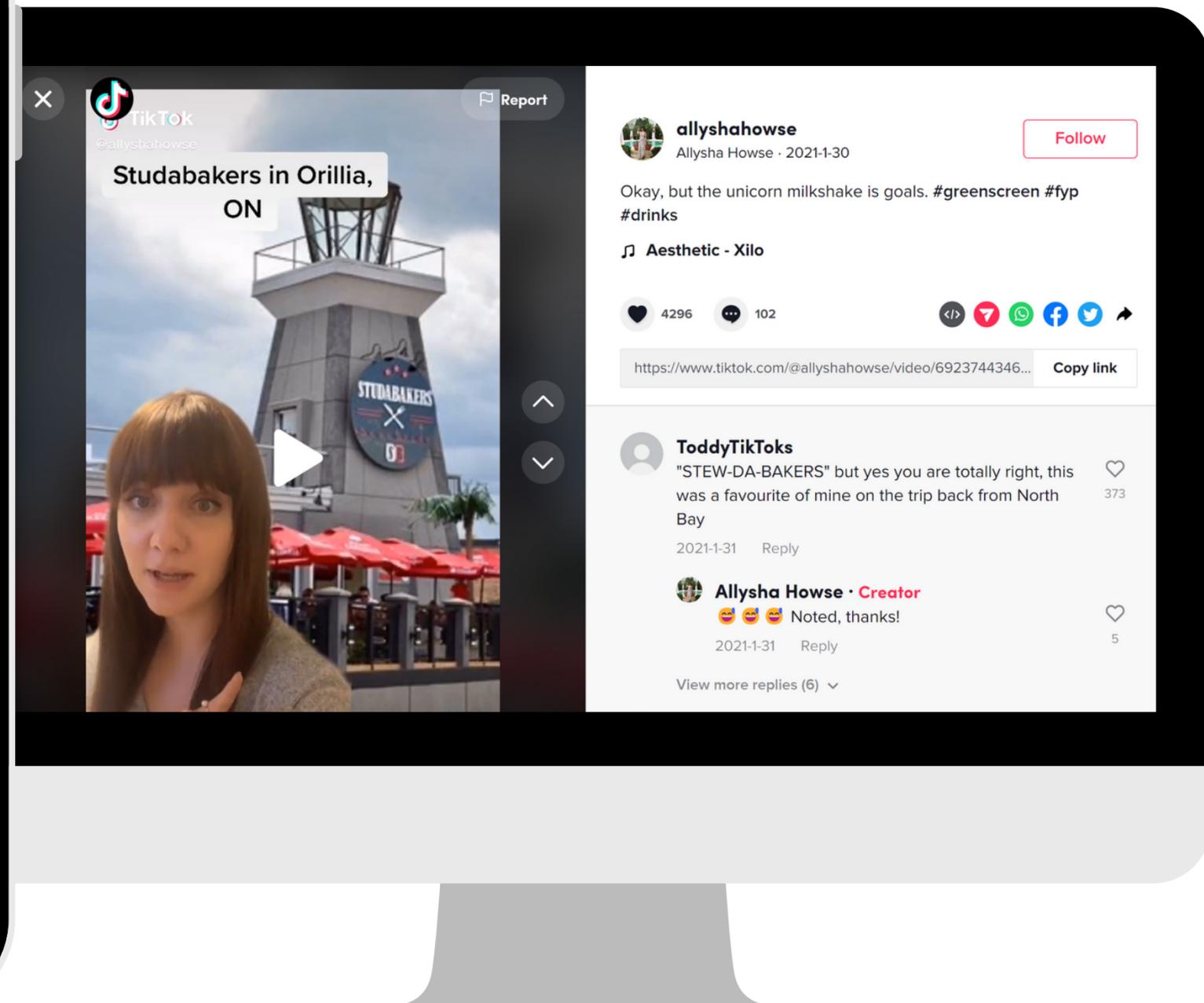
Leverage our social and email subscribers to generate high quality leads!

 300+  200+

 500+  100+



Engage with new audiences looking for fun experiences in Ontario!



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ADVERTISING

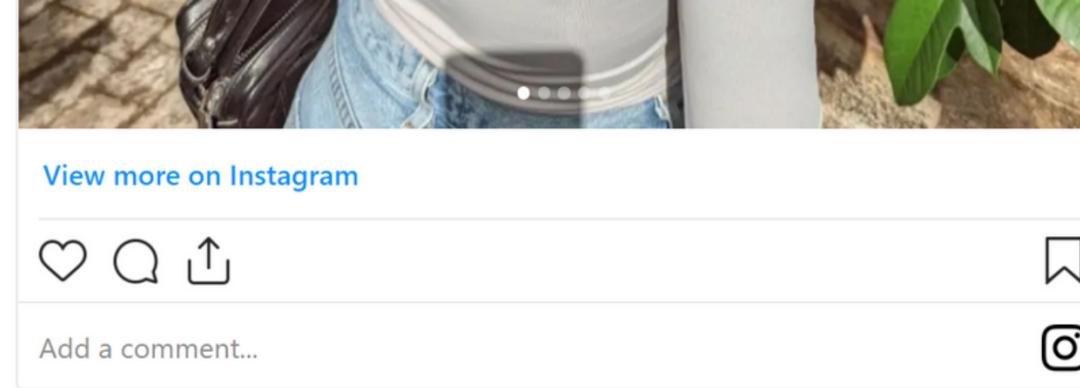
TipsyTheory.com generates 1000s of page views every week!

We'll direct traffic from our organic results to your feature and lead generation system through placement in our "suggested/features article" system.

We'll also deploy more traditional banner and post ads.

Display ads (or other ads) will not be displayed on your features, keeping the focus on you!

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Traffic from other articles is directed to your feature!

The butterflies fly around freely throughout the space, so you can get up and close and personal. If you're lucky a few of them will even land on you.

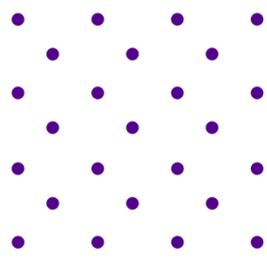
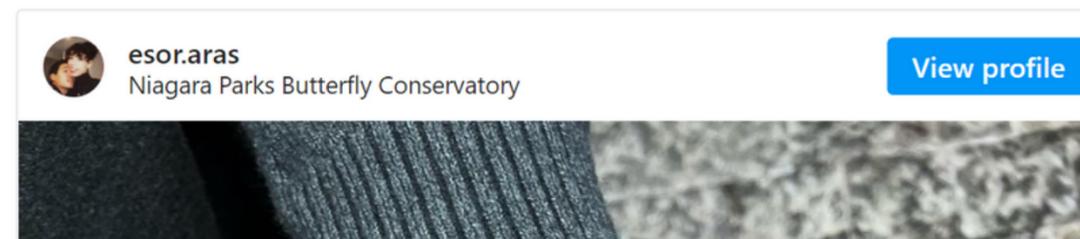
You can also explore all of the lush vegetation and trickling waterfalls that are also scattered throughout the building.

Suggested for you!

This Niagara Tour Will Take You On A Bike Ride Around Stunning Vineyards This Summer



"The facility includes an 11,000 square foot conservatory, video theatres, interactive displays and is also the teaching facility for the Niagara Parks School of Horticulture. It also includes laboratories and specialized greenhouses for rearing butterflies and growing," reads the website.



HOW TO GET STARTED

1

Choose what you want to promote

Do you have a special product or promotion you want to push?

2

Select your term

How long do you want to promote your experience?

3

We'll do the rest

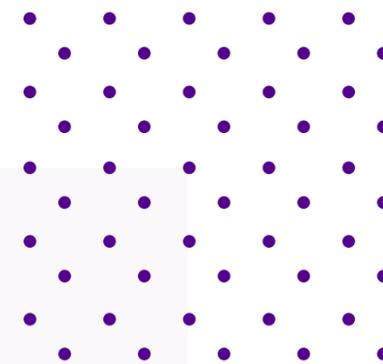
We'll send you leads that you can turn into revenue.



TERMS

Engagement Options

- We have room for 3 sponsors per week.
- All sponsored content is ad-free!
- We write 1 article per week to feature one or more of your events, activities, or destinations.
- 20% of the package cost is spent on PPC (Paid Traffic) to reach wider audiences.
- Sponsored articles are featured in our weekly newsletter plus receive a dedicated email blast.
- Articles are re-shared twice per week on our social channels, Twitter, Facebook, & Instagram.
- We provide weekly analytics to show the effectiveness of the promotion, such as outbound traffic to your website and general traffic audience metrics from our email list.



1 Week | \$800

20,000 reach, 2,000 engagements



2 Weeks | \$1400

50,000 reach, 5,000 engagements



4 Weeks | \$2400

120,000 reach, 12,000 engagements

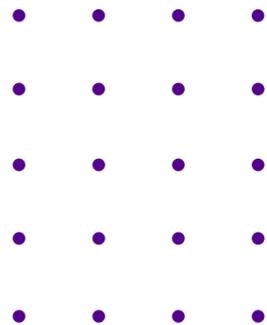


+ On-Site Video | \$300

+10,000 reach, +1,000 engagements



THE TEAM



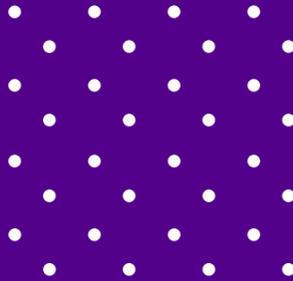
Allysha Howse

Editor-in-Chief



Adrian Tobey

Sales & Marketing





Ready to start?

Reach us at allysha@tipsytheory.com and we'll set up a call to plan your campaign.

Spots are limited! We anticipate filling them quickly.

Or call, (416) 444-3396

TipsyTheory.com

