

## Marketing Checklist

We're in this together and we're here to help! Here are many FREE and low-cost tools you can use to maximize your membership. Make sure you are taking advantage of everything that fits! If you need more information on any of these, please call Amber Dobbins at 419.525.1300.

### HAVE YOU...

#### Brochures & Distribution

- Provided copies of your brochure (and menu if applicable)** to us for our office and the Visitor Information Center?
- Placed a color display ad** in the Visitors Guide and taken part in the companion marketing piece, the "Lure" brochure? (total combined of 140,000 printed)
- Displayed our FREE visitor guides** at your business to cross promote and show all the area has to offer?

#### Website

- Viewed and updated your listing** on our website DestinationMansfield.com? (Also under Group Travel and Meeting Planners sections if it applies to you).
- Used key words in your description** that fit the theme categories on the website? (Check out the top word searches listed in our e-newsletter each month.)
- Sent your NEWEST photos and videos** to us for advertising, promotional and social media use?
- Submitted up-to-the-minute event details** for our Calendar of Events?
- Added our logo on your website and linked back to us** to help cross promote what the area has to offer?
- Placed a website ad** on DestinationMansfield.com (also appears on ShawshankTrail.com)?
- Submitted or updated your FREE business/event** listing on Ohio.org for statewide exposure?

#### Social Media

- "Liked" the Facebook pages for:** Destination Mansfield – Richland County, The Shawshank Trail and Haunted Mansfield Ohio? We will also "like" you back for cross promotion!

#### Resources, Programs & Opportunities

- Participated in the LOCAL DEALS** program, offering deals online/mobile?
- Participated in the RACE DEALS** program, offering discounts & deals for race fans?
- Signed up to participate in the "Packages" program?** (for lodging properties)
- Responded to sales leads** for meetings and hotel rate requests?
- Read our e-newsletter** sent to you each month to keep current?

#### Connect & Engage

- Told us "your story"?**
- Attended the Annual Meeting** each year (in May)?
- Sponsored and/or donated a door prize to the Annual Meeting** to reach members with your message?
- Volunteered as a community ambassador** at races, tradeshow or other events?