

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 Jodie Snaveley or Kim Miers 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?
- 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).
- Sent your NEWEST photos and videos** to us for advertising, promotional and social media use?
- Submitted your event** 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?
- Submitted or updated your FREE business/event listing** on Ohio.org for statewide exposure?

Social Media

- Follow our Facebook pages for:** Destination Mansfield – Richland County, The Shawshank Trail and Haunted Mansfield Ohio? We will also follow you back for cross promotion!
- Joined our Member's Only Facebook page?** (Send us your email associated with Facebook.)

Resources, Programs & Opportunities

- Responded to sales leads** for meetings and hotel rate requests?
- Read our e-newsletter** sent to you to keep current?

Connect & Engage

- Attended the Annual Meeting?**
- Sponsored and/or donated a door prize to the Annual Meeting** to reach members with your message?
- Volunteered as a community ambassador** special events?