



## FREE SERVICES & SUPPORT TO BUSINESSES INSIDE SALEM CITY LIMITS

The following services are provided to all business within Salem at NO COST:

- **Sales Leads** - all leads are distributed to Salem properties, and site tours are conducted regularly for meeting planners seeking a facility.
- **Services** - we fulfill all service needs of a convention/meeting/group by connecting them with the appropriate business in Salem regardless of membership.
- **Public relations & media** - we offer a wide array of support from writing press releases, to pitching stories locally and nationally regarding everything Salem has to offer. Businesses can also be featured in press kits and media pitches, and can showcase their product or service on Travel Salem's monthly KBZY segment.
- **Free Website Listing** – businesses inside Salem city limits can self-submit listing information on TravelSalem.com, this opportunity is promoted via press release every quarter as well as specific outreach to civic groups, neighborhood associations, the Salem Chamber, SEDCOR, and Go Downtown.
- **Willamette Valley Visitors Association (WVVA)** – promote any business, attraction, event, culinary offering etc. that attracts attention to Salem.
- **Social Networking** - we offer training support for businesses who would like to dive into social networking, and we also promote businesses using FaceBook, MySpace, Flickr and Twitter.
- **Digital City Guide** – Travel Salem events posted on TVs in hotel rooms (event crawl).
- **Team Salem Meetings** - businesses are encouraged to attend these bi-monthly meetings to learn what opportunities are coming down the pike (conferences needing services, co-op advertising, etc.), and leverage networking opportunities.
- **Marketing Exchange Luncheons** - these networking events are open to the public and feature a keynote from a leading marketer on innovative and results driven tactics.
- **Online Events & Weekly Email Blast** - businesses can post events open to the public for free on TravelSalem.com, and then these events are syndicated out to the media and other communication channels (e.g. hotel properties print these emails and have them available for visitors at their front desks).
- **Online News & Updates** – free subscription to Travel Salem's E-newsletter and Consumer E-newsletter
- **Visitors Center** - we provide information and referrals for any business that can support the visitors' needs. Our Travel Café conference room is available for use by the community and businesses for meetings and events.
- **Promotional Material** – businesses can request Visitors Guides and Pad Maps (non-members are listed on the map) for distribution at events or on-site.
- **"Q" Customer Service Training** – provide strategic customer contact skills training.
- **Consulting Services** – provide marketing consulting services.