



# yes free services

FOR BUSINESSES WITHIN SALEM CITY LIMITS

## MARKETING & SOCIAL MEDIA

- Website listing on TravelSalem.com
  - Self-submit your listing using a quick online form
- Event listings on TravelSalem.com
  - Self-submit your visitor-related events using a quick online form
    - Travel Salem will promote your major events through multiple platforms: online, print media, e-newsletters, etc.
    - Travel Salem will distribute your events regionally, statewide & nationally (Travel Oregon & travel publications)

## NETWORKING & EDUCATION

- Marketing Exchange events (learn about innovative & results-oriented marketing tactics)
- Travel Salem 101 events (learn about Travel Salem programs & maximize your engagement)
- Team Salem events (learn about upcoming group & leisure opportunities)

## COMMUNICATIONS

- Subscription to weekly Event e-Newsletter
- Subscription to Industry e-Newsletter

## CONVENTION LEADS

- Engage with the Sales team to benefit from incoming group business opportunities

## PUBLIC RELATIONS

- “Concept Library” of newsworthy assets & experiences showcasing the region
  - Share your story idea with Travel Salem’s marketing team to be included in various promotions – contact us anytime and/or attend a Speed Pitching Event
- Speakers Bureau
  - Invite a Travel Salem representative to present to your group
- Media pitches to editors, travel writers & publications
  - Travel Salem utilizes an editorial database to strategically target your message to local, regional, national & international media
- Press release development & targeted pitching to media outlets
  - Self-submit your newsworthy announcement using a quick online form
    - Travel Salem will write your press release & send you a media list that you can use to distribute your news

**for more information contact**

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