









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 (business name, address, phone number)
- Social media promotion (e.g.      )
 - ✓ Submit your visitor-related product/service/event information & photo
- Event listings on TravelSalem.com
 - ✓ Self-submit your visitor-related events using a quick online form
 - ◆ Travel Salem will promote your events through multiple platforms: online, print media, social networks, e-newsletters, etc.
 - ◆ Travel Salem will distribute your events regionally, statewide & nationally (e.g. Statesman Journal, NW Travel Magazine, Travel Oregon)
- Sell tickets to your events through Travel Salem's AbsolutelyTix

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 attend the Annual 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 & distribution to media outlets
 - ✓ Self-submit your newsworthy announcement using a quick online form
 - ◆ Travel Salem will write your press release & send your announcement to targeted media

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