



Visit

**BATON
ROUGE**

AN AUTHENTIC LOUISIANA EXPERIENCE

10 Ways to Use Visit Baton Rouge's
Marketing Services as a Resource

**Increase Your Exposure =
More Interest & Patrons/ Customers & Increase
Revenue**



Visitors, **Welcome** to Baton Rouge!

We are the *Ambassadors* of East Baton Rouge Parish

Baton Rouge Locals & Residents are Proud.

We are Strong. We are Resilient. We know how to CELEBRATE LIFE. We know SPORTS. We love our JAGS & our TIGERS. We LIVE the Music & Dancing. We color and express our world through ART, CREATIVITY & CULTURE. We know the ultimate divineness in Cuisine & Eating. We have excellent taste for our LIBATIONS. We are our HISTORY & TRADITIONS. We are HOSPITALITY. We are FUN. We love our Community and our NEIGHBORS.

"Baton Rouge, LA is Unique & Special! We celebrate Life like we celebrate Death. Our essence is to Eat, Drink, BE Merry (Dancing, Music, Laughing) with Family & Friends. We value our Traditions & our WAYof LIFE. " ~ Paulina Tavera



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Partnership

- ✓ A **partnership** is an arrangement where parties, known as business partners, agree to cooperate to advance their mutual interests.
- ✓ The partners in a partnership may be individuals, businesses, interest-based organizations, schools, governments or combinations.
- ✓ Organizations may partner to increase the likelihood of each achieving their mission and to amplify their reach.
- ✓ Mutually beneficial in support of each other's efforts

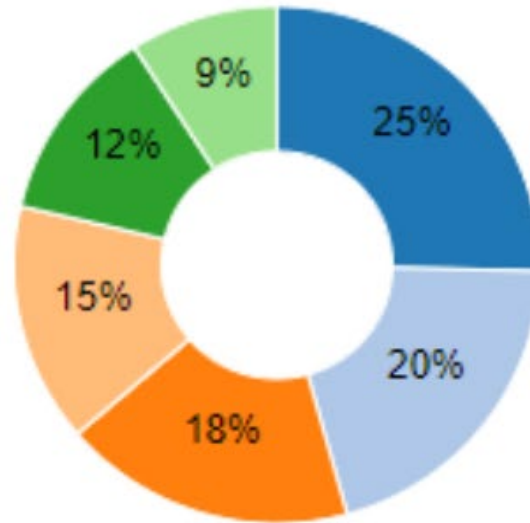
<https://en.wikipedia.org/wiki/Partnership>



Stats ?

Age ▼

● 25-34 ● 35-44 ● 45-54 ● 55-64 ● 18-24 ● 65+

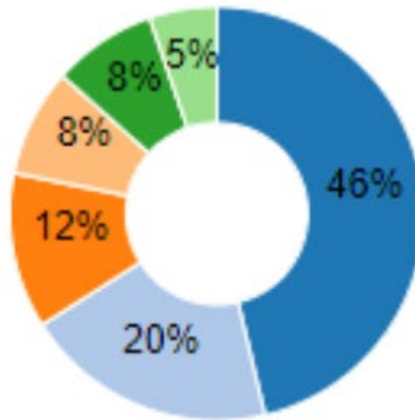


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Stats ?

Locations ▼

- Baton Rouge LA
- Dallas-Ft. Worth TX
- New Orleans LA
- Houston TX
- Mobile AL-Pensacola (Ft. Walton Beach) FL
- (not set)



#ExploreBatonRouge

@VisitBatonRouge

VBR Connections*

Facebook
116,000

Instagram
15,100

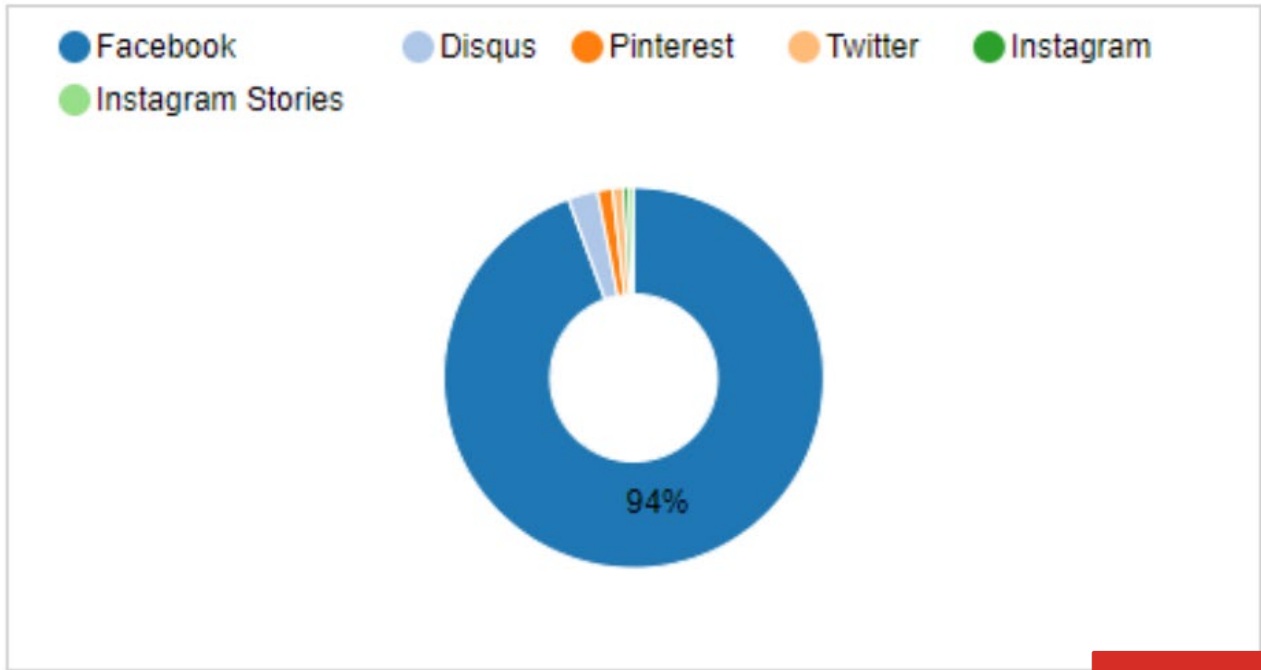
Twitter
42,000

Pinterest
11,100

YouTube
19,100

Stats ?

Social Referrals ▼



*2021 YTD Analytics Data for June



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How To ... Add Social Media

Account Details

EDIT

RETURN

Sections:

- Account Information
- Phone Information
- Address Information
- Image Gallery
- Invoices
- Social Media

Related Details:

- Manage Amenities
- Manage Meeting Space

Account Information

- Account ID
- Status
- Account
- Extranet Parent
- Region
- Email
- Website

Phone Information

- Primary
- Alternate
- Toll Free
- Fax

Log on to the
Visit Baton Rouge Portal

- 1) Go to Profile
- 2) Click on Social Media
under *Sections*
- 3) Add your *Social Media*

Social Media

- Yelp URL
- Facebook URL
- Instagram URL
- LinkedIn URL
- Pinterest URL
- Twitter URL



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Together, WE are Visit Baton Rouge!



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Thank You