



MARKET WITH THE GBCVB

Throughout the year, there are many ways to market your business with the Greater Boston Convention & Visitors Bureau. There are several free and paid programs offered by BostonUSA to utilize our platforms to strengthen your brand and increase your reach. If any of these pique your interest, contact

Glenn McGibbon at gmcgibbon@bostonusa.com.



We Want to Feature You! Here's How:

Social Media Programs:

#MemberMonday
#NewMemberMonday
Guest Blogs

Web/Digital Programs:

Calendar of Events
Great Deals
Special Dining Pages
Member to Member Blog
Visitor eNewsletter
Banner and Native Ads*
Dedicated Visitor eBlast*

Print/Web Programs:

BostonUSA Passport to Savings

* Paid Opportunities

Our Social Channels:



[BostonUSA](https://www.bostonusa.com)



[VisitBoston](https://www.visitboston.com)



[VisitBoston](https://www.visitboston.com)

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SOCIAL MEDIA PROGRAMS

Our Social Channels:



[BostonUSA](#)



[VisitBoston](#)



[VisitBoston](#)

Let's Collaborate

Leverage our social media audience of over 211K followers! Let's discuss collaboration opportunities today. Contact clee@bostonusa.com for more info.

Submit photos to be featured on social: <https://upload.crowdriff.com/visitboston>

#MemberMonday & #NewMemberMonday

#MemberMonday is free with your membership. The GBCVB features a different member each Monday on our social media platforms, including Facebook, Instagram, and Twitter. With a combined following of over 150,000, this program gives participating members great exposure. Once a month, we highlight a new member (#NewMemberMonday). The GBCVB publishes 1 Facebook post, 1 Instagram story or post, and 2-4 tweets on each #MemberMonday and #NewMemberMonday.

Blogs

Be featured on a blog for BostonUSA.com! The GBCVB creates blog calendars based on seasonal events, top things to do, and more! We promote these blogs through both paid and organic digital campaigns across all of our social media platforms.

Boston USA @VisitBoston · Jul 8
#MemberMonday: Located in the **#historic** City of Presidents, **#Quincy**, **#MA** and only seven miles from Downtown **#Boston**, the all new IHG dual-branded Staybridge Suites and Holiday Inn Express combine two lodging types with shared **#amenities** under one roof.
bit.ly/2In9QKr



BostonUSA
 Published by Buffer (?) · October 26 at 4:20 PM · 🌐
 Boston's food scene just keeps getting better! With the trend of food halls on the rise, check out the hottest and newest food halls coming to the hub. More info here: <http://bit.ly/2BG3VVC>
 Featuring: Eataly Boston, Time Out Market Boston, Boston Public Market, Faneuil Hall Marketplace and more!



BOSTONUSA.COM
Boston Food Halls
 Food halls feature a variety of cuisines under the same roof, focusing on...



WEBSITE MARKETING PROGRAMS

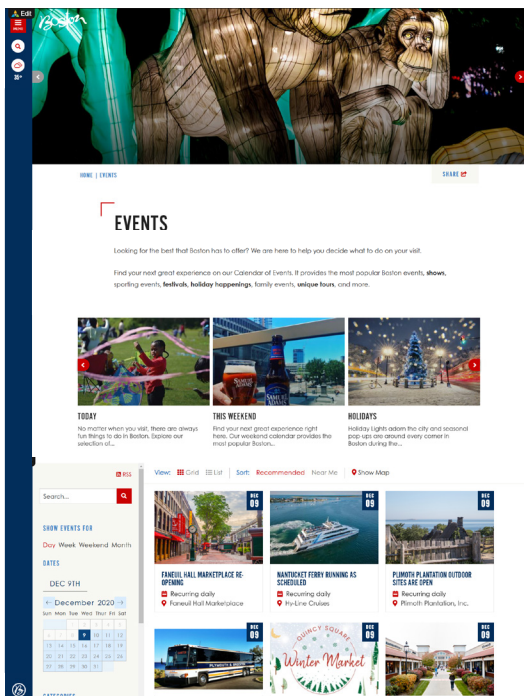


Dine Out Boston

A popular opportunity for restaurants is Dine Out Boston - held every March & August. Your DOB restaurant & menu are promoted via dineoutboston.com which is supported by print, radio, digital, and social media campaigns.

Calendar of Events

Adding events to our Calendar is easy with your Member Login! Use The Hub on BostonUSA.com to submit events. Once approved by a GBCVB team member, they will feed to the site. Our Calendar of Events is one of the most highly-trafficked pages on BostonUSA.com.



Special Dining Pages

The GBCVB requests and shares Special Occasion/Holiday Dining menus during specific time periods (i.e. Valentine's Day from Jan 10th-Feb 14th). Email reminders will be sent – however you're encouraged to put these on your media calendars. As a member, submission is free and related images are welcome. The GBCVB will post the menus online and promote through BostonUSA social media.

Great Deals

Much like the Calendar of Events, adding deals and packages is easy using your Member Login for The Hub! All deals and packages will feed to the site once approved by a GBCVB team member.

Member to Member Blog

Reach other members and gain exposure for your company by writing about a topic you know best!



WEBSITE MARKETING PROGRAMS - PAID

Visitor eNewsletter Sponsorship

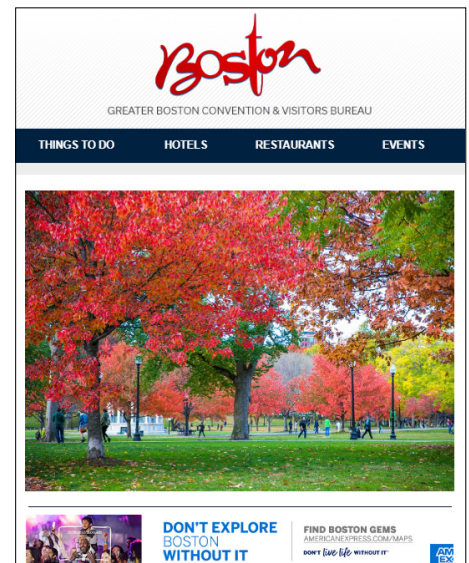
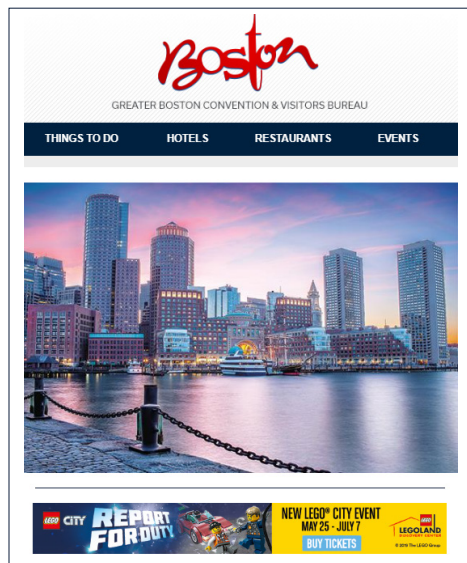
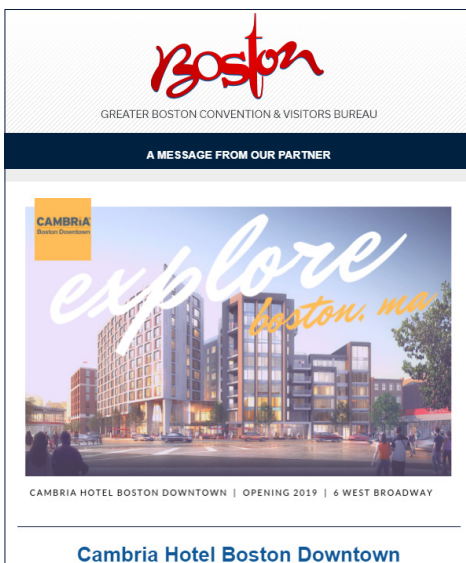
This exclusive advertising opportunity gives members access to over 11,000 + engaged BostonUSA.com subscribers. Sponsor our Visitor e-newsletter with a prominent banner ad that's positioned between the lead image and headline. The price of the sponsorship is \$350 — a great value to reach out to people who have opted-in for information about visiting Boston.

Dedicated Visitor eBlast

Looking to target visitors? These dedicated email blasts go to our visitor database of 11,000+. The database is comprised of subscribers to Boston USA, leisure campaigns and phone requests.* The cost per blast is \$500.

* This does not include meeting planners.

Questions? Email Glenn McGibbon at gmcgibbon@bostonusa.com for more info!



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