



PARTNER 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

Website Programs:

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

Print/Web Programs:

BostonUSA Passport to Savings

Chinese Marketing Services

中国市场服务

* Paid Opportunities

Our Social Channels:

 BostonUSA

 VisitBoston

 VisitBoston

Glenn McGibbon | gmcgibbon@bostonusa.com

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

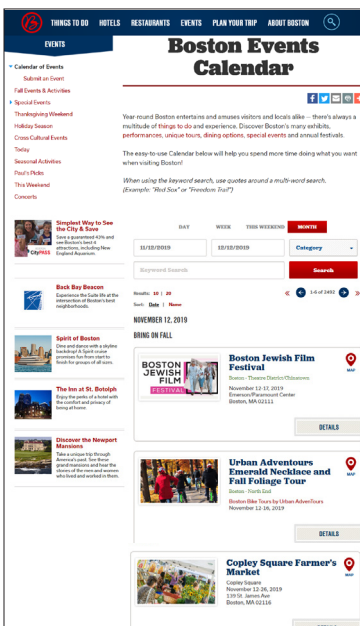
The GBCVB requests and shares Special Occasion/Holiday Dining menus during specific time periods (i.e. Valentine's Day from Jan 10th-Feb 14th). Email reminders will be sent – however you're encouraged to put these on your media calendars. As a member, submission is free and related images are welcome.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

Boston USA Passport to Savings

The BostonUSA.com Passport to Savings consists of special offers for Boston locals and visitors. The Passport contains discounts to member museums, attractions, restaurants, tours, theaters, and retail shops. Add your company for participation in the BostonUSA.com Passport to Savings and attract visitors all year long!



SOCIAL MEDIA PROGRAMS

Our Social Channels:

-  BostonUSA
-  VisitBoston
-  VisitBoston

Let's Collaborate

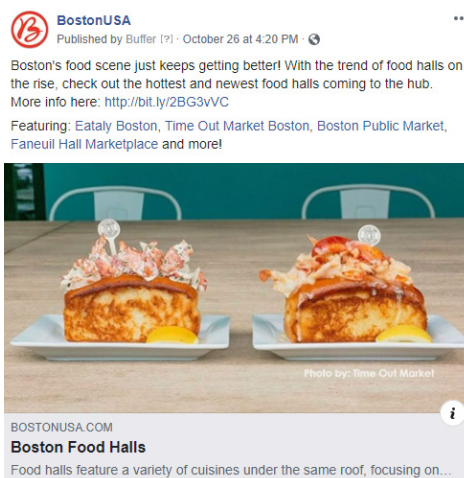
Leverage our social media audience of over 175K followers! Let's discuss collaboration opportunities today.

#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.

Guest Blogs

Be a guest blogger 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.



WEBSITE MARKETING PROGRAMS - PAID

Visitor eNewsletter Sponsorship

This exclusive advertising opportunity gives members access to 8,000 + 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 \$500 — 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 8,000+. 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!

Boston
GREATER BOSTON CONVENTION & VISITORS BUREAU

A MESSAGE FROM OUR PARTNER

CAMBRIA
Boston Downtown

explore
Boston, MA

CAMBRIA HOTEL BOSTON DOWNTOWN | OPENING 2019 | 6 WEST BROADWAY

Cambria Hotel Boston Downtown

Boston
GREATER BOSTON CONVENTION & VISITORS BUREAU

THINGS TO DO | HOTELS | RESTAURANTS | EVENTS

LEGO CITY REPORT FOR DUTY

NEW LEGO CITY EVENT
MAY 25 - JULY 7
BUY TICKETS

LEGOLAND

Boston
GREATER BOSTON CONVENTION & VISITORS BUREAU

THINGS TO DO | HOTELS | RESTAURANTS | EVENTS

DON'T EXPLORE BOSTON WITHOUT IT

FIND BOSTON GEMS AND TREASURES ON MAPS

don't live life without it

ADV EX

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