

1ST Things to do/Top Takeaways from the Marketing Workshop 8/22/22

1. **Google:** Ask your web developer to **add G4- tracking to your website NOW** so that next year when all before G4 disappears, you have one year of comparative, baseline statistics
2. **Set up your office hours with Miles Partnership** for your google business listing and related. Must be done no later than 12/31 when FLVC contract runs out.
3. **Audit your own website or find an audit buddy.** That's kind of like a weight loss buddy - you'll be more accountable if you promise each other.
4. First priorities to a better Search Engine Performance - **broken links.**
5. Second priority for Search Engine Performance is to **fix spelling.**
6. Third idea, if your business is known by another name, or commonly misspelled, (example, Wizard of Clay is Kozlowski Crafts) then consider putting in your footer, that we are also known as Kozlowski Crafts so that you have a better chance of being found.
7. **Know your audience, then make a plan** for that audience as far as content and style of delivery. Then, no matter what shiny objects of social may appear - you have your plan. Determine how much time you will spend a week on planning social content and be efficient at it. One off-ing gets you going in too many places at once and creates distraction.
8. Use **Search Console for Google**, not just google analytics.
9. **Build video content.** (Tik Tok, YouTube, most used channels ... doesn't need to be too fancy).
10. Do not watermark logos etc. all over your digital media, it will be rejected at many places.
11. **Add info@VisitFingerLakes.com to your press release or events list.** We will then have the information that we can answer visitors' questions, respond to media inquiries, share on our website, etc.
12. **Add a link to FLVC from your website.** It will build credibility to your site because of the strength of ours. The stronger our site gets for the area, the better potential of pulling everyone's "UP the RANK".
13. **Search yourself on Google** and look at the section of "People also ask" questions. Frame your web content around those ideas and keywords. Answering these questions or providing a statement on your website will increase your visibility as a top resource to answer users' questions.
14. **Print is not dead** - it's just being used differently. You don't need to have every detail there, but you still need to be "on the shelf". Instead of all the details, make it attractive and utilize a QR code for more detailed information.

15. **Why are QR codes important?** QR codes can direct people to a more detailed landing page on a website for complete information. For instance: A winery wants to have a series of pizza patio parties with different musical guests for each one and the times may be a little different. Rather than having a printed piece with all that detail, you could have a small, printed piece with the highlights and a QR code. When scanning the QR code, it goes to the details - which because it's a web page you can edit over and over again instead of having concrete information on a print piece.
16. **Don't neglect your ABOUT US pages.** This is a great opportunity for SEO strength. Bring in some history, bring in some personality as it relates to other sections of your site. Not just a listing and search document.

Favorite Moments from FLVC Staff

- "My favorite moment ---- may have been --- The interactivity of questions for the Miles Google presentation and how quickly Miles was able to solve the particular problem that was presented. One question (from an adept user was "why does google not accept my posts sometimes.") Is it timing, is it frequency is it something to do with alcohol. It was great that FLVC had the resources in the room (both with Miles and with the other agencies - 29 Design and Break the Ice Media - to get that question answered. Problem solved - and others learned too!" - Valerie
- "Connecting April (Bristol Mountain) and Morgan (Syrup A'LaRue) as an event/wedding coordinator and as a local producer that supplies wedding favors. Being able to help generate new connections like these to support our local neighbors" - Jessica
- "Connecting businesses (i.e., Denise Chaapel (Downtown Canandaigua) with Noelle Whitford (Hotel Canandaigua) to discuss ways the Hotel Canandaigua can promote Main St. to their visitors) and developing partnership opportunities." - Tracey
- "Making face to face contact with people we have zoomed with or emailed with in the past two years. Add the comradery amongst attendees and the excitement and energy in the room; the opportunity to build relationships is critical and made the day so worthwhile." - Tracey
- The table topics and the interesting conversations and tips that were shared

Reactions From All of You, our FRIENDS our PARTNERS!

Thank you for such a wonderful informative day!

Thank you so much to all of you for all the marketing information, lunch, Young Lion Brewing and updated news on FLVC.

Great seminar today!

What a wonderful presentation your organization provided yesterday! Not going unnoticed, one could sense readily how much this timely event had been planned out to include such meticulous detail.

THANK YOU Val and staff for what proved to be an exceptional event on oh so many levels. So, so many informational kernels to take away, in which the learning process became doable AND fun at the same time :)

For me personally, it was especially nice to connect with faces I had only talked with on the phone, had not seen in a while, or just not might have met till that day.

I do hope more events like these will be planned for in the future; so very worthwhile, applauded and appreciated.

It was great being able to connect. I have been telling everyone how awesome the day was. I had my office hours call with Miles yesterday. What an awesome opportunity. They are helping me to further resolve the issues I was having. I hope that everyone takes advantage of that opportunity!

Top Ideas/ Takeaways for Winter Marketing (Canada)

We had a great group turnout at the Marketing Partnerships & Networking event at Young Lion following our seminar. Thank you to all that were able to make it! Below are some quick brainstorming topics that came up and generated conversation about marketing to Canada & for winter traffic.

- Polar Plunge
- Jen from 29 Designs Marketing Strategy
- March 11-18 Canadian Spring Break
- Canadian Royal Winter Fair
- Travel Shows
- Reels of Coolest Bartenders and Coolest Vibes
 - Generate a vibe (ex: Ireland) that we're pretty cool or like family. Live like a local.
- Welcome Home (A Slice of Home) - marketing campaign
- October-March: Winter in Canada Calendar of Events
- Interactive Map- a path
- Nostalgia- "I never knew.."
- Between Destinations
- Winterlude in Ottawa
- Get to the property rental
- What to do for Families
- Adopt a tree for maple syrup (groups) - all year
- Experience something different anytime- Numbers game
- 5 & 20 Corridor- Route 66
- Package it Up
 - Ski & Stay - Bristol & Hunt Hollow
- 1:1 Currency exchange
- Gamify the locals - get them involved & having fun!