Aligned with the magnetic, powerful New Mexico True brand, your certified products are part of a burgeoning community of New Mexico movers and makers.

Make the most of your elite status with this toolkit.

Everyone can do these things!

- Integrate the New Mexico True Certified Logo everywhere: into advertising and marketing materials, website, social media and e-mail signature, store signage, packaging, business cards, trade show booth, etc.
- Maintain your presence on NewMexico.org by refreshing images, special offers, links to your website, social media and tourism related events (linked to our comprehensive Calendar of Events).
- Add your “tangible tourism” opportunity to our Tales, Tours & Tastings map of visitor experiences.
- Submit your story and image for the Partner Stories section of the New Mexico True Certified microsite.
- Participate in e-commerce and vendor opportunities; obtain access to select retail partners.
- Communicate directly with and build connections to growing network of approved partners; search for “New Mexico True Certified” on Facebook to join our private group.
- Refer partners for complementary business opportunities and invite them to do the same for you.
- Send your special offer, event or class/workshop for possible inclusion in one of our e-newsletters.
- Take advantage of specials offered by others, for instance professional photo services.
- Share your news, events and initiatives by adding true.certified@state.nm.us to your distribution lists. We may re-share your content via one of our websites, e-newsletters or social channels.
- Pitch your unique story to New Mexico Magazine.
- Talk with your local liaison about advertising in New Mexico Magazine or the True Adventure Guide.
- Reference the Tourism Department’s extensive research findings and database.
- Watch and learn from tourism professionals with archived episodes of the “How To” webinar series.

Have an engaging experience to share with visitors?

- Make us aware of your visitor experience like a behind-the-scenes tour, soap making or cooking class by inviting us to visit and learn more about it.
  - We’ll add you to our Tales, Tours & Tastings map.
  - We’ll definitely take lots of photos and probably video too, share those assets with you and across media channels.

For more information:
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