



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](http://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](mailto: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:**  
**Andrea Lawrence, Brand Development & Marketing Specialist**  
505-795-0108 | [true.certified@state.nm.us](mailto:true.certified@state.nm.us)