

MASTER YOUR MEMBERSHIP

The PMVB is here as a resource to assist with your marketing initiatives! Check out 10 quick tips below to help you take advantage of all the benefits available to members. Don't hesitate to reach out to membership@poconos.org with any questions and check in seasonally to let us know what's new at your property.



- 1. GET FAMILIAR WITH THE PMVB EXTRANET!** [The Extranet](#) provides you with easy access to make changes to your member website listing and submit events and special offers.
- 2. CHECK YOUR WEBSITE LISTING** via the [Extranet](#) seasonally, winter, spring, summer and fall, to make sure information and photos are up-to-date.
- 3. USE [THE EXTRANET](#) TO SUBMIT OVERNIGHT SPECIAL OFFERS AND DAY DEALS** as well as public and community events hosted by or taking place at your property to be listed on [PoconoMountains.com](#). Event and special offer submissions may also be included in our social media and email marketing initiatives!
- 4. SUBMIT OPEN JOB POSITIONS** at your property via [the Extranet](#) to be listed on our online job board.
- 5. GET YOUR MEMBER RACK CARDS** placed in our four visitor centers in Honesdale, Milford, Hawley and Jim Thorpe.
- 6. BE FEATURED** in a post on [@PoconoTourism](#) social media. The PMVB fan base is 876,000+ strong across [Facebook](#), [Instagram](#), [Twitter](#), [TikTok](#), [LinkedIn](#), [YouTube](#), and [Pinterest](#). We are one of the top engaged destinations in Pennsylvania with over 80.2k tagged photos on Instagram using our official [#PoconoMtns](#) hashtag. Improve your visibility and reach while driving traffic to your listing with social media features and visits to your property. To learn more about how to get featured in a post on [@PoconoTourism](#) social media: Email membership@poconos.org. Don't forget to follow [@PoconoTourism](#) and tag us in your social media posts!
- 7. CHECK OUT THE POCONO TELEVISION NETWORK (PTN)**, a 24/7 television network stream dedicated to stories about the Poconos. PTN can be found on cable (*Blue Ridge*, *Service Electric*, and more) streaming (*Roku*/*Fire TV*/web) and broadcasting in Philadelphia featuring segments including *Pocono Perspectives*, *Pocono Mountains Magazine* monthly hour-long program, live webcams, weather forecasts every half hour and so much more! Turn on the channel in your property's guest rooms or public spaces as a great resource for visitors. Visit [PoconoTelevision.com](#) for a complete guide about how to find and stream PTN. Have a story idea for PTN? Get in touch with pr@poconos.org.
- 8. WATCH FOR THE MONTHLY MEMBER E-NEWSLETTER** filled with timely information and bulletins just for members. Contact crm@poconos.org if you aren't receiving the member newsletter yet.
- 9. ATTEND A PMVB MEMBER EVENT** like our annual Tourism Summit and seasonal Member Mixers.
- 10. PAGE THROUGH OUR OFFICIAL TRAVEL GUIDE**, available in print and digital form, or get copies to distribute at your property. Don't forget to watch for reminders in January and February to update your property's free basic listing in the travel guide.

Check out the
Travel Guide



SCAN ME

MEET THE TEAM



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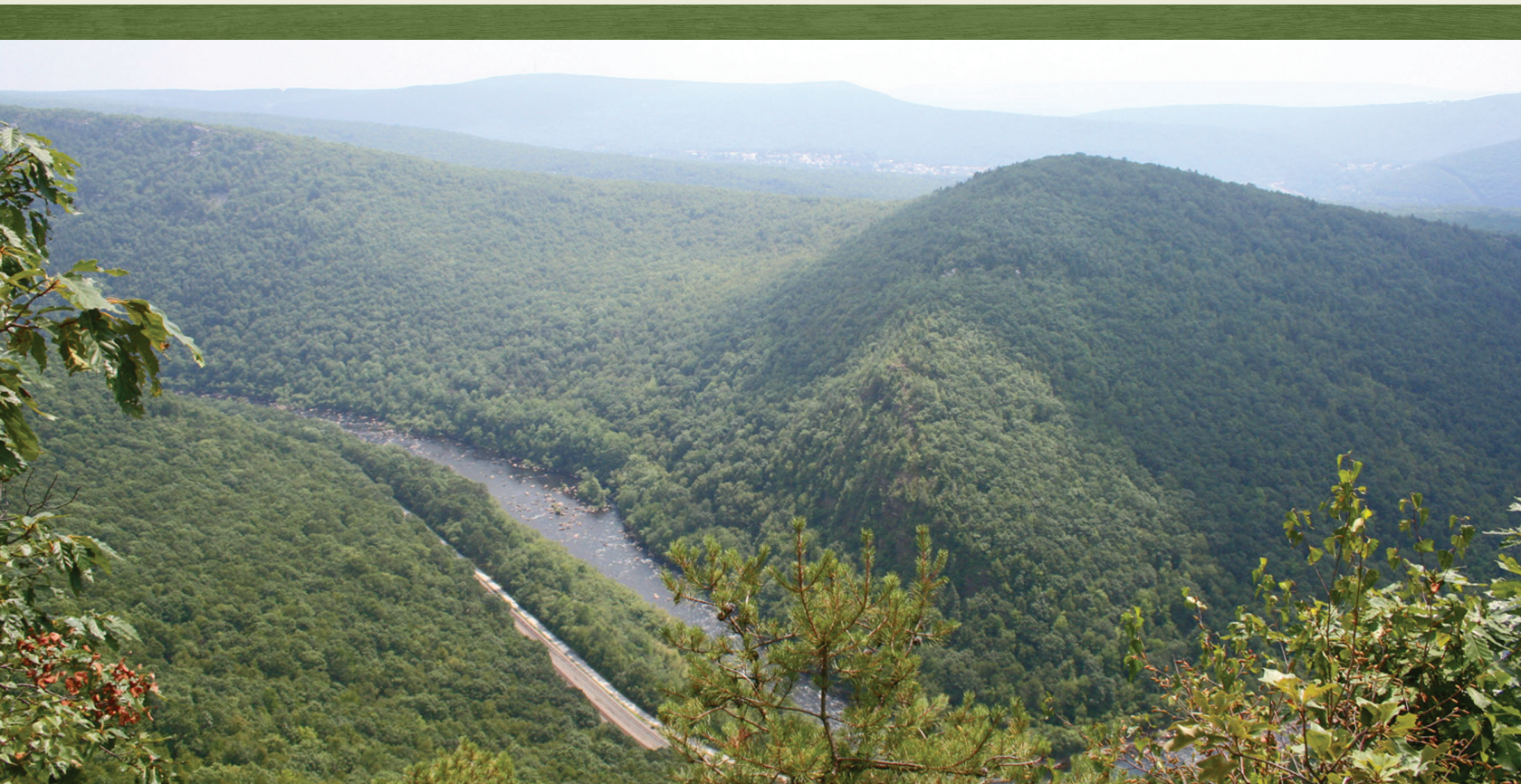
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