



January 2019

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## Member Byway Spotlight: Woodward Avenue Byway

We love seeing our Scenic Byway members highlighted! **Woodward Avenue Byway (M-1) - Automotive Heritage Trail** is a 27-mile All American Road in Detroit, Michigan and will be showcased in the main feature article in the spring edition of **American Road Magazine** (on newsstands in April).



America's automobile heritage is represented along this Byway in famed industrial complexes, office buildings, residential mansions, world-renowned museums, and cultural institutions.

On August 17, 2019 **The Woodward Dream Cruise**, the world's largest one-day automotive event, is expected to draw over 1.5 million people and 40,000 classic cars from around the globe. It's no surprise that this annual event takes place in the Motor City! Thousands of spectators are expected to line America's first highway for a front row view of classic cruisers and hot rods.

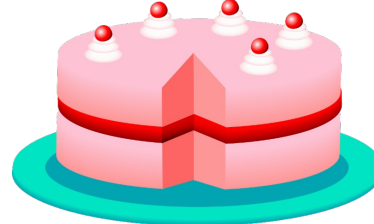
Are you an NSBF member? We want to highlight your Scenic Byway! Please send your 1,000 word (or less) article and photos to [info@nsbfoundation.com](mailto:info@nsbfoundation.com). We want to share your stories, success, or projects with other members!

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world, inspiring them to visit.

But what does the power of a strong online presence look like for Byways and Byway partners in 2019? It looks like a cake! Working together, you can build a marketing "layer cake" that ties together the individual promotional efforts of Byway partners (town governments, local/regional/state tourism organizations, Main Street organizations, individual merchants, restaurants, attractions, museums, hotels, parks, etc.) on top of digital marketing work by the Byway itself.



Add some yummy icing with social media customer service - plus getting found with your listings on services like Google My Business - and you've baked your way to success.

Join presenters Sheila Scarborough and Leslie McLellan with Tourism Currents on Wednesday, February 20, at 4 p.m. (EST).

The webinar is free for NSBF Members. To register, [log into the website](#) (upper right corner) then select the Training menu ---> **Webinars** ---> The Cross-Promotion Power is In Your Hands.

### Member Registration

The webinar cost is \$35 for non-members. Register and pay using the link below.

### Non-member Registration

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## Social Media Tips: Creating a Content Calendar

Do you know what you're posting on Facebook next Wednesday?

Successful social media content planning starts with the marketing goals you've set for your Byway for the next 2-3 years, then what we call a "basket of content ideas" that you plug into your online publishing schedule.

To start your basket, write down one of your marketing goals, then ideas for three different kinds of content to support it. For example, if you want to attract more cyclists, one type of effective content is highlighting the best bike routes along or near your Byway. Another is details about services offered by your local bike shops.



Now, for each of the three types of content supporting that one marketing goal, list an idea or two for how to present that information four different ways: in a photo, in a video, in text, and with audio.

If you multiply it all out - four ways to present each of three different content ideas - you now have 12 items in your "basket of content ideas" for just one Byway marketing goal. Go, you!

Want to learn more? Check out this blog post about [planning a social media content calendar](#).

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## Become a Member

The mission of the National Scenic Byway Foundation is to empower, strengthen, and help sustain byways.

When you join our growing membership, we're able to amplify our impact with decision-makers, funders, and partners. Your membership directly funds the resources and trainings we offer to byway leaders across the country, and helps empower our cause to our partners. **Read more about the membership benefits.**

### Benefits for every member:

- The National Scenic Byway Foundation advocates on behalf of byways and byway programs.
- Email newsletter and inclusion in our digital communications.
- Listing in membership directory on website.
- Invites and early notices to participate in NSBF sponsored educational opportunities.
- Access to digital byway resources available at [www.nsbfoundation.com](http://www.nsbfoundation.com).

Enjoy the Benefits of Membership - Join Today!



Know the joys of exchanging ideas with like minded Byway communities.

Join the National Scenic Byway Foundation. Gain a voice; access tools and training; and spread your Byway message.

Visit our website and learn more about membership benefits: [www.nsbfoundation.com](http://www.nsbfoundation.com)

Connect with us

[info@nsbfoundation.com](mailto:info@nsbfoundation.com)

