



Byway Online Marketing & Cross-Promotion Checklist

Summary: a strong online marketing “layer cake” means that every Byway partner takes care of the basics of their own destination/attraction/business/hotel online marketing, AND they help promote other partners, AND they help promote the Byway as a whole. On top of that, the Byway works with local, county, state, regional, and national tourism assets to increase Byway visibility at every level.

1. Each Byway partner needs to do **two things** for their own marketing and promotion –
 - a. Claim their business/attraction/hotel/restaurant **listing on Google My Business**, fill it out completely, update it regularly, and respond to reviews, and....
 - b. Have a **complete, regularly updated social media presence** on the platform where their customers and visitors spend most of their time (**probably Facebook.**)
2. **Share news, events, and information.** Create shareable graphics. Share posts and events from partner businesses and attractions. Share relevant news from nearby Byways. Re-share evergreen content from tourism partners. To keep track of partners:
 - a. Create a **Word document with live links to key partner social accounts**. Make at least one day a week “partner share day.” Make key Facebook Pages “See First” and turn on notifications for key Instagram accounts. Set up a partner Twitter List if applicable.
 - b. Consider setting up a **private Byway Facebook Group**, to make it easier to share information and coordinate efforts. Share your list of partner social accounts in the Group.
3. **Remember to tag any partners you mention on social.** Make sure partners have notifications turned on, so they’ll know when you tag them and share their content.
4. Extend the reach of your posts by using relevant **hashtags**, especially on Instagram and Twitter. Research which ones to use before you post.
5. Build a good working **relationship with local (including Main Street,) regional, state, and national tourism organizations**. Keep them informed. Help create Byway content for them. See how you can fit into their campaigns and press/media trips. US Travel Association’s National Travel & Tourism Week is every May.