The Power Is in Your Hands:

Building a Byway Marketing Layer Cake

Leslie McLellan & Sheila Scarborough
Tourism Currents

What We'll Talk About

- Why you care about “the other guy's” social media
- 5 ways to cross-promote
- Idea exchange and Q&A

Everyone's Social Media Matters to Your Byway

A gentle reminder to partners….

"It is the CVB's responsibility to get people to a destination; it is *your* responsibility to get people through your door."

Go, Team!

Build strength....

Business by business, street by street, town by town, then....

Your Byway & beyond!

@TourismCurrents

5 Ways to Build an Online Marketing Layer Cake for Your Byway

Sanders Bumpy Cake from Michigan (courtesy libsciterp on Flickr CC)

1) Get YOUR individual "cake layer" in order

a) Every byway partner claim their Google My Business listing

www.google.com/business

Google My Business

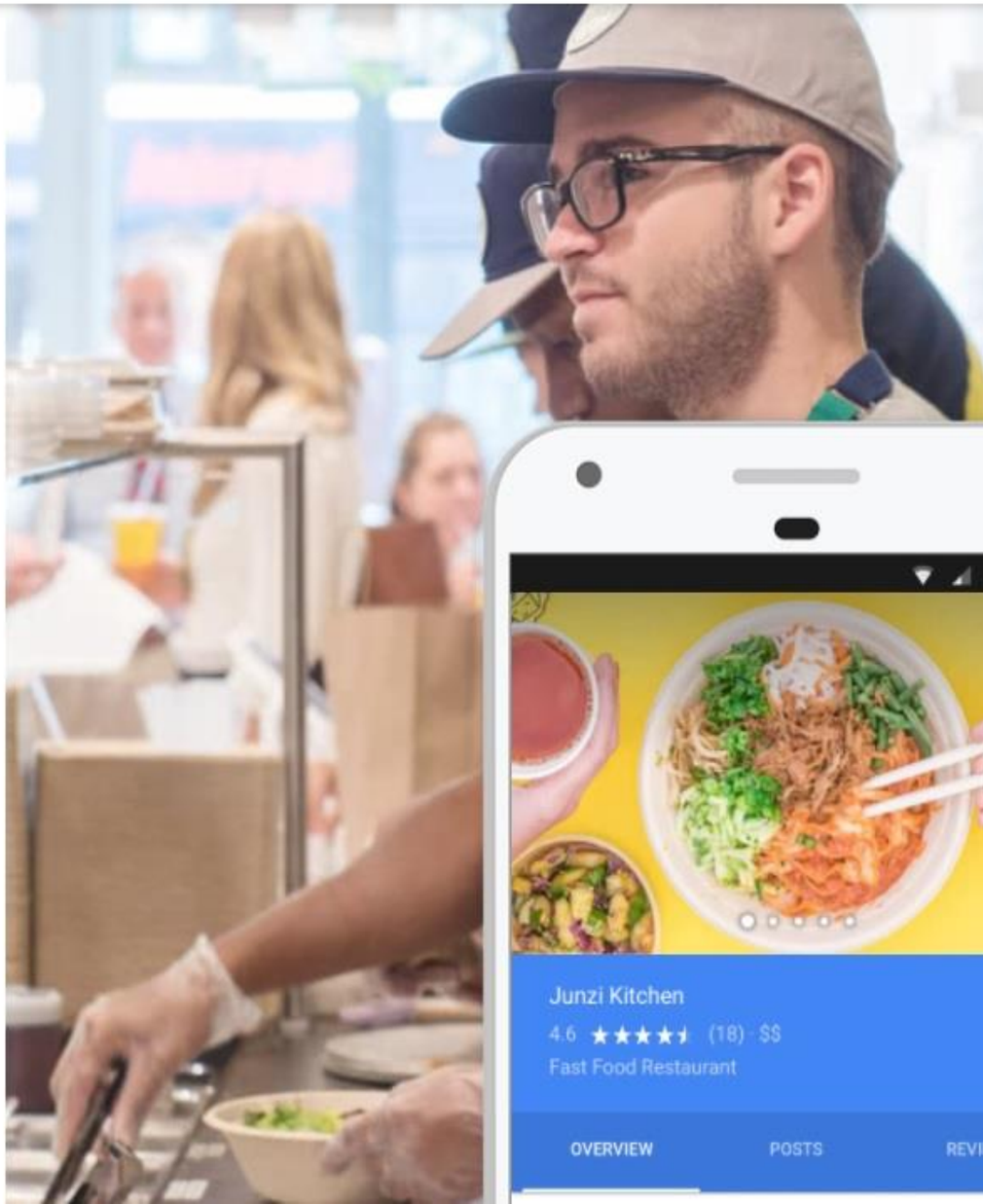
Home | How it Works | Resources

Make the most of your free Google listing.

Show up when customers search for your business or businesses like yours on Google Search and Maps. Google My Business lets you post updates to showcase what's new, respond to reviews to build loyalty and add photos to highlight what makes your business special.

START NOW

Have questions? Give us a call: 1-844-491-9665 *

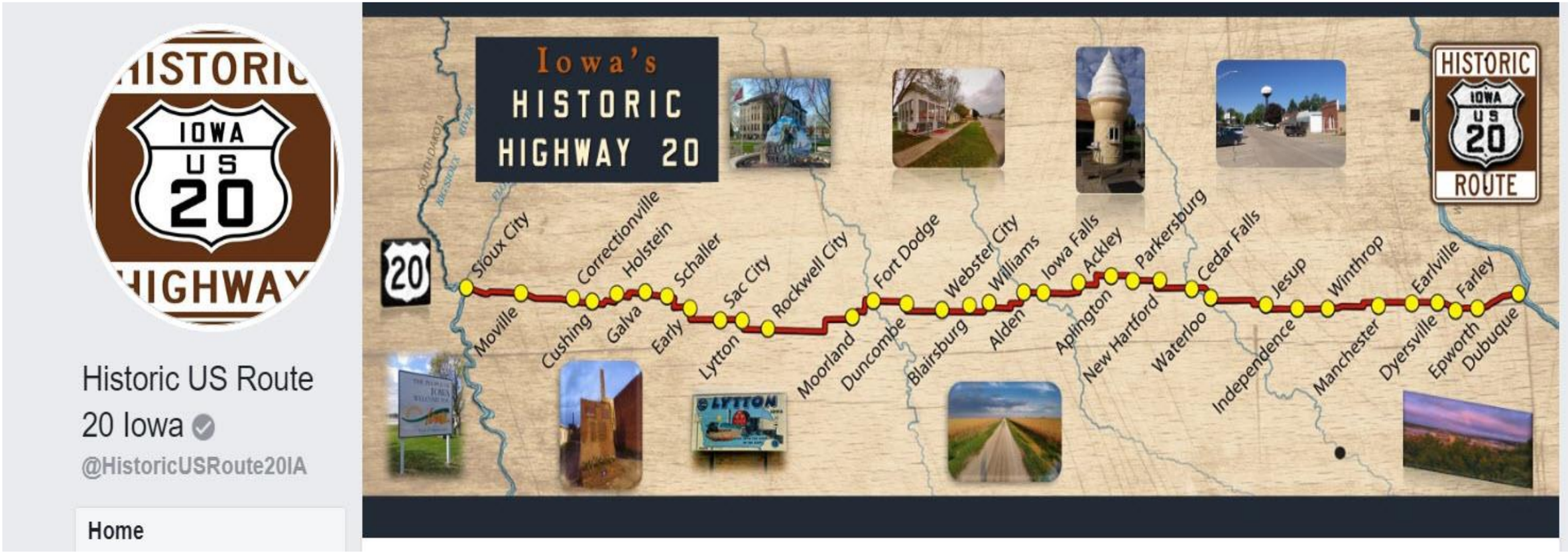


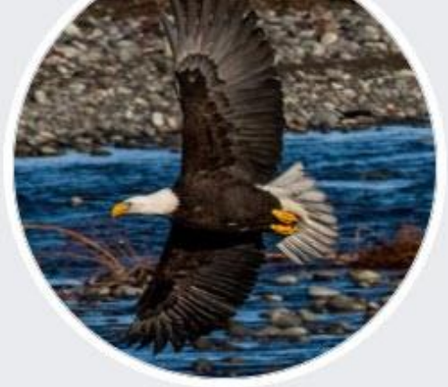
b) Every byway partner have a complete, active Facebook Page

Facebook Page Basics From Our January 2018 Webinar

- Get the Page itself set up properly.
- Update frequently. Follow a plan.
- Short, punchy content that inspires & helps. Images & interaction are a must.
- Followers must care about what you have to say, & interact with/share it.
- Grow followers mostly organically, with some ads

Excellent Example of a Facebook Cover Photo





Cascade Loop Scenic Highway

@CascadeLoopScenicHighway

- Home
- About
- Photos
- Reviews
- **Videos**
- Posts
- Notes
- Community
- Info and Ads

My my, it's gonna be a snowwwwwy ferry crossing…

2K views · February 3

Request you FREE Travel Guide Today!…

14K views · January 23

Man oh man, do we love this time of year. Sigh...

1.1K views · December 16, 2018

Winter is riggggghhhhhtttt around the corner—plan for changing…

1.2K views · November 25, 2018

Smooshed cupcake by the lake—don't mind if I do! Picnics are…

879 views · October 4, 2018

Hmmmm it's feeling like it's about time to hide another…

625 views · September 19, 2018

Look what we just saw-whoa! Love La Conner

2.6K views · September 15, 2018

The Cascade Loop Treasure Hunt is officially back underway!…

403 views · September 9, 2018

Anybody feeling like a horseback ride??? Tis the season!

475 views · May 17, 2018

Why yes it IS Spring! Happy Friday all—get out and explore…

1.4K views · April 6, 2018

Moody skies but otherwise perfect conditions for a…

969 views · January 14, 2018

It may be wintery up higher but it's looking downright tropical…

1.5K views · January 5, 2018

North Shore Scenic Drive Council

@NorthShoreScenicDrive Council

Home

Posts

Videos

Photos

About

Community

Events

Info and Ads

Create a Page

Liked | Following | Share | ...

North Shore Scenic Drive Council shared a post — in Tofte, Minnesota.

January 15 ·

Seems about right for a North Shore of Lake Superior wedding!
#RoadtoAdventure

Sawtooth Outfitters
January 14 ·

Like Page

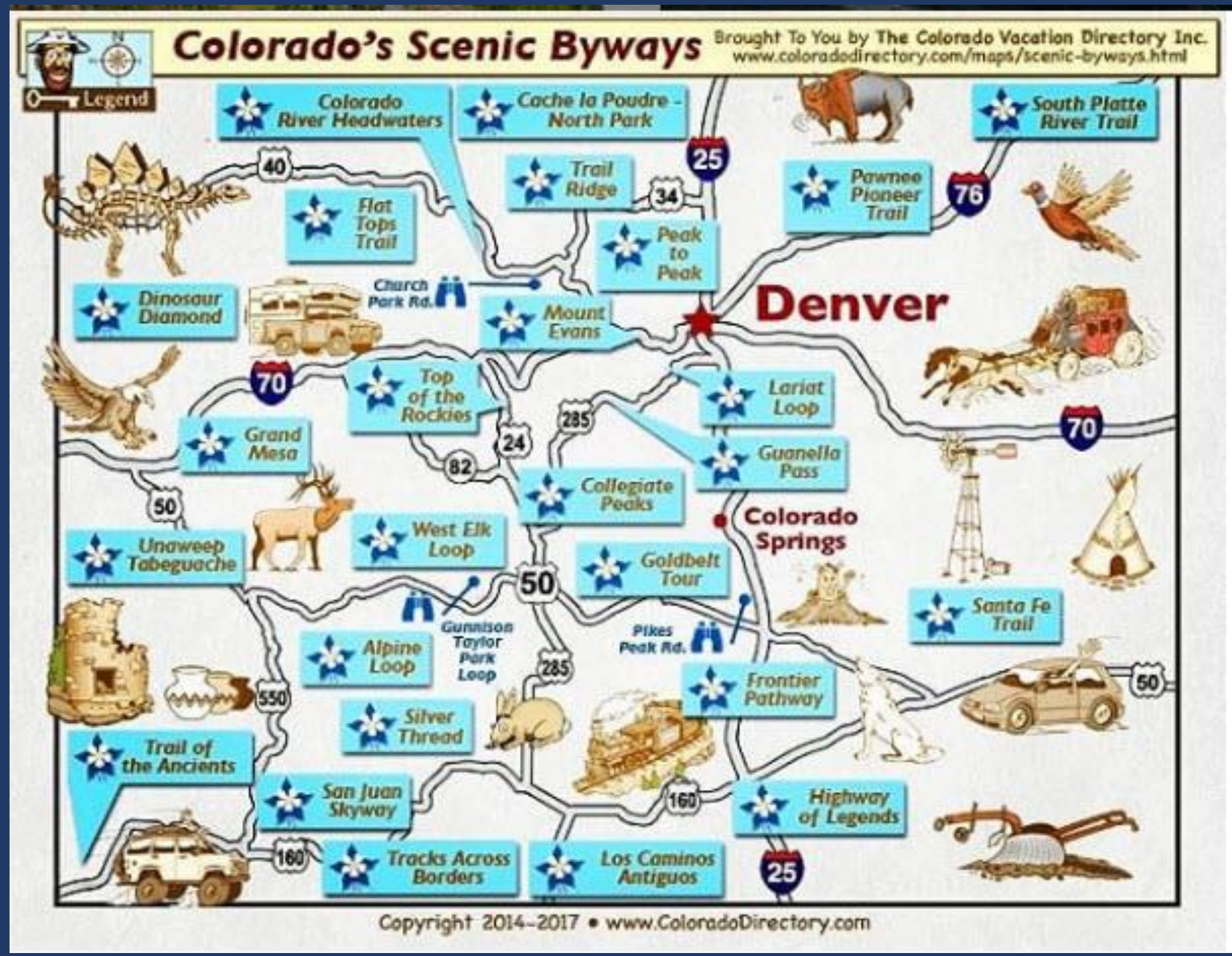
Hard Truth

If each Byway partner doesn't do these basics, online visibility & promotion suffers for the whole Byway.

2) Share & highlight each other

(pass the karma)

Create graphics that can be shared



lovelivingincolorado • Foll

Download Stories
Download Photo

lovelivingincolorado Scenic Byways are my favorite. Which Colorado Scenic Byway is your favorite? .
.
.
.
Colorado❤
.
.
.
.
#colorado #colorfulcolorado #lovelivingincolorado #coloradolove #coloradoproud #mountains #scenicroute

745 likes

JANUARY 19

Add a comment...

Indian River Lagoon Treasure Coast Scenic Highway shared Friends of A1A Scenic and Historic Coastal Byway's post.

February 4 at 2:29 PM ·

Friends of A1A Scenic and Historic Coastal Byway

February 4 at 1:05 PM ·

We'd like to take a moment to ask a favor. Please click and ask your Congressional Representative to support this! #thankyou

SCENIC.SALSALABS.ORG

Take action to protect scenic byways

Act now to protect the National Scenic Byways Program

M123 Tahquamenon Scenic Byway shared Sewards Wood-n-Crafts's post.
February 3 at 1:38 PM ·

Sewards Wood-n-Crafts
February 3 at 1:34 PM ·

A beautiful winter evening at Upper Tahquamenon Falls! Hope you enjoy the photo and thank you for sharing! Prints are available at: https://www.sewardswoodncrafts.net/…/waterfalls-of-michigan…

Nancy Pursley Naylor, Libby Turnbull Tregear and 3 others 2 Shares

Byway sharing a local business post

Top Ohio Scenic Byways

EVENTS ARE KEY!

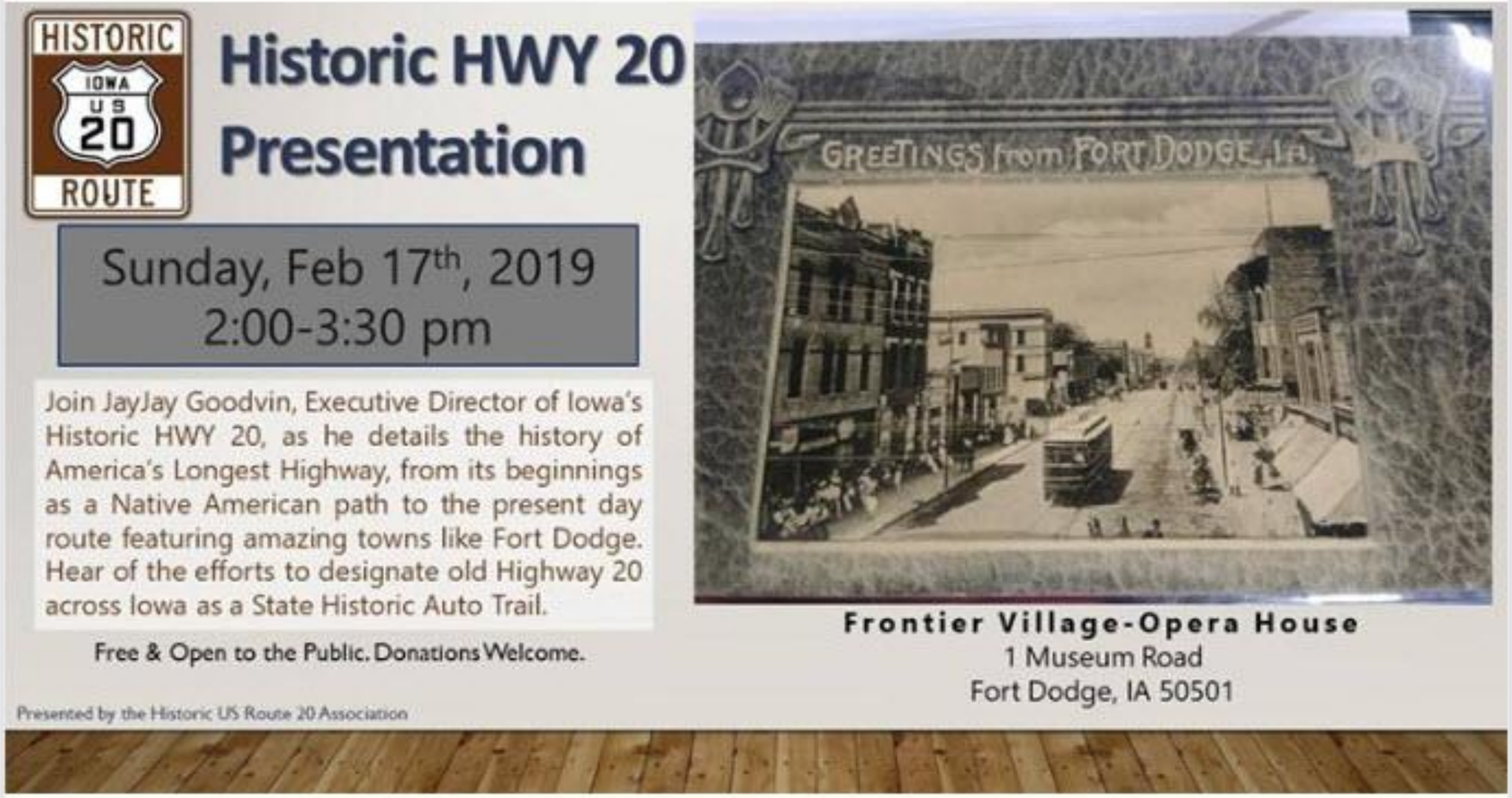
Like Follow Share ···

Historic US Route 20 Iowa

@HistoricUSRoute20IA

- Home
- About
- Events
- Photos

Upcoming Events



Feb
17

Time To Be 20 Again in Fort Dodge!

Sun 2 PM CST

Networking

★ Interested

Boom or Bust Byway added an event.

20 hrs ·

The 23rd Annual Vivian Black History Parade and Festival celebrates the history of African Americans with a full day of events. The parade will begin at 12 p.m. on Saturday, February 16 at North Caddo Elementary Middle School located at 100 West Kentucky Avenue in Vivian and continues down Highway 1 South.

New to this year's Vivian Black History Parade and Festival's schedule of events are a car show and the 1st Annual Black Heritage Rodeo and Concert.The 1st Annual Black He... See More

SAT, FEB 16 AT 12 PM CST

23rd Annual Vivian Black History Parade and Festival

Keeping Track of Byway Partners

- Create a Word doc with links to partner social media accounts. Click & check often.
- Make one day a week “social share day”
- Turn on Facebook “See First” & Instagram notifications for key partner accounts.
- Set up a Byway Twitter List.
- Consider a private Byway Facebook Group.

Tourism Currents

@TourismCurrents

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Posts

Photos

Videos

Liked | Following | Share | ...

Unfollow this Page

IN YOUR NEWS FEED

See First

Default

Unfollow

Keep thinking….

What do I know, & who else along my Byway needs to know it, too?

3) Always Try to Tag & Link

(it's like waving)

Downtown Main Street Red Wing

Page Liked · November 19 · Edited ·

When shopping in #PrettyRedWing, remember to stroll on down Old West Main Street. As you can see from this GoBrazen.com shot, there are some fun and welcoming businesses in the West End. From Red Wing Ace Hardware on the corner of Main/West Main, to Anchor Promotions, Apparel, and Signage, to the Red Wing Brewery, saunter on into Bayside Tap & Steakhouse and Kellys Taphouse bar and grill. And don't forget West End Liquor, the Mexican grocers, Sears Hometown Store, Vyntage Vinyl on the way to Robin's Rustic Nest and all of the shops and Pottery Museum of Red Wing in the Pottery complex. Old West Main is welcoming you! #ShopLocal #TheNewOldWestMain

Like Comment Share

22 Chronological

12 shares 2 Comments

Historic US Route 20 Iowa shared The Iowa Gallivant's post.
February 3 at 11:59 AM ·

Just a few feet from Old 20 is the Cedar Falls Downtown District and one of the best of its kind on America's longest highway! #TimeToBe20Again #CedarFallsIowa #ThisIsIowa

The Iowa Gallivant
February 3 at 11:56 AM ·

Like as Your Page

Downtown Cedar Falls is one of the Midwest's best districts! This is how you stay in and get out at the same time during the winter months, folks. Craft beer, g...

See More

THEIOWAGALLIVANT.COM

Winter Grownup Getaway: Downtown Cedar Falls-Part One of Two

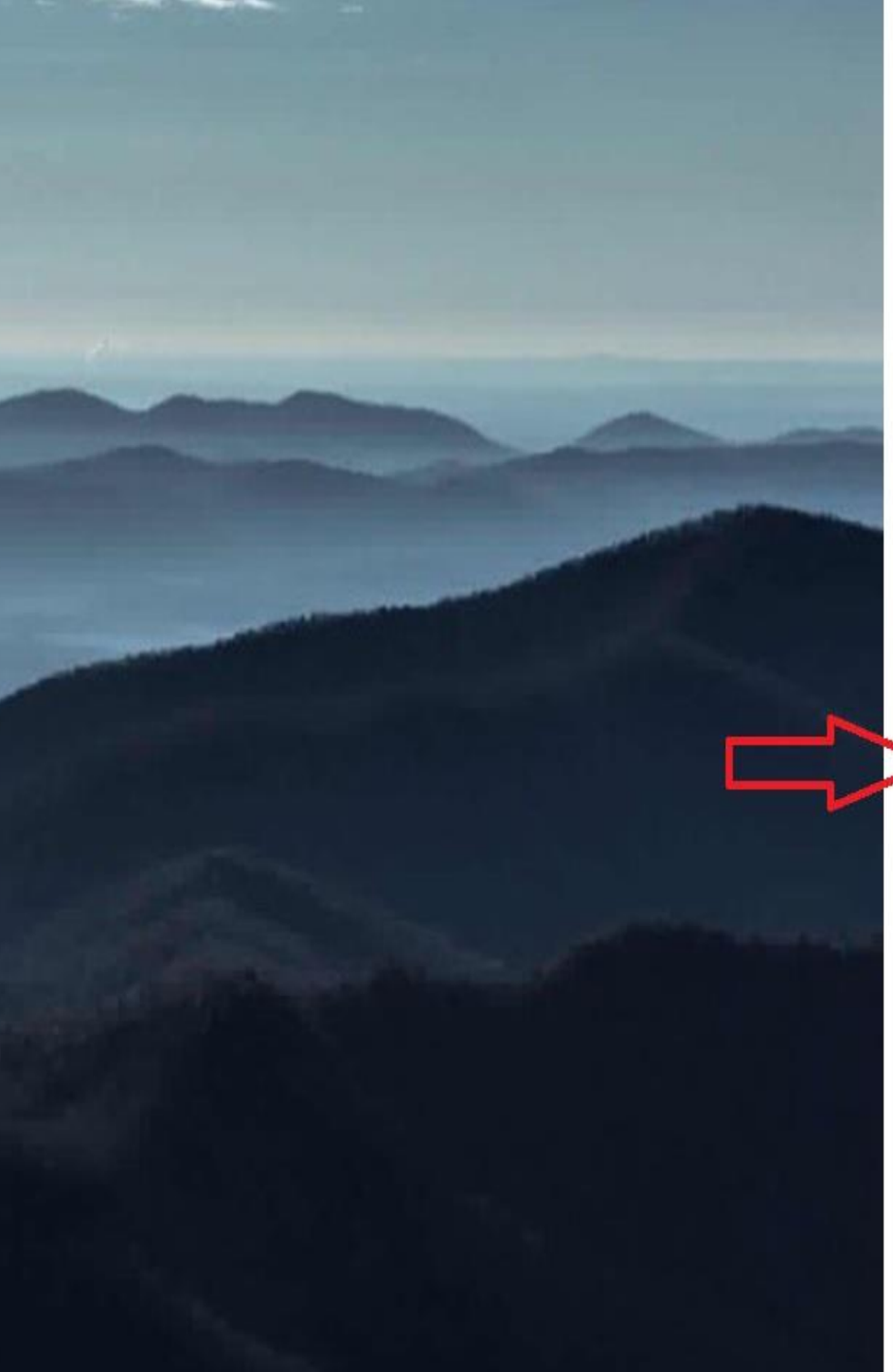
Cedar Falls, IA: Black Hawk County Along came old man winter and countless of ...

Historic US Route 20 Iowa, Carllee Brass and 4 others

New Jersey Campgrounds added 2 new photos.

February 13 at 11:16am ·

At the AC RV Show till 8pm tonight! Cindy from Whippoorwill Campground is helping out. Come by and say hi.



blueridgenps • Following

blueridgenps "These are islands in time - with nothing to date them on the calendar of mankind. In these areas it is as though a person were looking backward into the ages and forward untold years. Here are bits of eternity, which have a preciousness beyond all accounting." -Harvey Broome

Photo of blue ridges from the Parkway near Asheville by Parkway patron @nmullins11 #blueridgeparkway #findyourpark #mountains #blue

View all 44 comments

yourgratefulmaryjane @kev.in.br0wn this plaaaace😍🍃

kevin.br0wn @yourgratefulmaryjane only 4 hours away too 😱

eag15423 Nice

srbphoto Beautiful pic and quote

Instagram tagging

4) Use & track hashtags

#scenicbyway or #roadtripusa or #scenicroute or #countryside

Instagram

Search

#scenicbyway

12,395 posts

Follow

Top Posts

chs42 Hackberry General Store, AZ
#latergram #arizona #route66 #historicroute66 #route66roadtrip #hackberry #hackberrygeneralstore #roadtrip #roadtripusa #arizonahighways #scenicbyway #scenicroute #scenicroad #arizona_landscapes #arizonaliving #nostalgia #nostalgie #nostalgic #nostalgique

24 likes

4 DAYS AGO

Add a comment...

Encourage your local businesses to use byway hashtags!

thenatcheztrace • Follow
Natchez Trace Parkway

Download Stories
Download Photo

thenatcheztrace Back roads are the best roads. #thenatcheztrace #travelgram #historicroute #scenicroute #nationalpark #outdoorlife #tennessee #scenicbyway #backroads #natcheztraceparkway 🎥 by: @nigelclarkeontheroad

gramittt35 My Beloved Natchez Trace 🌿🌿🌿

rangershirl No commercial activity, no trucks, gorgeous scenery, history, and a speed limit of 55!

apes237 @clew24

icox5151 @rangershirl too slow

982 views

3 DAYS AGO

Harriet Tubman Byway
@Tubman_Byway

Following

Don't miss the opportunity to "meet" #HarrietTubman at 1pm Feb. 17, as Janice the Griot does an interpretive re-enactment at the Tubman Visitor Center in Church Creek, MD! It's part of a special weekend of events in honor of #BlackHistoryMonth ✊🏿✊🏾 Free. bit.ly/2CIJ7sW

Katy F. @FlintKaty · Oct 8

Just made plans to meet friends at the @goAmanaColonies at the end of the month! #TravelIowa #**MWTravel** #Iowa

1 1

momsandkeyboard @Momsandkeyboard · Oct 8

Here's a glimpse into the beauty that you can find in @VisitCape ---> ow.ly/T9e11 #**MWTravel** via @TravelwithSara

Best Kept Secret Along I-55 In Missouri: Cape Girar...

I recently spent an evening and part of a morning in Cape Girardeau, Missouri. Have you explored this charming town in Missouri? Cape Girardeau is home to some of t...

travelwithsara.com

Sara Broers @TravelWithSara · Oct 8

It is true... @VisitDecorah in @Travel_Iowa is all about the food ---> ow.ly/T9tz8 #**MWTravel**

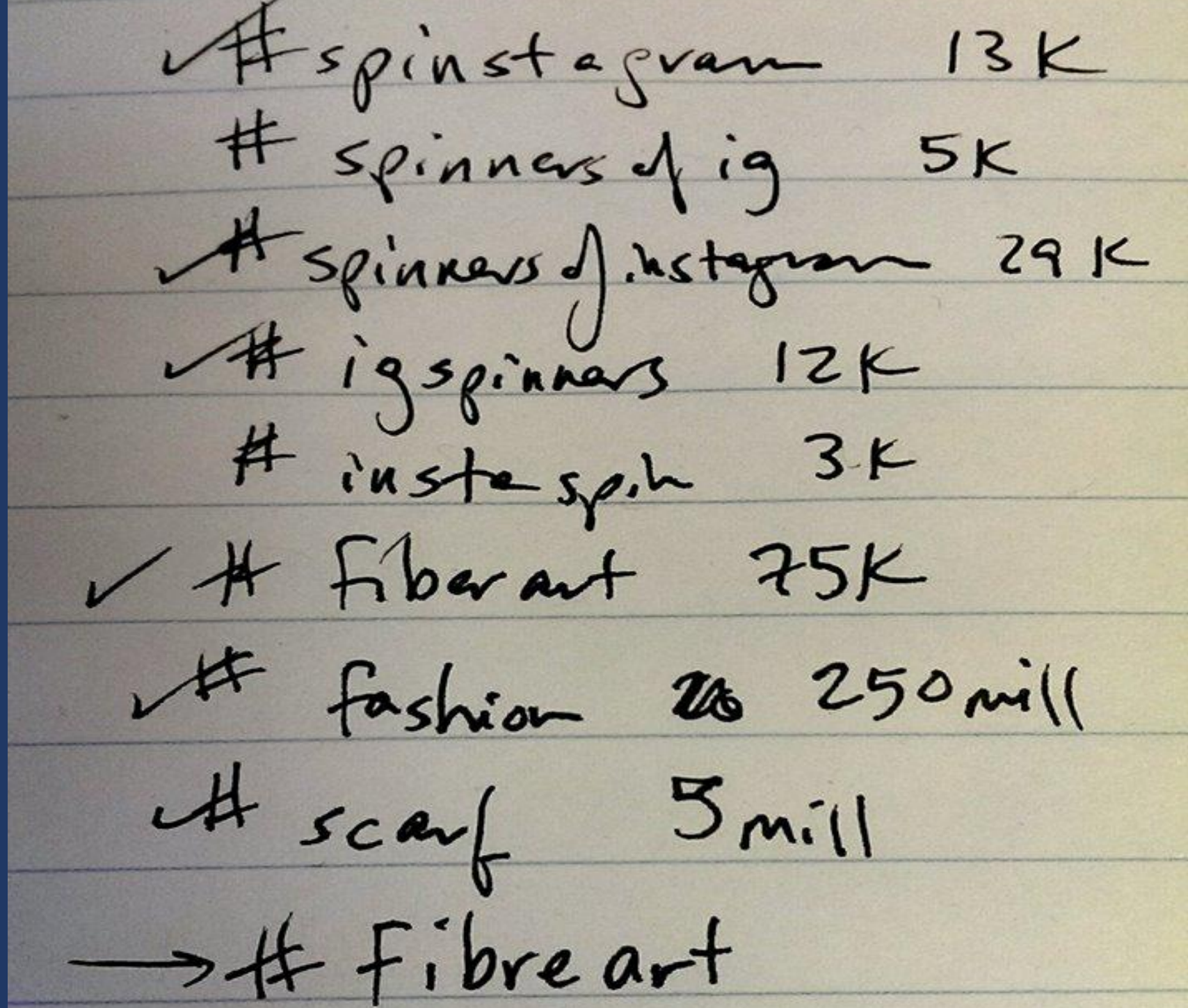
1 2

View summary

VisitHendricksCounty @HendricksCounty · Oct 7

RT @jkduke34: @HendricksCounty @MW_Wanderer I concur. You haven't truly visited Beasley's Orchard unless you come in the fall! #**mwtravel**

Do your hashtag research before posting



5) Plug into every possible local, regional, state, & national asset

Your Byway Partners

Main Street towns, merchant associations, Chambers & EDCs

Every CVB or DMO on the Byway

Nearby Byways/heritage highways/trails

Regional & state DMOs

Brand USA

Byway Foundation at annual IPW expo

Leading Change

Community-led revitalization is challenging work, but we are here to make it easier. Main Street America offers a comprehensive set of resources, technical services, and educational offerings to help you effectively navigate the field of downtown and commercial district management.

Whether you're a Main Street veteran or just

NAMED TOP 100 TOURISM BLOGS BY FEEDSPOT!

AWARDED TOP 100 TOURISM BLOG

Kansas Blog

CATEGORY - KANSAS BYWAYS

Starting 2019 Right With These Kansas Travel Goals

Tuesday, January 1, 2019 8:00 AM by **admin**

New Years Travel Resolutions We all make resolutions for the new year. And some of them, we actually

Search

FROM: MM/DD/YYYY

TO: MM/DD/YYYY

May 5-11, 2019

National Travel and Tourism Week

Nationwide, U.S.

LEARN MORE

Save the Date to Celebrate Travel Matters: May 5 – 11, 2019!

National Travel and Tourism Week is an annual tradition for the U.S. travel community. It's a time when travel and tourism professionals across the country unite to celebrate the value travel holds for our economy, businesses and personal well-being.

Thank you for helping us celebrate Travel Then & Now! Save the Date for Travel Matters: May 5-11, 2019!

NATIONAL TRAVEL & TOURISM WEEK MAY 5-11, 2019

ASK A LOCAL

St. Petersburg and Clearwater, Florida

ASK A LOCAL

Wichita, Kansas

ASK A LOCAL

Mall of America, Minnesota

ASK A LOCAL

U.S. Virgin Islands

ASK A LOCAL

Houston, Texas

ASK A LOCAL

Black Hills, South Dakota

ASK A LOCAL

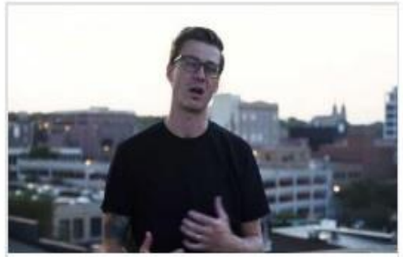
Bend, Oregon

ASK A LOCAL

Las Vegas, Nevada

ASK A LOCAL

Miami and Key



ASK A LOCAL

Sioux Falls, South

ASK A LOCAL

Portland, Oregon

ASK A LOCAL

Oregon

Instagram

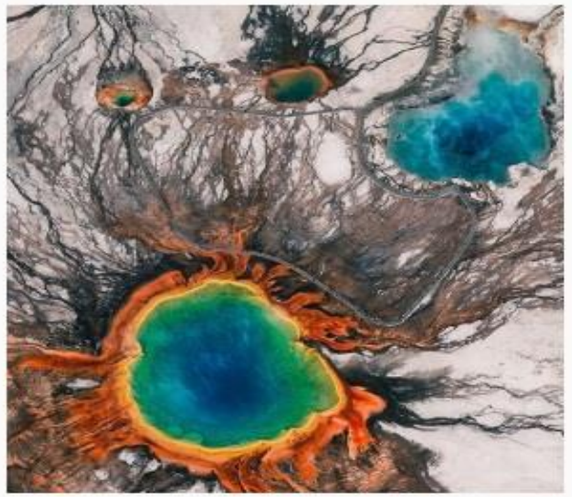
Search

#unitedstories

633 posts

Follow

Top Posts



Mississippi Music Tourism “Cake”

Brand USA “Hear the Music” campaign

↓

Americana Music Triangle

↓

Visit Mississippi state tourism organization

↓

Mississippi Delta Tourism Association

↓

Bridging the Blues music events

↓

Town of Tunica – near MS Great River Road

Chocolate Peanut Butter layer cake
(courtesy Edwin Bachetti
on Flickr CC)

5 Ways to Build Your Cake

1) YOUR layer: Google My Biz & Facebook Page

2) Share & highlight each other

3) Always try to tag & link online

4) Use & track hashtags, esp. Instagram

5) Remember regional, state, national assets

Save the Date

Next NSBF webinar is
Wednesday, April 10 at 4 p.m. Eastern

Is Your Byway Ready for Motorcycle Travelers?
with Wanda Maloney, Corridor Solutions

“This is your time. Now, go out there and take it.”

Thank you!

Leslie McLellan
Sheila Scarborough

Tourism Currents

@TourismCurrents