

February 2024

Low Cost Promotion Ideas for businesses

A project of Iowa Travel Industry Partners



**Local & statewide
organizations are
here to help
businesses promote
their products.**

Are you utilizing them?

**Community partners don't know what you don't
tell them.**

**Contact them on what tools they have to assist you
promote your products.**

Don't forget to send photos, videos, electronic copies of posters.



#THISIOWA

- Tag your social media accounts with the #ThisIowa hashtag

NO COST to submit information for Attractions, Hotels, Restaurants, Shopping, or event listings. Submit quality photos & and videos to move the listing higher in the search. Listings need to be updated every 18 months, <https://www.traveliowa.com/industry-partners/marketing/free-marketing/>.

Cooperative Advertising: <https://www.traveliowa.com/industry-partners/marketing/co-op-partnership-program/>.

Marketing Grants: <https://www.traveliowa.com/industry-partners/grants/iowa-tourism-grants/>.

Private Welcome Centers: <https://www.traveliowa.com/industry-partners/marketing/welcome-centers/>.

Share Your Story, <https://www.thisisiowa.com/share-your-story/>.

Shop Iowa brings consumers and retailers together via an on-line marketplace, <https://www.iowaeconomicdevelopment.com/shopiowa>.

Their website <http://traveliowa.com> has over \$2 million unique users visit their website each year.



PRODUCE IOWA
STATE OFFICE OF MEDIA PRODUCTION

IOWA ARTS COUNCIL

Iowa Arts & Culture promotes Iowa Culture, the Arts, History, and Film/Media through specific grants, blogs, and educational opportunities .

Are you interested in hosting services for film & media productions?

**Register your site, restaurant, hotel or venue through this link,
https://ia.reel-scout.com/crew_registration.aspx**

**To learn more about the Iowa Arts & Culture go to their website at
<https://culture.iowaeda.com/about-iowa-arts-and-culture/>.**



Iowa Travel Industry Partners is a new membership-based organization that works to advance the travel and hospitality industry of Iowa. While it works to increase tourism development, resources, education and advocacy.

It currently promotes its members and is focusing its marketing efforts on niche markets such as group travel, trade shows, and sports tourism.

**For more information on the Iowa Travel Industry Partners go to
<https://iowatravelindustry.org/>.**

·Your local Destination Marketing Organization/CVB These organizations work hard to promote your town or region's tourism or visitor assets be sure to go and introduce your businesses to them. Often, they are several ways to market you whether it is through their website, e-newsletters, visitor guides, digital advertising, or niche efforts. Verify your information on their website and contact them with changes.

Tag social media post that would appeal to area visitors with the DMOs/CVB # so they can see the information and share it on their channels.

Please let them know if you have an event coming up that would be of interest to visitors so they can have it placed on their calendar.

Promote attractions, restaurants, hotels, stores or events in community welcome bags for visitor groups coming to the area by providing a large stock of brochures, rack cards or coupons or notepads and pens. Coupons should have 6 month-1 year life-span.

Main Street Communities have several avenues to share information on Downtown businesses or events.

Tag social media post that would appeal to area visitors with #mainstreet (town name) so they can see the information and share it on their channels.

Downtown events can be submitted to Main Street Organizations for inclusion in their website at website.

The local chamber or economic development agency typically is a membership-based organization that promotes its members in various ways.

Members can request event information be included in their e-news newsletter. And their calendar of events is available to list all community events. .

Website: <http://www.greaterfortdodge.com/>

Local Media

Newspaper, Radio, Television, Cable, Online Opportunities.

Media want to know event and business information that is pertinent to their audience. Be sure to give them all the information they need. Submit information multiple ways via press releases, news tips, community showcase, letters to the editor, community calendar, go and do segments, and story ideas.

If you write it up for them as a press release, give them a photo too! Press release templates can usually be found on-line.

Media wants to help but please remember they need support as well in the form of advertising purchased and subscriptions.

Other Community Resources

Large or mini welcome centers are usually located in a community which wants to have local promotional information available for visitors. Some hotels have brochure racks. Check with management to see if there are any qualifications for stocking promotional materials.

Community posting boards are often found at grocery stores, gas stations, feed stores, libraries, restaurants, and other community meeting places. Check with management to see if there are any qualifications for posting materials to these boards.

Many churches will allow information on special events to be placed in their church bulletins. Contact the community churches to see if this is an option for your event.

If asking a business to post materials be sure to bring your own tape and thumb tacks as a courtesy to the business.