

MARKETING

There are countless things that you can do to help your business thrive. While this lesson is about marketing for tourism, the concepts can be used in other areas. The following are some popular 'channels' that can be used to promote a tourism site:

- Website
- Social media platforms; Facebook, Twitter, Instagram, etc.
- Ad in a newspaper or magazine
- Television or radio advertisement
- Telling friends and family (word of mouth)
- Billboard or banner
- Facebook ad
- Google PPC advertising
- Flyers or brochures
- Business cards
- Promotional t-shirts

**If something is unfamiliar, search for the words on Google or YouTube.

Participating in the marketing challenge will give you the basics of marketing for tourism – three simple things that can bring positive attention to a tourism site. Try them!

VISIT

www.hospitalented.org



education