

PARTNER PRO-TIPS

Below are a few tips to help ensure that you are making the most of your investment.

WEB EXPOSURE

- Update your web-listing(s) with any changes to your business.
- Send us updated, quality photos of your business seasonally.
- Post Packages & Deals via the Partner Dashboard.
- Submit your Upcoming Events to the website Calendar.
- Always provide photo credit information via the agreement form.
- Utilize your Google Analytics to view Visit Portland Web Listing Stats.
- Link to www.VisitPortland.com from your website!

DIGITAL OUTREACH

- Follow our handles and hashtags on social media.

@visitportland	#visitportlandme
@meetinmaine	#meetinmaine
@marryinmaine	#marryinmaine
- Tag us in your social media posts.
- Add news@visitportland.com as a safe sender to your email contacts.
- Submit any Partner-to-Partner deals to partners@visitportland.com.
- Join the private partners'-only platforms on LinkedIn and Facebook.

MEDIA CONNECTIONS

- Offer to host qualified media at your facility or sponsor their trip with your product or services.
- If you are an attraction, participate on our Ambassador's Pass to provide qualified planners and journalists access to your business and services.
- Send recent press and accolades you've received to partners@visitportland.com.

PUBLICATIONS:

- Respond to our listing confirmation requests for upcoming publications.
- Keep a supply of our Visitor Guides at your business.
- Call us to restock, when your guides are running low.

VISITOR INFORMATION CENTERS

- Introduce yourself to the Visitor Ambassadors at the Ocean Gateway Information Center
- Inform Ambassadors about your business and the best contact for them to reach with questions.
- Supply the Ocean Gateway Visitor Information Center with your brochures.
- Send last minute rates and availability to bulletin@visitportland.com.

GROUP SALES

- Attend quarterly sales meetings.
- Review the Confidential Meetings + Convention Calendar to see what groups are coming to town.
- Thoroughly read through all RFP details.
- Promptly respond to the leads and send proposals as soon as possible.
- Tailor your outreach to match the client's needs.
- Get creative with proposals; most planners are open to suggestions.
- Copy sales@visitportland.com on initial outreach to clients.
- Update your status via the lead system/Extranet.
- Communicate your marketing goals to our Group Sales team.
- Keep us updated on any changes at your property or with your services.

VISIT PORTLAND COMMUNITY EXCLUSIVES

- ❑ Reach out quarterly to receive a review of your benefits.
- ❑ Invite Visit Portland staff and ambassadors to tour your facility.
- ❑ Update your business and contact information through the Extranet.
- ❑ Attend Visit Portland Mixers and Events to stay connected.
- ❑ Promptly send any staff changes to partners@visitportland.com.
- ❑ Introduce new Visit Portland partners to your business by providing Partner-to-Partner freebies or samples to be included in their welcome package!

POWER IN NUMBERS

It's because of our partners that we have the tools and resources to execute our marketing initiatives.

Help us grow... More partners = more marketing = more business for everyone.

PARTNER REFERRAL PROGRAM

Do you know other businesses that would benefit from a partnership with Visit Portland? Our referral program encourages partners to refer or recruit non-partner businesses!

Successful referrals will result in a **\$25 credit towards the referrer's annual dues renewal.**

Referred businesses must join Visit Portland in order to be considered a "successful" referral.

