# Electronic Marketing Checklist

1. **VisitFred.com** – this is the regional tourism website for the City of Fredericksburg and the counties of Spotsylvania and Stafford. In 2019, the website averages over 50,000 hits a month. VisitFred.com has a variety of categories including shopping and event listings as well as opportunities for reunion, wedding or convention activities.

    a. In order to add your business or event to this site click on the 'submit info' link on the footer of the homepage.
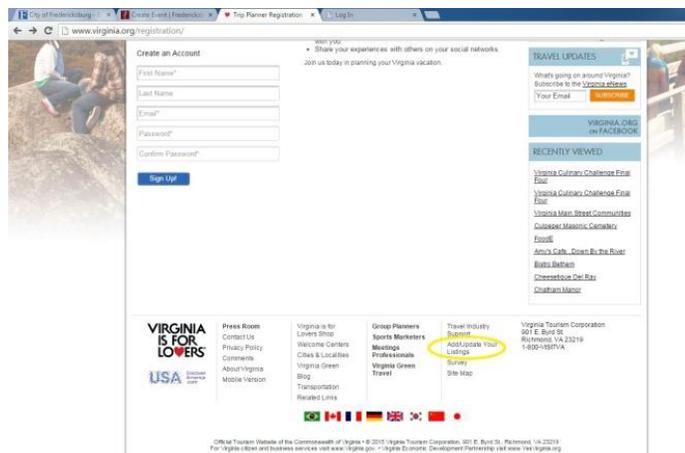
    b. From there you can create a FREE account and FREE listings by entering a user name and password. (Please make note of these for your records or to share with other employees who might assist you in maintaining your listings.)
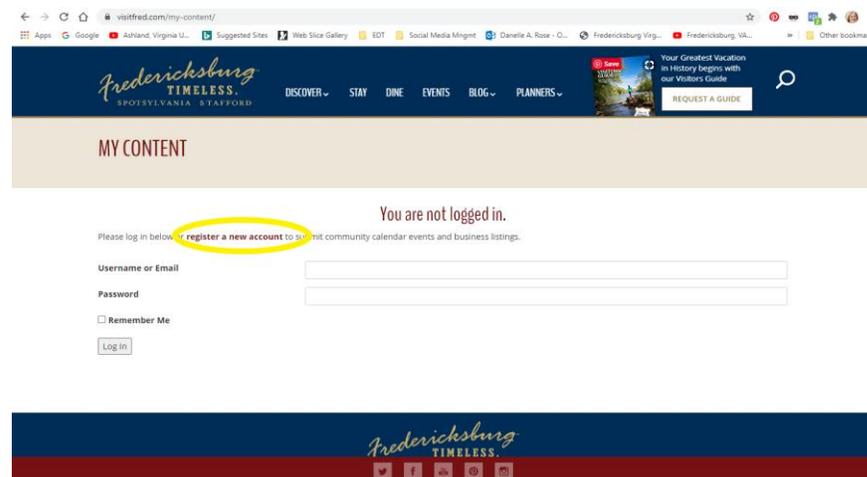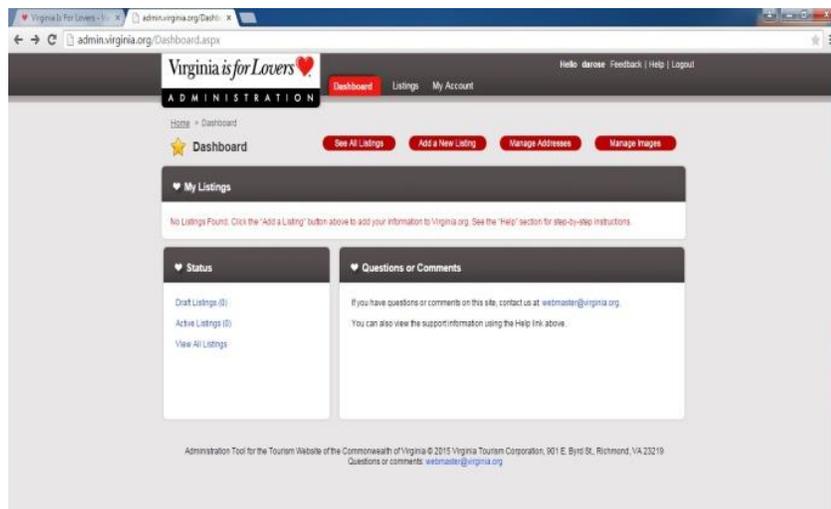
c. Select and upload images and pdfs to make your listing more dynamic. If you have group specific information please create a separate listing including that information for the Groups and Meetings side of the website.

d. Save/Submit your listing for approval. Once you submit your listing it will go into a queue for review and then be posted live on the site. Although it normally doesn't take this long please allow 24 hours for your listing to be reviewed and approved.

e. VisitFred.com also does blogs. We are always looking for events, opportunities and visitor trends to highlight. Keeping your listings up to date and relevant is a great way to get selected for these posts.

f. You may submit special events to go on the event calendar. We ask that they are not events for sales.

2. **Virginia.org** – this is the Virginia Tourism Corporation's website for the traveling public. They also have a website for industry partners (VATC.org) in case you ever want to connect with staff from the Tourism Corporation or find out about various research, programs or initiatives. Virginia.org is widely considered one of the best state tourism sites in the country. It has a dynamic social media presence across all major platforms and has millions of visitors annually. ALL opportunities for additional marketing or inclusion in blog stories, contests or public relations efforts are tied into listings on Virginia.org – you MUST have an active and complete listing to be included in their electronic marketing efforts. Like VisitFred.com, Virginia.org also has listings for attractions, restaurants, shops, trails and events – and all listings are FREE. This link takes you to several instructions documents that the tourism corporation produced for Virginia.org http://www.vatc.org/emarketing/webmarketing .

a. In order to add your business or event to this site click on the 'add/update your listings' link on the footer of the homepage.

b. From there you can register a FREE account or enter/update your FREE listings by creating a user name and password. (Please make a note of these for your records or to share with other employees who might assist you in maintaining your listings.)

c. Select and upload images to make your listing more dynamic.

d. Save/Submit your listing for approval. For Virginia.org listings you will receive an email referencing your listing and its status. Like VisitFred.com please plan for a 2-3 days review/approval period before your listing is live on the site.

e. Sign up for their industry newsletter The Virginia Travel Post. http://www.vatc.org/tourism/newsletter-signup/ . This newsletter highlights a variety of opportunities including industry orientations, welcome center sales and electronic marketing initiatives.

3. **Google Maps** – It is important that you take an active role in your Google listing. Google Maps is regularly being utilized as a source of geographical information for Mobile Apps, 'Near Me' features, and GPS functionality. As potential customers search Google for your business, information registered with Google will automatically come up. If they can find your accurate hours, address, phone and web information without having to navigate all the way to your website or social media page this is valuable time saved for the consumer. It's also important to note that if you don't register or take ownership of your own Google listing it's available for other people to do it for you.

   a. This link houses Google's instructions for registering/owning/making the most of your Google Maps listing. https://www.google.com/business/

   b. Before you check-off Google Maps from your list of Things To Do make sure you've uploaded your logo and a few photos to your listing. It's a great, FREE opportunity to brand your business.

4. **Trip Advisor, Yelp and other online review sites -** It's always a good idea to peruse what customers are saying about your business on these consumer generated review sites. It's not possible to make everyone happy 100% of the time - a few negative reviews are not the end of the world. But, if you feel you're not being fairly represented on these websites you might try asking your satisfied customers to consider reviewing you. Rankings on these websites are contributing to your own search engine placements and therefore, your customer's ability to find you online.

   a. Trip Advisor Link - https://www.tripadvisor.com/Owners

   b. Yelp Link - https://biz.yelp.com/support/what_is_yelp

5. **City Alerts** - In addition to websites you can also sign up for electronic notification alerts from the City of Fredericksburg. You may elect to receive information on street closures, police department/emergency updates, weather information, events etc. The alerts will come via email and/or text message and are a great way to make sure you stay informed about all that's going on in the City.

> https://www.fredericksburgva.gov/AlertCenter.aspx

6. **Social Media -** Take a quick minute to like and follow VisitFred, Fredericksburg Economic Development & Tourism, Fredericksburg Main Street Initiative, and Virginia is for Lovers on Facebook and Instagram. You may check and see if they are on Pinterest, LinkedIn, or Twitter. Not only will this help you stay in the loop for programs and opportunities, but working together on social media can benefit all of us in our efforts to get the word out about Fredericksburg! After your business's social media accounts are set up, message us your Facebook, Instagram, Twitter, etc. handles and we'll give them a follow. This allows us to keep up to date and promote businesses and events on the Economic Development and Tourism and VisitFred.

   - **Facebook**
     VisitFred - https://www.facebook.com/VisitFred
     Economic Development and Tourism - https://www.facebook.com/fxbgedt
     Main Street - https://www.facebook.com/FxbgDntn
     Virginia is for Lovers - https://www.facebook.com/VirginiaIsForLovers
   - **Instagram**
     Economic Development and Tourism – FXBGEDT
     VisitFred – VisitFred
     Main Street – FXBGDNTN
     Virginia is for Lovers – Virginia is for Lovers

7. **Hashtags** – You can include the following hashtags on your social media posts.
   #FredericksburgVA #FXBG #FXBGVA #LoveFXBG #VisitFred #FxbgFun
   #LoveVA (to be potentially featured on the VTC platforms)
   #ShopLocal #EatLocal   #SupportLocal   #FxbgPlays #FxbgEats

8. **Tags -** Tag Downtown Main Street, Fredericksburg Economic Development, and Visit Fred in your posts to increase visibility and for a chance to be featured on our social media feed and stories.

9. **Newsletter**– Stay up-to-date on what's happening in the City. Sign up for the Fredericksburg Economic Development and Tourism newsletter here: http://bit.ly/FredSignUP

If you have any questions, please email us at: info@visitfred.com