



**Questions  
to ask your  
Tourism  
Marketing  
Provider**

## **1-Do you have the ability to promote lodging deals?**

Lodging deals might vary according to both the seasonal availability and the inevitable cancellation. They may also vary according to the type of incentive.

If you offer online reservations, consult with your marketing provider to determine how temporary coupons can be listed.

## **2-Will My Website Align with Social Media Involvement?**

Social media offers a nearly endless variety of marketing possibilities. Adding in the appropriate social media icons and links can help to streamline your efforts from one platform to the next.

## **3-We can experience high traffic volumes, do your servers handle large loads?**

An unexpected spike in traffic can max out the bandwidth on your website's server. This can, in turn, cause your website to be shut down temporarily. Since traffic increases are not always able to be predicted, this issue should be addressed sooner rather than later.

## 4-Can I change my content or images easily?

Maybe you have come up with a new tagline for your company - or would simply like to update the site with better photos of your resort and lodging. How involved will this process be? Who is responsible for the change?

Some websites are still entirely built by hand with a coding language. This may seem like a non-issue until someone else wants to make edits in the site.

## 5-Will I be able to add a blog into my site?

Your initial company website might only have the basic information required to get you started on the right foot. But what about the future? Will your website be able to handle a blog in the future? What about social media integration?

Make a list of your long-term goals to help determine how you would like your business to grow, then submit the list to your marketing provider.

Any well-built website should contain a base framework that is flexible and ready to be further developed when needed.

## 6-Who will my marketing target?

In the tourism industry, you aren't just targeting the local community. Sure, you have to get your name out there, but you also have to reach into communities in other states, regions, and countries.

A marketing provider should be able to help you pinpoint your ideal clientele and offer solid advice to help you get their attention.

Keep in mind, your targeted personas may change as your business grows.

## 7-Do you have a successful email marketing campaign strategy?

Email marketing is a specially-targeted series of campaigns that should always undergo A/B testing to determine optimal performance levels. Determine whether your marketing provider is willing to take the time to analyze each campaign that is sent out.

Email marketing can reap great rewards - but only if the foundation has been set properly!



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To learn more about marketing your tourism-related business,  
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