



Marketing on a shoestring

Lions and tigers and bears - oh my

1. Don't be afraid to approach media. Be professional. Media Kits are still important.
2. Don't be afraid to offer your chamber your services for Fam Tours.
3. If a guest raves about your company or organization - don't be afraid to ask them to write a review and ask them to send it to website that uses reviews.

Groups - clubs - organizations

1. LeDuc Mansion example of reciprocal memberships
2. Listing yourself or someone from your company who has a good grasp on your company as a speaker on a generic subject with ties in to your industry.
3. Car club example - downtown Hastings
4. Like things attract. Inns of the Valley example with chocolate and wine

Piggybacking

1. If there is an article your company or organization was featured in send it off to another publication with a "Post It" story idea for them that shows you have really studied what their focus is. The article legitimizes you and the idea shows that you know who they are. Example Grumpy Old Men
2. If you have won an award or honor, send notice of it to a company who would appreciate that notoriety. Try to tie it in with a holiday or event where they could benefit from your notoriety at an event they are hosting. Lunds and Byerlys example.

Have fun

1. Host a contest : The Twin Cities' Most Romantic Man or The Best Gingerbread House or anything that ties in with your type of business. The award comes from your company.
2. Packaging :the more the merrier Working with other companies to coordinate your offering spreads the work out, means more connections and becomes more legitimate news than just one business blowing its own horn.

Website and newsletter help:

1. Publicity Hound
2. Organize Now
3. Spring Wise
4. Constant Contact

Pam Thorsen: owner/ innkeeper Classic Rosewood Inn, Hastings, 651-437-3297
info@thorwoodinn.com Director Minnesota Bed & Breakfast Association, 651-438-7499
info@minnesotabedandbreakfasts.org