

Marketing Tips to Attract Visitors to Your Historic Property

1. **Establish Clear, Timely, Executable Goals**
 - a. What are your marketing goals for the coming year? Are they related to revenue? Increasing number of visitors? Other?
 - b. Develop marketing strategies & tactics accordingly.
2. **Know Your Audience**
 - a. Generate visitor opt-in lists and keep them informed of news & noteworthy events.
 - b. Consider sending out periodic surveys to visitors to glean insights on key demographics, psychographics, behavior and preferences.
3. **Website Presence**
 - a. Create a fresh, attractive website with changing content to keep visitors coming back.
 - b. Promote events, include updated calendar, visitor and contact info for setting up tours.
 - c. Consider a Search Engine Optimization campaign to make sure visitors can find your property when conducting online searches.
4. **Be Social**
 - a. Participate in social media channels such as Facebook, Twitter, YouTube, Flickr, etc.
 - b. Network with your counterparts and competitors. Keep apprised of their initiatives, successes and failures.
5. **Get the word out**
 - a. Create a periodic newsletter to inform and boost awareness/interest.
 - b. Cultivate relationships with travel and other writers related to reviews and promotions. Generate a list of local and state wide travel blogs and journalists, and add them to the newsletter list.
 - c. Consider participation in local press trips.
6. **Stretch your resources**
 - a. Join forces with hospitality related businesses on co-op initiatives to share advertising costs.
 - b. Partner and create packages with local hotels and other area businesses.
 - c. Post openings for internships at local universities.
7. **Be visible in the local community**
 - a. Create collateral for distribution at Visitor Centers, hotel concierge, and rest stops.
8. **Create a library of compelling images and video**
 - a. Share high quality photographs and/or video, b-roll of your property with media and organizations such as ACVB, the Austin Film Commission, Texas Film Commission to be used for promotion and scouting purposes.
9. **Experiment!**
 - a. Be flexible. Test various advertising, promotions, messaging and offers to learn which tactics yield the best results.