

BI-TOWN MARKETING COMMITTEE AGENDA

Wednesday, September 9, 2015

Approve Minutes of previous meeting

Updates from Mike:

- Researched services for keyword performance do not have one to recommend as of yet.
- In the process of getting a price on in-town surveys
- Once we have ad words we can reach out to vendors- send out an informal RFP.

In-Town Business Survey Questions-

Review Ken's list (sent out earlier)

Review businesses to target in lodging, retail and restaurants

Incentivizing tracking pixel and participation in survey

Inntopia-

Keyword selection- create list from the group on keywords for SEO

Blog & Article Topics- Review blogging topics

Funding request from Towns (\$14,206?)

Review Action Items:

Future Agendas:

December - Report to Select Boards