

Bi-Town Marketing Minutes September 9, 2015

Reviewed sample questions for area business survey- see attached from Ken Black

Reviewed and submitted ideas for keywords – see attached from Ken Black

Mike is continuing to work on tracking pixel.

Discussed pros & cons of using Inntopia on Chamber website

\*While we will be listing all lodging, only Chamber members currently would have the ability to utilize Inntopia within the Chamber website.

\*Full listing is one of the perks of being a Chamber member. What else can we add to incentivize non-Chamber businesses to participate with a full listing?

Homework-review blog articles/authors for suggestions on effective articles to promote the valley.

First Quarter funding has been received from both towns.

Respectfully submitted by

Sharon Cunningham