



marketing toolkit

low cost / no cost marketing opportunities for events and organizations

There are many low-cost and no-cost marketing opportunities to utilize. Your marketing plan should first and foremost include these opportunities before you move on to paid marketing options.

- Events Calendars – Post your event to free online sites such as:
 - Travel Salem, <https://www.travelsalem.com/events/submit/>
- Tap into other businesses & organizations social media accounts
 - Create a premade post with an image/or the event to make it easiest for them
 - Examples: Chamber, Rotary, City, Businesses
- Press Releases to all newspapers/media in your area & PSAs (public service announcements)
- Get an article or upcoming event in newsletters
 - Big industries employee newsletters
 - Neighborhood associations
 - Western Oregon University (college) Student/Staff Newsletters
 - Government (County, City, Forest Service, Department of Human Services, etc.)
- Bills
 - City Water, MINET, Pacific Power, Salem Electric
- Welcome packets
 - Neighborhoods, Utility services, Schools (parent weekend), Airports
- Reader Boards in different communities – Many businesses are happy to help you support your event/cause. It illustrates that they are part of the community and genuinely care.
- E-Mailing Lists
 - Are there email lists you can access? (e.g., Wineries, businesses, schools)
- Bag stuffers
 - Flyers/postcards stuffed in grocery bags at Roth's, Safeway, etc.

- Educate local businesses/Employees about events
 - Employees can tell patrons about events or organizations in the area
 - Dutch Bros! When they hand a coffee, they could say “Have a great day and don’t forget about World Beat this weekend.”
- Sidewalk Chalk
 - Place the event and date on sidewalks (with chalk)
- Cross promote at different events
 - Set up a booth or give flyers at other events
 - Markets, Concerts, Community Meetings
- Connect with the schools
 - Flyers at school events (sports, plays, open houses)
 - Volunteer at events – opportunity for organization to get recognized at half-time
 - Coupons on event tickets

Direct questions to:

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