



New Year's Resolutions ~ 2017

For a prosperous 2017, to help increase Santa Fe visibility and desirability as a world class destination

Marketing

- Read The Marketing And Sales Reports & Act On Action Items**
- Create Desirable Promotional Offers & Participate In TOURISM Santa Fe Campaigns**

Public Relations

- Say Yes To Press**
 - Offer to host visiting media whenever possible
 - Produce updated media kit with hi-res images – *Provide ASAP to TOURISM Santa Fe*
 - Follow reporters' social media channels and support posts before, during & after visits
- Share Santa Fe Media Coverage** – *Coverage isn't the end zone, it's the kickoff*
 - Boom it via social media, web, email, & newsletters
- Vote & Get Out The Vote**
 - Set automatic reminders for entire voting period on your company and other calendars
 - Promote all votes via each communication channel you use
- Respond To PR Hot Tips** – Answer Hot Tips as soon as possible, create promotions as needed

SantaFe.org

- Regularly Review & Update Business Listings** – Keep it fresh with new photos and descriptions
- Add Deals & Specials To www.SantaFe.org** – Very popular page! Try new ideas and refresh seasonally.
- Add Events To Santafe.org Calendar** – Add annual events *as soon as* next year's dates are confirmed
- Put Santa Fe Badge & Link On Your Site** -- Increase both sites' SEO rankings
- Offer TSF Hi-Res Photos For Web Campaigns** – Get a photo credit with linked URL to you
- Consider Cost-Effective Advertising On Santafe.org & In Our E-Blasts**

Social Media

- Help Spread The News** – Share TOURISM Santa Fe posts on your own channels. Use hashtags #SantaFeNM and #TheCityDifferent. *Resolve to engage on a new channel this year.*
- Build Genuine Relationships With Social Media Influencers** – Without an agenda
- Add Advertising** – Try Facebook advertising, sponsored posts, and remarket through Google AdWords
- Share More Videos** – People love short videos. The more you share, the better your results.