**Email #1**

**Introducing Locl**

Did you know that what consumers see on Google Maps and Search is controlled by using Google My Business (GMB)?

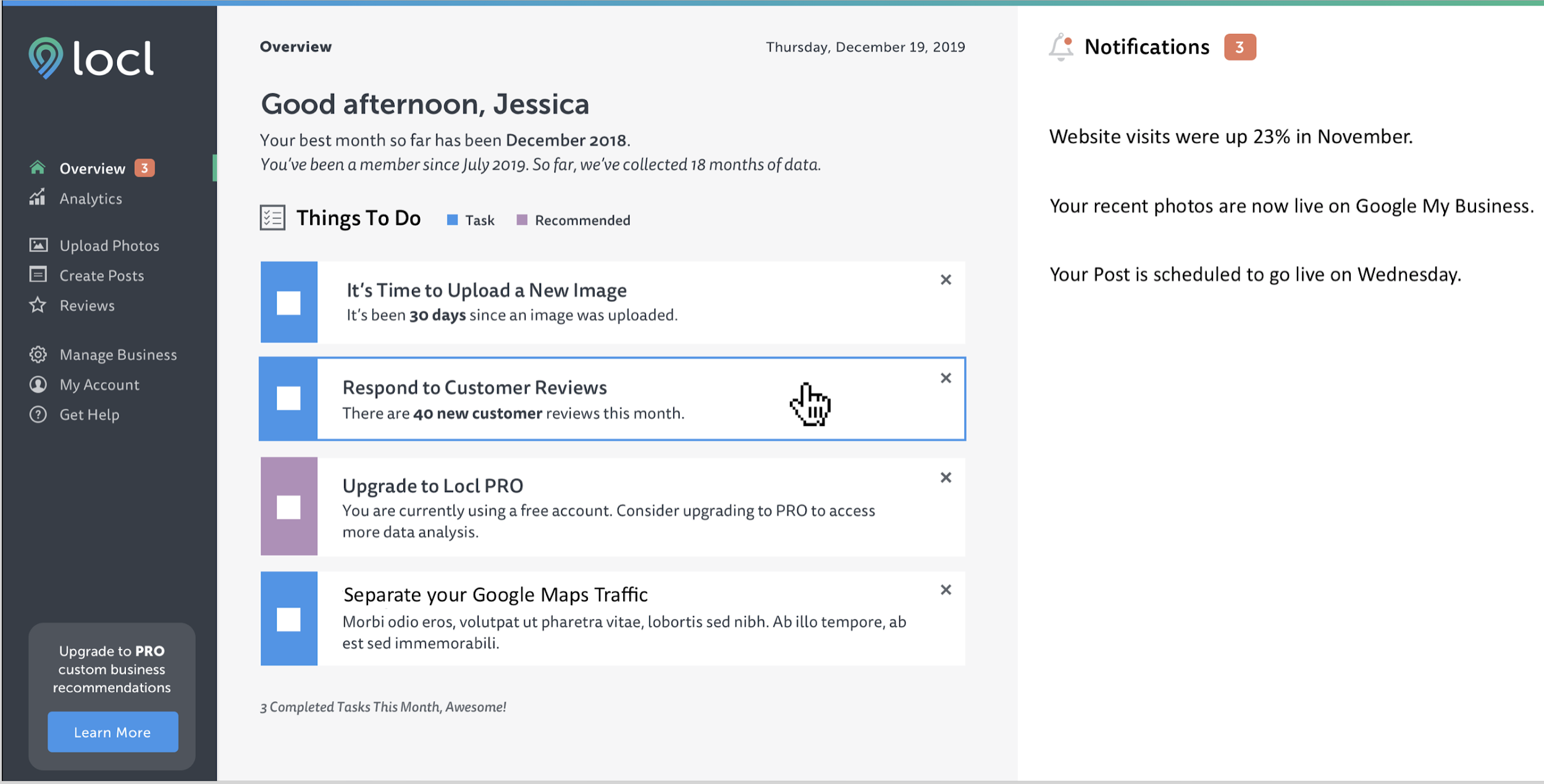
[**GMB**](https://www.google.com/business/) is a free, online service, provided by Google. GMB enables businesses to promote themselves and connect with customers, across Google Search and Google Maps.

[**Locl**](https://www.locl.io/traveloregon/) is a separate online service that builds on the GMB program framework. Locl makes it a lot easier for single and multi-location businesses to manage their GMB profile(s), create offers and events, engage with customer reviews, monitor business performance and act on insights. Through Travel Oregon’s partnership with Locl, travel and tourism businesses in Oregon can access Locl for free through 2022. Get started at [Locl.io/traveloregon](https://www.locl.io/traveloregon/)

We will periodically send you tips and tricks to get the most out of your (free!) Locl account, including access to your very own GMB optimization suite via the Locl dashboard.

**Sign Up and Sign In**

* First things first, be sure to take advantage of the partnership with Travel Oregon by signing up here [Locl.io/traveloregon](https://www.locl.io/traveloregon/)
* Once you have a Locl account, be sure to [sign in](https://app.locl.io/sign-in) to see what has been happening on your listing.
* Visit the Overview Page to gain insights and information on next steps.

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Not a GMB expert? No problem! Locl tells you what to do at exactly the right time. Here you will find timely notifications and analysis based on the data on your listing.