

TRAVEL  OREGON

SMALL BUSINESS MARKETING SERIES
COMMISSION MEETING | JUNE 15, 2021



BUSINESS RESILIENCY

COVID-19 RECOVERY PLAN STRATEGY 7

Continue to evolve design and delivery of educational and engagement opportunities to support tourism businesses, industry stakeholders, and community leaders in order to expedite economic recovery.



INDUSTRY TOUCH POINTS

- History of in-person business engagement and technical trainings
- Connection to industry businesses
 - Tour operators, guides and outfitters
 - Culinary and agritourism businesses
 - Oregon Tourism Studios
 - DMOs, chambers, and destination networks and action teams
 - Travel Oregon 101s
 - Governor’s Conference and Oregon Outdoor Recreation Summit
- RDMO roundtables
- Industry surveys



CHALLENGE

- COVID-19 put pressure on businesses to adapt nearly every component of their business model
- Became critical that businesses were able to communicate these changes to customer base



COLLABORATIVE RESPONSE

SMALL BUSINESS MARKETING SERIES

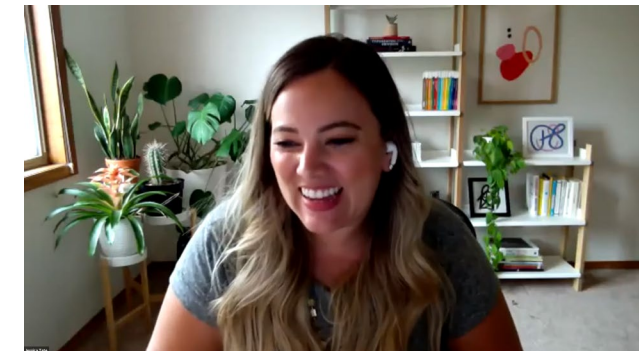
- Responds to the needs of Oregon's tourism industry
- Offers expert-led sessions on a variety of marketing topics
- Designed for small and medium-size tourism businesses and DMOs
- Helps businesses navigate the marketing challenges presented by COVID-19, and stay resilient



SERIES OVERVIEW

MARKETING TOPICS COVERED TO DATE

- Optimistic Website Optimization
- Social Media Strategy During COVID-19
- How to Maximize Online Listings
- Demystifying SEO
- Content Strategy Tips & Tricks
- Maximize Your Google My Business Profile with Locl



BUSINESS ENGAGEMENT AND RESPONSE

HIGHLIGHTS:

- **404** Attended live webinars
- **753** Video views on YouTube
- Majority of attendees indicated the content offered was extremely useful in post webinar surveys
- Industry feedback will shape topics of future webinars

“One of the most helpful webinars I’ve tuned into since COVID hit in March.”

“The elements of content framework was informative and will be useful in planning content”.

“We need this information on a regular basis to stay on the same page throughout the state in order to provide a better visitor experience.”

“Keep ‘em coming! We can use all the help we can get.”

UP NEXT

- Local Trainings
- Content Creation How-To Webinar with @foodbellypdx
- Continue to connect businesses & industry to recorded webinars and related resources
- Digital Footprint Audit & Assistance pilot program
 - Hands-on support and training to improve business marketing with the goal of improving accuracy and quality of business information available online.
 - 65 businesses in 4 pilot projects (Destination Ready funded)



A woman with her hair in a black and white patterned headwrap, wearing glasses and a matching face mask, is looking at a colorful woven fabric sample. She is wearing a black t-shirt with a white graphic and a black cardigan. The background shows a shop with various items on shelves, including a large, textured, brown object on the left and a framed picture on the wall. The word "QUESTIONS?" is overlaid in white text in the center of the image.

QUESTIONS?