Outcomes from an eMarketing education cohort with participating Convention and Visitor Bureaus

7 Participating CVBs

3 month Cohort

Modes of Teaching

- Face to face
- Online webinars
- One on one consulting
- Peer to peer learning
- Independent learning

Topics

Outcomes

- Social media initiative to have people share “Secrets of “Morrison County” photos. Winners to be printed in quarterly Visitors Guide.
- Teach resort managers how to manage their business’s presence on location based services (i.e. Google Maps, Yelp)
- Create a brand new website that is more user friendly and incorporates responsive design.
- Social media initiative to promote annual “Style Show” (fashion show). Ask people to share photos of their favorite local fashion purchases.
- Focus website to promote local events and attractions.
- Develop an online meeting and conference guide which currently is paper only.
- Promote local biking trails by making the trail routes downloadable to mobile devices.

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