

## HOW TO GET INVOLVED

You are a vital part of the Greater Zion community and have a critical role to play in helping visitors and residents alike discover all of the amazing things to do and see. You can benefit from the Greater Zion marketing efforts by including the brand as part of your communication.

**Below are a few action items on how you can connect with the Greater Zion marketing efforts.**

### NEW WEBSITE: GreaterZion.com

- Strengthen your own search rankings by listing Greater Zion in your copy and content and being sure to hyperlink to our site.
- If you're a lodging partner, take your listing from basic to showcased, by contacting [Jamie@GreaterZion.com](mailto:Jamie@GreaterZion.com) for instructions and the questionnaire.

### INDUSTRY PAGE AND E-NEWSLETTER

- Sign up for our e-newsletter communication at [GreaterZion.com/Industry](http://GreaterZion.com/Industry) to stay informed of new website features that are rolled out, upcoming community offerings, media influencer visits, and more.

### TOOLKIT

- Visit [GreaterZion.com/Industry](http://GreaterZion.com/Industry) to access the Toolkit and other relevant files.
- Use logos and language provided in the toolkit to indicate you're a part of the Greater Zion community. Available files include:
  - Logos (horizontal, vertical, and community specific options in a variety of formats and colors)
  - Approved Greater Zion standardized text and other marketing copy that you can use on your own websites or communications
  - Graphic Guidelines that feature logos, fonts, and colors
  - Access to the Greater Zion Media Library

### SOCIAL MEDIA

- If you are not currently following us, be sure to do so. We will be shifting the names of our social channels, so if you are already following us, there is nothing else you need to do.



- Tag your content moving forward with [@GreaterZionUtah](https://www.instagram.com/GreaterZionUtah) and [#GreaterZion](https://twitter.com/GreaterZion). We will be promoting Greater Zion and using these social handles/hashtags, which means you will be discoverable and thus benefit from our marketing investment.
- If possible, go back to your best social content and edit with social handles/hashtags.
- Encourage customers to use the hashtag.

### PUBLIC RELATIONS: Visiting Journalists and Influencer Programs, Quarterly Tipsheets, and More

- Support Greater Zion with upcoming and new Public Relations efforts:
  - Host (lodging and outfitters) for the Visiting Journalists Program and the Influencer Program
  - Keep the Tourism Office apprised of new offerings, openings, and general tourism news for their quarterly what's new media tipsheet
  - Respond to leads for media coverage in a timely manner

### QUARTERLY COMMUNITY OUTREACH

- Attend Cactus-led informative marketing sessions to maximize your marketing efforts and elevate your Greater Zion business(es) and community. Sessions will include topics like:
  - Google DMO & Search Best Practices
  - Working with Public Relations
  - Social Media Strategy
  - Photos and Video Tips & Tricks

### OTHER SUGGESTIONS

- Wear and use your Greater Zion gear.
- Work Greater Zion into your vocabulary. Tell them you're proud to be from Greater Zion. Tell your customers about all there is to see and do across Greater Zion.