



The Macon-Bibb County Convention & Visitors Bureau offers both free and paid advertising opportunities to help our industry partners maximize their exposure to potential travelers. Please contact **Jennifer Thomas, Marketing Manager** at 478-743-1074 ext. 115 or jthomas@visitmacon.org, with any questions concerning any of the listed marketing opportunities.

Macon-Bibb County CVB Free Marketing Opportunities

VisitMacon.org

1. Event Listings - Unlimited event listings available to CVB members. Must be input by a member. If you upload events to Ovarions 365, we receive them as well.
2. Partner Portal Profile - Update description and amenities information in the Partner Portal. This will update the general listing information appearing on the website. Use keywords to increase web traffic.
3. Photos - High quality, professional photos will be used as the headers through VisitMacon.org. This is an added benefit to members to increase viewership.

Social Media

1. Facebook, Twitter, and Instagram Posts - Start a conversation on the Macon-Bibb County CVB page about upcoming events, or specials. Add photos for added exposure, more likes and page views.

CVB Networking Opportunities

1. Attend CVB meetings to network with others in the hospitality and tourism industry. This is a great way to share information and network with our local Macon ambassadors.

Downtown and I-75 Visitor Center Collateral Exhibit Space Displays

1. Provide the CVB visitors centers with brochures, magazines, and other printed collateral for visitors to pick up in the centers.
2. If you're interested in reserving the space when it becomes available, please contact **Rhoda Okurowski, Downtown Visitors Center Manager** at 478-743-1074 ext. 100 or rokurowski@visitmacon.org

Pitch Story Ideas

1. Share unique story ideas or stock articles with the CVB Director of Communications to pitch to publications and travel writers.

FAM Tour Participation

1. Partner with the CVB for familiarization tours, so your attraction, business, or festival can be experienced by travel writers, group tour operators, and meeting planners.

Georgia on My Mind Days

1. Members can also participate with the CVB at Georgia on My Mind Days at the four state Visitors Center Information centers generating the most traffic to Macon. For dates, contact **Dell Quick, I-75 Visitors Center Manager**, at 478-994-8181 or dquick@visitmacon.org