



**Colorado Tourism Office – Heritage & Agritourism Program  
FREE Public Relations and Social Media!!!**

Marketing and public relations are key to bringing people to your business, farm, ranch or museum. These tools take hours of time and specialized skills so they aren't always your budget. The Colorado Tourism Office (CTO) Heritage and Agritourism (H&Ag) program wants to offer our help with FREE public relations and social marketing services and access to over 400,000 Facebook fans, 73,000 twitter followers and thousands of impressions and media outlets. Here's how you can take advantage of this awesome resource:

**Colorado.com**

**IT'S SIMPLE...just take 10 minutes a week...IT'S FREE**

Follow these easy steps and put your CTO H&Ag team to work for you!

**Meet your Colorado Tourism Office Heritage and Agritourism Team:**

Laura Grey, Colorado Tourism Office, Director, Heritage & Agritourism Program,  
[laura.grey@state.co.us](mailto:laura.grey@state.co.us)

David Fluegge, Colorado Tourism Office, Social Media, [dave.fluegge@state.co.us](mailto:dave.fluegge@state.co.us)

Anne Klein, H&Ag Public Relations, [anne.klein@madebyhco.com](mailto:anne.klein@madebyhco.com), 970-749-0991

**1) Make a start.....Get Connected**

**Send an email to sign up for the HotSheet and Newsletter** and you will receive the information-packed CTO HotSheet and Heritage & Agritourism Industry Newsletter. Released monthly, these emails highlight business opportunities like available grants, upcoming events, PR and journalist opportunities, monthly social media focus, and what's happening across the state.

**To receive this information email your contact information to Laura Grey, Colorado Tourism Office: [laura.grey@state.co.us](mailto:laura.grey@state.co.us)**

**2) Getting warmer:....Stay connected at the local and state level**

Make sure you're on the Colorado Tourism Office radar.

- **Log onto <http://www.colorado.com/submit-business-listing-or-tourism-related-event-listing>**

and enter your business and events.. We use the information/images/events listed on the Colorado.com website to include in our press releases, pitches and newsletters. If you aren't entered in our website database, we can't talk about and promote your events or business.

- Share photos of your business or destination on the Visit Colorado Facebook page and other social channels. With over 416,000 FB followers and 73,000 Twitter followers, we can spread the word to lots of potential visitors! Please send photos to David Fluegge, [dave.fluegge@state.co.us](mailto:dave.fluegge@state.co.us)

- Tell us what you're up to! We welcome information about your business – events, updates, press releases, newsletters, ideas, etc. Don't worry if it's not polished prose; we want to know any new things you're up to so we can help spread the word. Whether via carrier pigeon, snail mail, email, or notes scribbled on a napkin--we look forward to hearing from you.
- Share information and events with your local tourism organizations as well. If you need help contacting them, let us know and we'll connect the dots and get you in touch with your tourism office, convention visitors bureau, Chamber of Commerce, etc.

### **3) Now you're hot: .... Make the connection work in your favor**

If you are ready for more on the marketing front, here are some ideas to keep you going. None of these striking a chord? We're here to talk!

- **Host a familiarity tour (FAM)** for the CTO staff, public relations and social team. We visit each region of the state to learn and become familiarized with the area. Hands on experience allows us to share information more authentically and creatively. We look forward to your invitation and the opportunity to experience what you're up to!
- **Host a visiting journalist.** Members of the media regularly visit Colorado to find out what's new. They're always looking for fun, unique opportunities and stories. Do you want them to visit your business, stay overnight, attend your event, try your craft product? Contact Anne Klein.
- **Participate in quarterly CTO media receptions.** The CTO hosts industry partners and local journalists for a social event to sample Colorado products, mingle, and showcase the state's latest news and story ideas. Maybe we can serve your craft beer, sample your new cheese or feature your flavorful produce?
- **Provide product samples for media gift bags.** What better way for a member of the press to understand your product than to sample, smell, feel or taste it? Please let us know if you have unique products to add to our gift bags. Contact Laura Grey or Anne Klein
- **Provide prizes for sweepstakes, contests, and promotions.** We need products, overnight stays, meals, and "schwag" for prizes in contests on Facebook, trip giveaways, etc.
- **Make an appearance on our Instagram channel.** Every week a different destination in Colorado takes over the CTO Instagram social channel. This easy to use option is a simple and effective way to get your pictures and information out to over 11,000 followers. More information on the Instagram program can be covered in a brief call/email outlining how-to use it, types of things to promote, tips on photos, timing, and more. Contact: David Fluegge.

**We're listening! Do you have unique ideas for generating interest in your business? Let us know how we can help you market your Colorado H&Ag business.**

## **Your Colorado Tourism Office Heritage and Agritourism Team:**

Laura Grey, Colorado Tourism Office, Director, Heritage & Agritourism Program, [laura.grey@state.co.us](mailto:laura.grey@state.co.us)

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## **Frequently Asked PR Questions:**

### **What is Public Relations?**

Public Relations is the practice of facilitating spread of information between an individual or an organization and the public. Often, public relations includes an organization or individual gaining exposure to their audiences by using topics of public interest and news items that do not require direct payment. Perhaps of interest to you; the aim of tourism public relations is to persuade travelers to visit.

### **How can I share my information with the PR team?**

In this digital age, email is preferred. However, we invite your call, welcome the chance to visit, and look forward to your letters. We can use your information in whatever way you prefer to communicate with us! Send us quick updates in an email with bullet point lists, images, a phone call or descriptions and we can follow up with any questions.

### **What does a PR plan look like?**

In order to create a PR plan for your business, start by defining your strategy and the objectives you would like to achieve (i.e. generate additional tourism business, get the word out about an event or activity, etc). Then, add the core elements to outline how you plan to achieve your objectives (i.e., update web site calendar, email blast, press release to CTO and local tourism organization) . You can then devise unique and newsworthy story ideas about your business or products to attract media interest.

### **How do I create my own PR plan?**

Keep it simple:

- Understand your product/business/event; create a fact sheet and write down the key points of your message.
- Define the goals of a public relations program.
- Review your business plan basics – what is your target market, marketing components, primary objectives, etc.
- Take a look at what your competitors or other similar businesses are doing
- Listen to what your customers say about you and your competitors
- Identify a spokesperson/expert.

## **Heritage and Agritourism Public Relations Contacts:**

Laura Grey, Colorado Tourism Office, Director, Heritage & Agritourism Program, [laura.grey@state.co.us](mailto:laura.grey@state.co.us)

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