

## Marketing Worksheet for “Destination Marketing in the COVID Age: A Practical Two-Part Series Supporting Small Business COVID-19 Recovery”

**Eagle Mine**  
a subsidiary of **lundin mining**



Thank you for joining “Destination Marketing in the COVID Age: A Practical Two-Part Series Supporting Small Business COVID-19 Recovery.” A recording of our first session can be accessed [here](#) and a recording of the second session can be accessed [here](#).

The second session of the webinar series focused on key third-party platforms, which are online channels that allow businesses to have profiles and facilitate customer reviews and ratings. Customers are already using these third-party platforms in their travel planning and shopping needs. These platforms have the benefit of already having thousands of users, and they are managed and maintained by that company so it takes a lot of the work off of you as the business owner. They provide a snapshot of your business to potential customers who are searching for a product just like yours, instead of having to find your website on the internet. They can be limited in their content fields and sometimes charge for on-platform advertising and other paid media.

In webinar #2 we went into more detail about four specific platforms:

- Google My Business
- Yelp
- TripAdvisor
- Facebook

To make the most of each platform, we recommend creating a new business listing or claiming your existing business listing if it is already on the platform. You can follow the step-by-step guide for claiming your business listing in the subsequent handout. However, before getting started on these platforms, it is important to have your marketing information written out and edited so you can copy and paste them into the different fields. This will help ensure there is consistency across marketing channels and fewer errors when you are uploading them.

The following worksheet was created to prompt you to fill out the different fields in advance and have ready-to-go marketing copy to fill out your profile. It is also helpful to take a look at other successful businesses in your category to see what the best practices are, and leverage the online resources for your business category that the platform provides.

**Your Proper Business Name:**

*This should match your storefront, website and any other places your customer sees you. Drop the LLC and other legal names that don't match your customer-facing identity. Make sure this is spelled consistently and correctly.*

**Business Boiler Plate (Description of Your Business)**

*A boiler plate is your business' standard description for all of your websites and advertising channels. Talk about what makes you stand out and what services you offer. Try to keep this as concise as possible as the different platforms have character limits.*

**About the Business/Meet the Owner (depends on platform)**

*This section allows you to share more about yourself and how your business got started as a small business owner. This allows you to showcase a bit of your personality and create that connection with your customer.*

**Please describe your business' COVID response.**

*The space for your COVID-19 response will vary by platform, but it is helpful to have this all listed out in one place. If you haven't already done so yet, also make sure this is*

*updated on your website. Make sure to check all of the boxes that pertain to your COVID-19 response available on a platform by platform basis.*

**At least five, high-quality images:**

Make sure to have 5 key images that represent your business and show a variety of dimensions. These images should be new (taken in the last year), edited to bring out the best colors, well composed and horizontal so they display properly on each website.

Images should include:

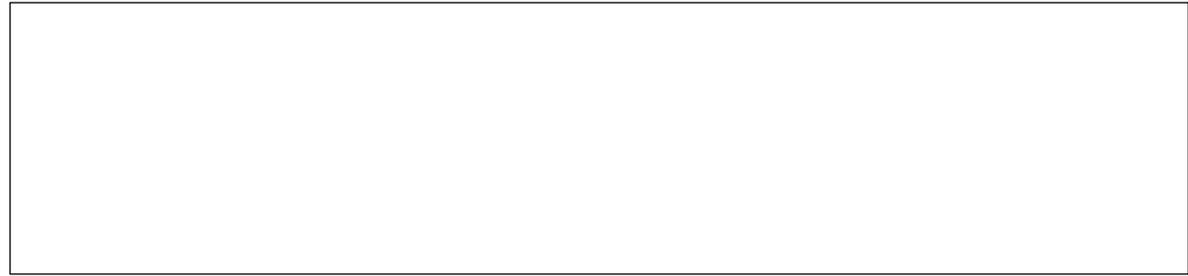
- Exterior of your business
- Interior
- 3+ Detail shot(s) of your products
- Other images of your customer experience (patio, special products or features)

Carefully select your first few images. These are going to be the images that market your business to your customer and these pictures are going to entice your audience to pick your business. While you might think an exterior shot is your best bet, maybe a close up of one of your dishes or an attractive detail would be more compelling. Try to find the images that make your business look the best. TripAdvisor provides these [guides to taking better images](#) and [selecting the best photos](#).

**Please list and describe your main products or services here:**

Depending on the kind of business you have, it might be helpful to list the kind of products you sell here. For restaurants, a menu is usually listed or a summary of menu offerings. For boutiques the types of clothing or services are helpful.

**Please list all of the areas or neighborhoods you serve:**



*If you have any questions regarding tourism marketing and content creation, please email Talia Salem [talia@theurbanomad.com](mailto:talia@theurbanomad.com). If you have any questions regarding Eagle Mine and their ongoing efforts to support COVID business recovery, email Meagan Morrison at [Meagan.Morrison@lundinmining.com](mailto:Meagan.Morrison@lundinmining.com). Thank you and you can find all of the information at <http://eaglemine.com/resources/>.*