

A field of sunflowers is shown against a dark blue night sky filled with stars. The sunflowers are in various stages of bloom, with some fully open and others as buds. The lighting is dramatic, highlighting the yellow petals and brown centers of the flowers.

EASY (AND CHEAP!) TIPS FOR TAKING YOUR MARKETING TO THE NEXT LEVEL

Jordan Roemerman
Kansas Tourism

KANSAS
TO THE STARS

WHO IS KANSAS TOURISM?

THE MISSION

The mission of the Kansas Tourism Division is to inspire travel to and throughout Kansas to maximize the positive impacts that tourism has on our state and local communities.

THE VISION

A better quality of life for all Kansans through a strong travel industry and economic prosperity, ensuring all travelers feel welcome and are provided the resources to create awe-inspiring experiences.

LONG STORY SHORT

WE MAKE KANSAS LOOK GOOD. YOU MAKE KANSAS SPECIAL.



NO CVB?

NO PROBLEM!



FREE IDEAS



FREE OPPORTUNITIES

- Write letters to the editor of your local or regional newspapers
- Write press releases about your event or attraction
 - Make sure you sent the traveler focused event press releases to Kansas Tourism!
- Write a FREE blog post for TravelKS.com
- Appear as a guest on radio or t.v. shows
- Be strategic when you do this! Don't send requests for every baked potato bar fundraiser and soup supper your community has. Save the requests for unique events to your community!
- Give programs to local service clubs, ask to give a guest lecture at your local school





FREE OPPORTUNITIES

- Host your community's frontline hospitality staff at your attraction or business. Help them know what to answer when travelers ask, "What's there to do around here?"
- Partner with other local businesses to have frontline staff suggest your business or attraction when helping guests.



FREE OPPORTUNITIES

- Social media, social media, SOCIAL MEDIA!
 - Make sure that you are on social media and posting regularly, but don't be overwhelmed!
 - If you can't commit fully to ALL of the platforms (which, let's be honest, who can?) find two that you like and understand, and be active on those. I would recommend to grab your handle on others just so you know you have control over the account, but leave a "We're so glad you found us! Because we're a small business, we want to make sure that we spend most of our time baking pies you'll love, so please find us on our active Facebook and Twitter pages at @JRoesPies.)"
- Engage with local and regional Facebook groups
- Be active with review sites (Google, TripAdvisor, Yelp, etc.) and respond and interact with customer reviews





Learn more at
TravelKS.com/MarketingOpportunities

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PAID OPPORTUNITIES



PAID OPPORTUNITIES

- Make sure you have printed materials (rack cards, business cards, ads, banners, etc.) that have a cohesive look and feel. That branding is vital to your marketing efforts.
- Don't have a cohesive brand? Talk to local creatives/marketing agencies to chat about cost. If that's out of reach, try reaching out to your local school's organizations (FFA, FBLA, FCCLA, art club) to see if there's a student interested in graphic design who might like to have a portfolio piece. Remember, it's a student, not a professional, so use the experience to guide them in their entrepreneurial journey. Or, if you'd like another option, go to Fiverr.com to find freelancer professionals with low prices.
- Local radio and tv stations offer more services than just broadcast advertising... Reach out to see what value added projects they can do for you!

to the stars
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PAID OPPORTUNITIES

- Social media ads – there are many online resources for those who want to get started advertising on social media.
- State Fair booth – chat with thousands of Kansans as they explore the Kansas State Fair! Don't forget, communities can sign up for the 'Explore Kansas' Festival, an event that happens the one Saturday and Sunday of the fair.



PAID OPPORTUNITIES – With Kansas Tourism

- Partner with Kansas Tourism for social media posts
 - Featured Facebook Post - \$35
 - Instagram Post - \$25
 - Instagram Story - \$10
 - Custom bundles are available
- Display Ads on TravelKS.com
 - Offer limited to Kansas entities
 - Sold via our partner DTN, Destination Travel Network
 - Prices vary
- Official Travel Guide – 350,000 copies distributed
 - Kansas Tourism provides a **complimentary listing for DMO's.**
 - General Listings - \$100 (early bird deadline for 2023 has passed)
 - Highlighted Listings - \$140
 - Display Ads – Price Varies
- Wholesale Gear
 - Kansas Tourism has launched a stylish line of Kansas gear. If you'd like to retail in your boutique, gift shop, etc., email me!

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PAID OPPORTUNITIES – With Kansas Tourism

Kansas has two state-owned Travel Information Centers located in Goodland and Belle Plaine. TIC staff greet more than 200,000 visitors annually.

- Travel Center Kansas Showcase
 - Promote your destination or business with a week-long display or promotion at the Goodland or Belle Plaine TIC. Booking is first come, first served.
 - \$100 per location per showcase
- Refreshment or Hand Sanitizer Host
 - Sponsor refreshments for a month to promote your destination or business at the Goodland TIC. Not available at the Belle Plaine location. Booking is first come, first served.
 - \$150 per month
- Travel Center Backlit Advertising
 - Target your message directly to travelers with beautiful backlit wall signs at the Goodland or Belle Plaine TIC, includes one Travel Center Kansas Showcase with purchase
 - \$1,800 per location for January through December
 - \$600 per location for three-month event marketing

Photo by Charles Moman

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QUESTIONS?



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