



EASTERN REGIONAL TOURISM DISTRICT

# All You Need to Know about Effective Tourism Marketing

Free workshop on digital solutions, content creation & more

You are cordially invited to attend a comprehensive marketing seminar for tourism partners. Learn how to leverage the power of the District's advertising campaign along with best practices for your marketing efforts.

**Tues, September 14**

8 to 11 am  
Mystic Hilton  
Mystic, CT



**REGISTER TODAY!**

**Wed, September 15**

8 to 11 am  
The Inn at Woodstock Hill  
Woodstock, CT



**REGISTER TODAY!**

## TOPICS INCLUDE:

Learn to engage with ERTD's digital marketing strategy

What are the most important digital tactics?

Discover social media best practices that will boost your following & engagement

What is the best way to develop your content calendar?

Learn how to share your content & events across the regions robust channels

Make sure your [CTvisit.com/MysticCountry](http://CTvisit.com/MysticCountry) content is up-to-date



Mystic Country

