



How to be a Better Partner to YOUR Partners checklist

- First assess your relationship with your partners. Is it positive or negative?
- You and your partners have agreed upon goals that you all are working towards.
- You regularly meet together to review those goals and make changes as necessary.
- Your partners act as your megaphone and share what you are doing.
- You act as a megaphone for your partners and share what they are doing.
- You know who your partners are (both online and offline, business leaders, organization leaders, etc.) and you regularly interact with them.
- You have local Online Champions that you have recognized (members of your community that are outside of brick and mortar businesses who help you spread your message).
- Your partners know and understand the strengths, weaknesses, and assets of your community.
- You provide your partners with a list of assets they can promote monthly.
- You know and understand what your partners perceptions are.
- You've created forums for partners to voice needs and opinions (private Facebook group, private forum on website, etc.)
- You're clear about what your partners can and can't influence.
- You and your partners have agreed upon social media platforms and hashtags for promotion.
- You've worked with your partners to enhance local signage to help with your destination marketing efforts.
- You continually work with your partners on the ongoing "outside" marketing strategy that they can follow in addition to the "inside" strategy for your DMO.
- You engage partners in collecting data and mapping neighborhood characteristics to help discern facts and trends.
- You provide your partners with opportunities to learn/share cutting edge marketing techniques.
- You actively listen to what your partners have to say – both online and in person.
- It is clear to your partners that you respect their needs, aspirations, and opinions.
- You continually work with your partners to extend a positive image.
- You empower your partners to take your message to the community at large.
- **One Big Team – Mean it and Show it!**

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