

MICHIGAN LIVING BYWAY

PROMOTION PLAN

Timeline:

Prior to Approval:

Designate Facebook Designer

Designate Website Designer

Gather upcoming “Yearly Events along Byway” in each community

Approved by State: (Becomes: “Birthdate” and Recognized in Future)

Announcement in:

Media

Township/City Facebook, Website & Public Relations

Area Business and Organizations Facebook, Website & Promotions

Facebook and Website created with links to:

*One Another

*Pure Michigan ByWay website

Facebook:

- Features announcements about the ByWay
- Post events in various communities/organizations along ByWay

Website:

- Features Background on ByWay
 - Historical
 - Community Backgrounds
 - Links to
 - Community sites
 - Tourism/Convention/Chamber Sites
- Features Top 15 Attractions & Links
 - Descriptions & Link
- List of additional Attractions:
 - Descriptions & Links
 - Categorized & Searchable to Community/Type (Restaurant, Recreation, Historical, Cultural, Shopping, etc)
- Feedback page

Encourage Links to Facebook and/or Website

- MDOT
- Communities
- Organizations
- Businesses

Promotional Cards Produced & Distributed through State Tourist Agencies

- MDOT and Welcome Centers
- Local Communities for Promotion at various events, etc.
- Available to local Businesses/Organizations

September each Year:

- Evaluations sent out to Communities/Agencies/Businesses
- Evaluations collected

October each Year:

- Evaluations gone over and recommendations
- Promotion Card reviewed and changes made if necessary for upcoming year
- Commendations recognized & compiled
- Recommendations sent to Continuation Committee
- Commendations sent to Continuation Committee & to Website & Communities for promotion/recognition

By November each year:

Events in Upcoming Year forwarded to Facebook page coordinator (can add “last minute” throughout year as well)

Yearly “Celebration” noting accomplishments, usage and growth

- Community Publications
- Facebook Page
- Website
- Media/Press Releases