

MARKETING OPPORTUNITIES & RESOURCES



Tourism Oxford

Tourism Oxford offers several opportunities to assist businesses with marketing. This includes free listings for businesses that meet the market readiness criteria and also paid marketing partnerships. [Learn more.](#)

Free Tourism Listings

There are several opportunities available for you to increase your website presence as a tourism attraction. Consider getting a free listing on the following sites. Each program has a different application criteria.

- TourismOxford.ca
- Ontariosouthwest.com
- OntarioTravel.net
- [Trip Advisor](https://www.tripadvisor.com)
- [Google](https://www.google.com)

Tourism Oriented Directional Signage (those blue highway signs):

Tourism Oxford is frequently get asked, "How do I get one of those blue highway signs?" This program is operated by Canadian TODS (Tourism Oriented Directional Signage). Businesses that meet their criteria can purchase a sign for an annual fee. Tourism Oxford provides support to businesses who have questions about how they can make some minor changes to meet the sign criteria. [Learn more about TODS.](#)

Training & Coaching

94% of Canadian adults have an account on at least one social media platform: Facebook (83%), messaging apps (65%), YouTube (64%) and Instagram (51%) (REF). Help is available to assist you with making the most of your social media efforts.

- [Community Futures Oxford](#) In June 2021 they will be offering a series of short videos and webinars to help your business make a digital shift. Topics range from Google Reviews to website must-haves and everything in between. They know you're a busy entrepreneur so these videos are short, to the point and help you cross these items off your to do list quickly and efficiently. To be the first to receive the videos and registration links in May 2021, [pre-register here.](#)
- [Tourism Oxford:](#)
 - Upcoming sessions are announced in the Industry Newsletter ([sign-up](#))
 - Email tourism@oxfordcounty.ca to schedule a 1 hour tourism social media strategy session.
- [The Small Business Centre](#)
 - offers one on one consultations (book online)
 - find more marketing training on our [web page](#)
 - workshops, grant/support services
 - several [Workbooks, guides and handouts](#)
- [Southwestern Ontario Tourism Corporation](#) regularly offers training opportunities and has several online resources in the training section of their website.
- Facebook offers [free online courses](#) to help you learn about engaging and growing your audience on Facebook, Instagram and WhatsApp.

Questions? Please contact us:

Tourism Oxford

Our rural roots are showing

Prepared by Tourism Oxford

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Want to learn more? Discover more resources on our [industry website](#) (help sheets, videos, workshops, newsletter.)