



PRESENTED BY:



MBA SPRING TOUR MARKETING CHECKLIST FOR PARTICIPANTS

- Customize the MBA template press release with your Spring Tour and company information. Double-check:
 - Your company name is filled in
 - The locations of your projects are included
 - Descriptions of your projects are included
 - Add a quote from your owner or manager
- Share the completed press release with your media contacts to announce your participation.
- Place the Spring Tour graphics on your own website and newsletter, and link them to <http://www.MBAspringtour.com>.
- Incorporate the Spring Tour logo in any print promotional materials you're expecting to hand out, or any ads you are running before and during the Tour.
- Add the Spring Tour signature graphic to your email signature
- Add a short blurb about the Spring Tour in your radio and TV advertising as well as your website and social media.
- Click "Interested" (or "Going") on the Facebook event page to let others know you are participating.

**Contact Brock Diedrick, MBA Marketing at
mba@mangoldcreative.com with questions.**