# Small Business Marketing & Branding Partnership

LONG BEACH CONVENTION & VISITORS BUREAU





Long Beach Convention & Visitors Bureau & The Long Beach Economic Development Department





## What is the BID Small Business Marketing Partnership?

The City of Long Beach Economic Development Department and the Long Beach Convention and Visitors Bureau have created a plan to support hospitality-focused businesses throughout the Business Improvement Districts.

LONG BEACH CONVENTION & VISITORS BUREAU





# What does this mean for you?

# Marketing opportunities at a heavily discounted rate!

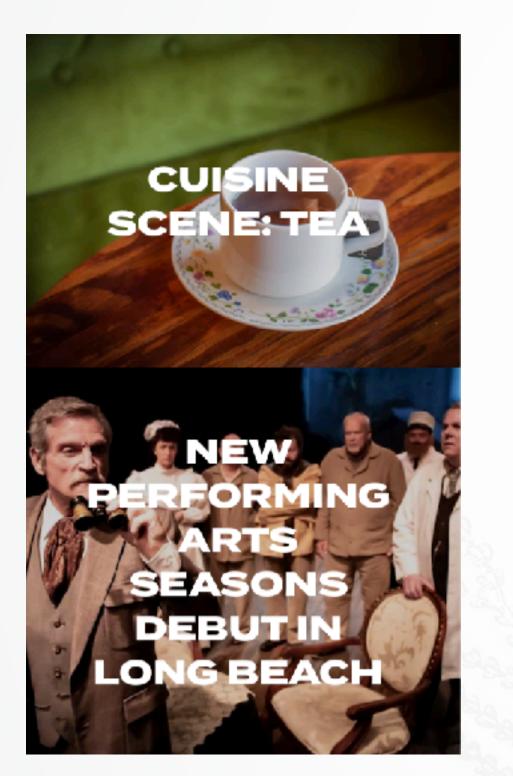
LONG BEACH CONVENTION & VISITORS BUREAU







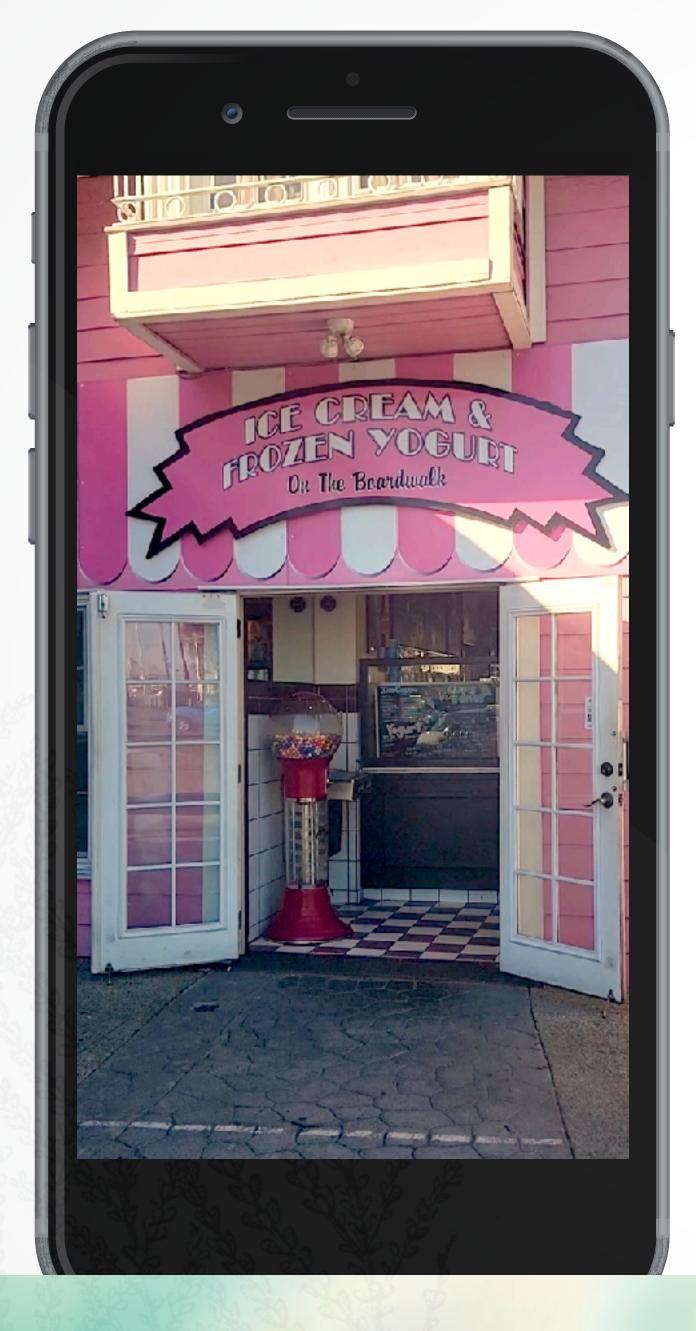
# **SPECIAL RATE:** \$100 YEARLY



## **BID Stakeholder Membership Benefits**

- Business Website listing on VisitLB.com
- 10 Images
- Special Promotions section on VisitLB.com
- One Category Listing
- Reels, TikTok, Youtube Shorts One reel (video) filmed and produced per business. The video will cover various aspects of the business, including the visitor's experience.
- The reel will be shared on #VisitLB social channels and embedded on the business listing web page. We will give the video to the businesses for them to utilize, and we will use it for b-roll.
- Social Media Inclusion throughout the year
- Opportunity to participate in social media influencer visits
- Business Referral Program, which connects businesses to convention clients • Networking Opportunities

LONG BEACH CONVENTION & VISITORS BUREAU



LONG BEACH CONVENTION & VISITORS BUREAU

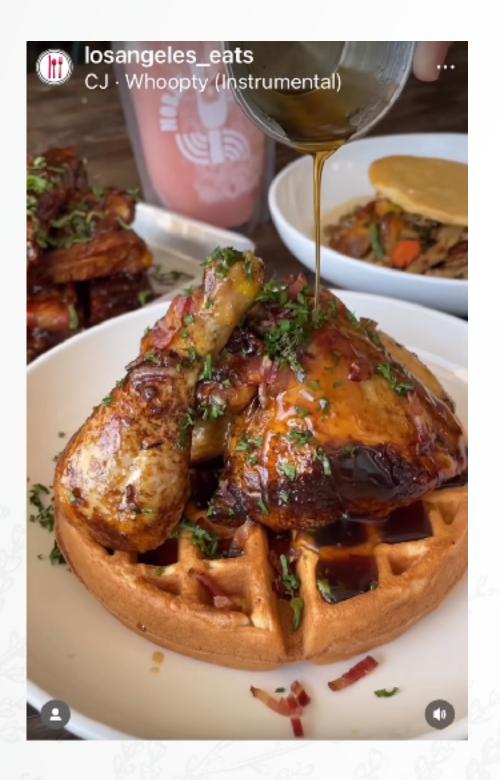
# InstagramReels

"While regular feed posts still have their place on Instagram, Reels are the number one tactic for reaching new audiences."

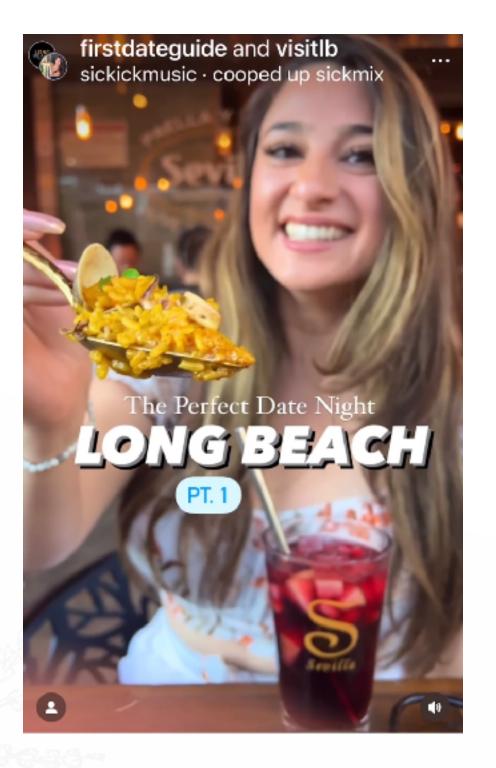
- Later, Social Media Management Platform

# InfluencerPartnerships

## @LosAngeles\_Eats







2,167,279 Plays

LONG BEACH CONVENTION & VISITORS BUREAU



## @FirstDateGuide

## @PaulsFoodHaul



## 1,164,605 Plays

## 217,971 Plays

# 

PaulaZ@Longbeachcvb.org 562-896-9089

LONG BEACH CONVENTION & VISITORS BUREAU



# Paula Zepeda, Director of Community Relations



The mission of the Economic Development Department is to create equitable economic opportunities for workers, investors, and entrepreneurs.

LONG BEACH CONVENTION & VISITORS BUREAU



# About the EDD



The mission of the Bureau is to contribute to the economic development of the City of Long Beach by selling, marketing and promoting Long Beach as a destination for meetings, conventions, tradeshows and tourism.

LONG BEACH CONVENTION & VISITORS BUREAU



# About the CVB

