

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.](#)

Tourism Oriented Directional Signage (those blue highway signs):

Tourism Oxford is frequently 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.](#)

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
- [Destination Ontario](http://DestinationOntario)
- [Trip Advisor](http://TripAdvisor)
- Google

Training & Coaching

94% of Canadian adults have apps on at least one social media platform: Facebook (83%), messaging apps (65%), YouTube (64%) and Instagram (51%) (REF). It is more important than ever to engage with customers on social media. While this is free, it does take an investment of time and strategy. Consider accessing the following resources to up your social media game.

- Tourism Oxford:**
 - Check out our [Digital Resources](#) page for assistance with marketing, market readiness, e-commerce and more
 - [Sign up](#) for our Industry Newsletter to receive valuable notices about what is happening in Oxford County including tourism tips & tricks, ideas to spark your creative side, training, workshops, opportunities for collaboration, celebrations and events! ([sign-up](#))
 - One-hour social media strategy sessions are available. Email tourism@oxfordcounty.ca to request an appointment.
- Small Business Centre**
 - offers one on one consultations (book online)
 - 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:



Prepared by Tourism Oxford

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