



District Marketing Mojo: A Chat with Terrie Banish

Editor's note: Welcome to our new blog series, District Marketing Mojo. Each month, Verdin President and CEO Mary Verdin interviews a leader in the world of marketing and

communications for special districts and business improvement districts. Check back here regularly on our blog for new interviews. If I picked five words or phrases to describe the

City of Atascadero's Deputy City Manager, they would likely be: Community-minded, Leadership, Experienced, Event Organizer and Tourism Advocate. ...



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verdinmarketing We recently launched a new blog series: District Marketing Mojo! In each post, President and CEO Mary Verdin interviews a leader in the world of marketing for special districts and business improvement districts. Read Mary's first chat with Terrie Banish of [@VisitAtascadero](#) on our blog. [LINK IN BIO!](#) [#verdinmarketing](#) [#marketing](#) [#cityofatascadero](#) [#specialdistricts](#) [#tourism](#)

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verdinmarketing Lightning Joe's Guitar Heaven has been rockin' for 39 years in Arroyo Grande. We created this reel for our tourism marketing client @visitarroyogrande to highlight beloved local business @lightningjoes. Local businesses give towns their unique character and are a great string to pluck for tourism draw. #verdinmarketing #marketing #tourismmarketing #smallbusiness #socialmedia

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Our destination marketing client @venturacountycoast asked us to update a marketing plan to support the highly anticipated return of the Dallas Cowboys Training Camp that started in July in the area. These kinds of events can be a huge tourism draw, so we packed their plan full of goals, strategies and tactics that were on brand. #verdinmarketing #marketing #graphicdesign #marketingstrategy

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verdinmarketing It's summertime, aka the busy season for the tourism world! For our destination marketing client @visitconcordca, we created a social media campaign video to promote midweek stays, a critical time when hotels don't tend to be as busy but rates tend to be lower. We showcased the great deals and good times that can be found during the summer months in this vibrant East Bay city. #verdinmarketing #marketing #tourismmarketing #socialmedia #midweekdeals

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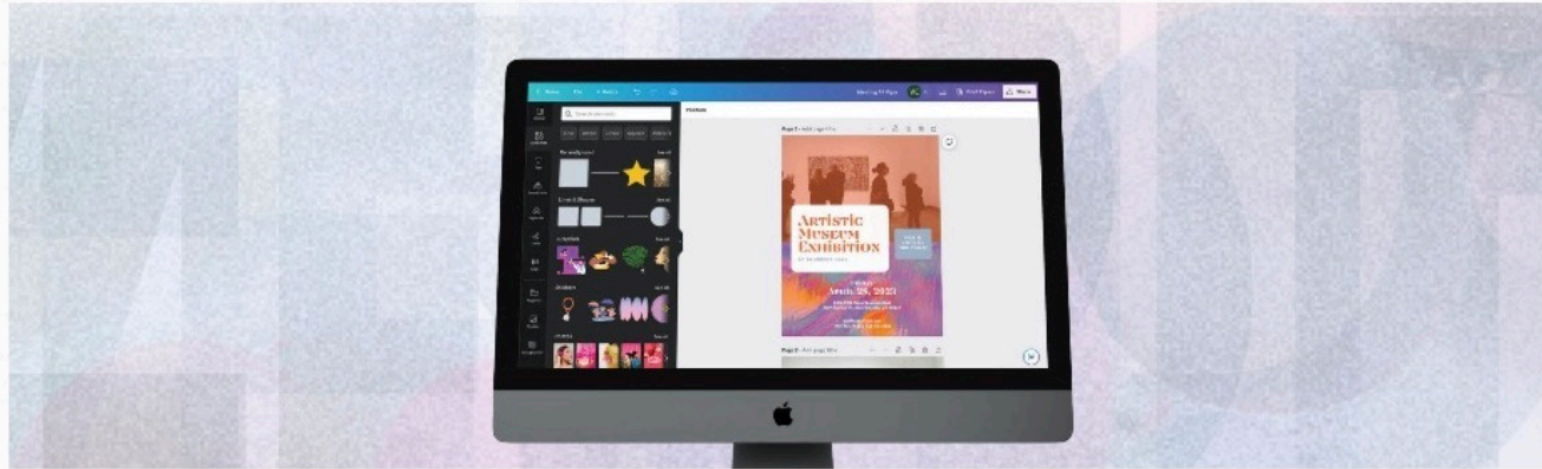
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5+ Reasons Your BID Should Be Using Canva

Imagine: Your organization just went through a branding rehaul with a marketing agency and was handed a shiny new logo, accompanying visual assets carefully curated with your brand's personality in mind,

and a handful of complementary custom graphics. You and your organization have dedicated time and resources to make this possible, and you're eager to roll out your refreshed look and put it into action.

Like most, you may find yourself asking "Now what?" or "How?" And those are fair questions! Without access to, or familiarity with, complex design programs like the Adobe Creative Suite ...



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verdinmarketing The evolution of Canva means an incredibly valuable tool for designers and non-designers alike. This recent blog post gives 5+ reasons why everyone's using it -- and why you should too! Creating on-brand and consistent design work can be a daunting task, but there is a solution ... Find out more through the link in our bio. [#verdinmarketing](#) [#marketing](#) [#tourismmarketing](#) [#canva](#) [#graphicdesign](#) [#BIDs](#)

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