

# Stand Out: 10 Effective and Easy Ways to Promote Your History Attraction

Friday, June 3, 2022, at 2:00PM



**Ashley Parker**

Historic Preservation Specialist  
for Heritage Tourism  
New Jersey Historic Trust



**Emily Manz**

President  
EMI Strategy



**Donna Ann Harris**

Principal  
Heritage Consulting, Inc.



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# Agenda

- 1.) Place your events in local/regional calendars
- 2.) Identify opportunities for earned media
- 3.) Own your online presence with free tools
- 4.) Put a twist on your programming
- 5.) Build a robust social media presence
- 6.) Link your attraction to others nearby, be on tourism websites
- 7.) Train your docents to cross promote
- 8.) Outreach to groups
- 9.) Encourage reviews on Yelp, Trip Advisor, Google
- 10.) Make it easy to buy at your historic site



Who is this  
session for?  
Volunteer run  
sites!

# Learning objectives

1. Quickly identify and create effective social content from existing resources.

2. Use free online tools to create websites, flyers and gather reviews of your site to take charge of your online presence.

3. How to reach out to writers, bloggers, and press outlets effectively.

4. Find new visitors by looking to groups and adding creative twists to your programming.



1.) Place your events in local/regional calendars



# Sample Event Calendars



Home Day Trips Food Booze Nerdy in NJ Arts & Culture Events Shop Advertise Search



Mailchimp Signup Form

Email Address

Submit



JASON ALDEAN, ERIC CHURCH,  
FLORIDA GEORGIA LINE,  
COLE SWINDELL  
PLUS 30+ OF COUNTRY'S HOTTEST ARTISTS



2.) Identify opportunities for earned media





# Samples of Earned Media

## PHOTOS: Battle and Brews pub crawl showcases history and local bars

11 PHOTOS

12:30 p.m. EDT Apr. 20, 2018



northjersey.com

News Local Sports High School Sports NJ Records USA TODAY Obituaries E-Edition Legals

FOOD

## Bloomfield fall Food Tour to feature local eateries and teach town history



**Rebecca King**

NorthJersey

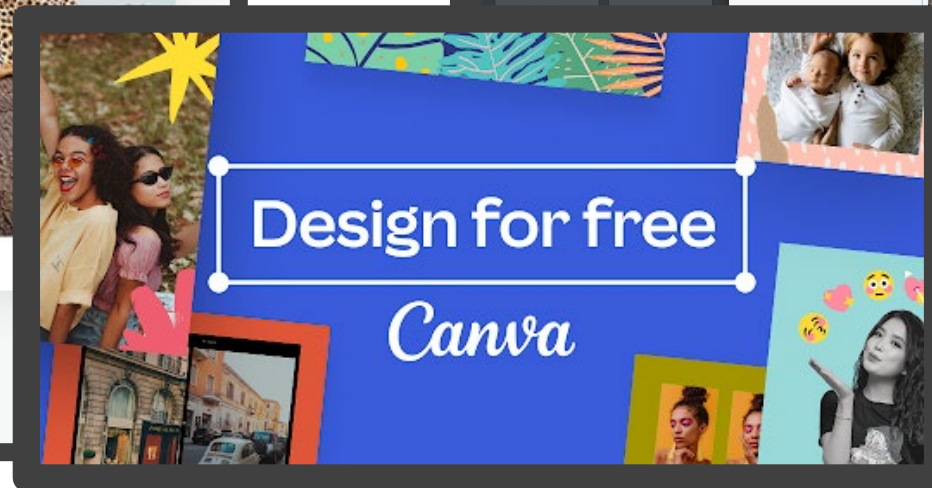
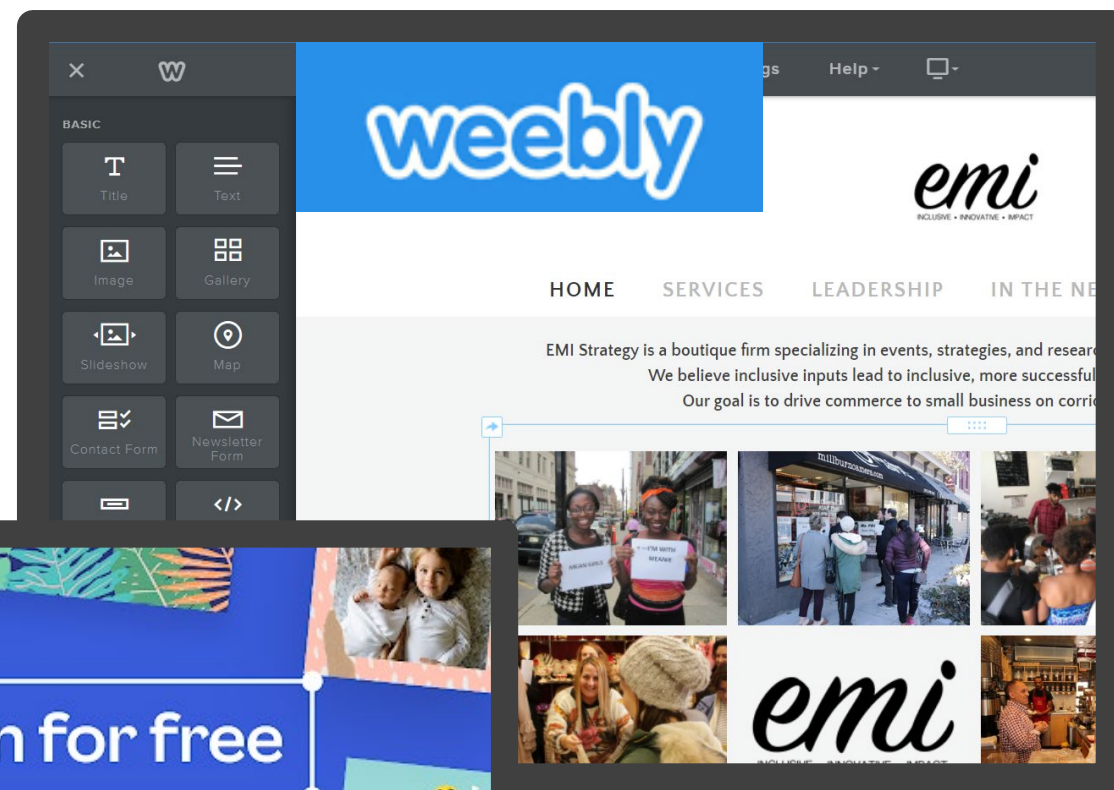
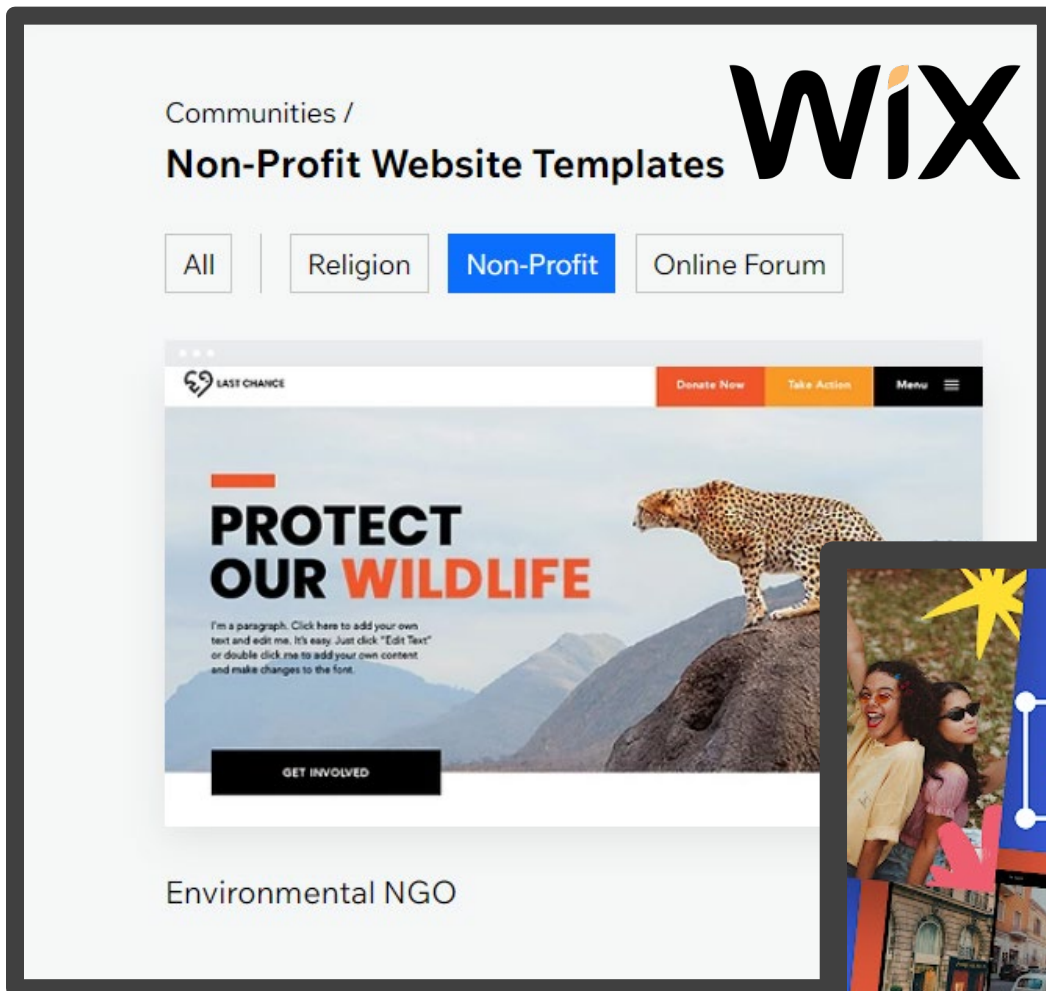
Published 7:01 a.m. ET Sept. 30, 2019

View Comments





# 3.) Own your online presence with free tools





1719 William Trent House Museum



*in the  
W.M. Special*

**William Trent House Museum**

Located at: 15 Market Street,  
Trenton, NJ 08611

Mailing address: P.O. Box 77234,  
Trenton, NJ 08628

**Hours of Operation**

Wednesdays – Sundays  
1:00 pm – 4:30 pm  
Closed Municipal Holidays

**Admissions**

Adults: \$5.00  
Children and Seniors: \$4.00  
Members: FREE

**Museum (609) 989-3027**

**THA (609) 989-0087**

**Additional Information**

Accessibility  
Parking  
Groups or Special Tours  
Directions

**SIGN UP FOR OUR FREE  
MEMBER LETTER!**

3055 River Road Bedminster, NJ 07921 | (908) 396-6053

**Visit Us**

**Jacobus Vanderveer House & Museum**

3055 River Road, Bedminster, New Jersey 07921,  
United States

**GPS USERS**

Enter: 3055 River Road Park  
Coordinates: 40.666816, -74.644819

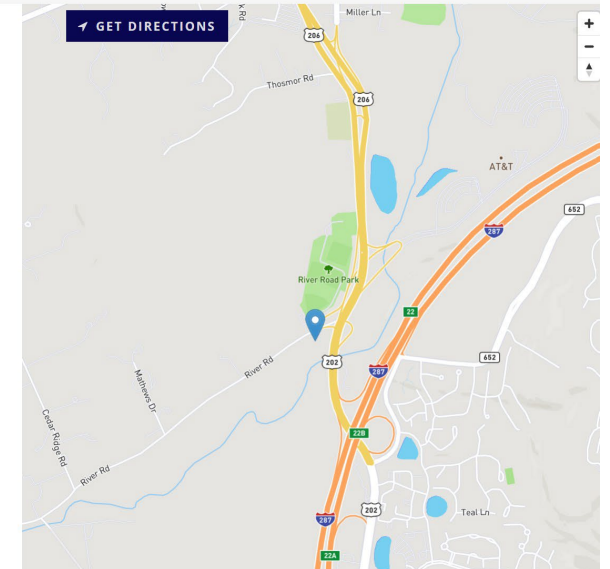
**GOOGLE MAPS**

Enter: Jacobus Vanderveer House

PARKING AVAILABLE ON SITE

**Hours**

The Jacobus Vanderveer House is open for  
scheduled programming and private tours. [For](#)



Samples of visitor info pages



4.) Put a twist  
on your  
programming



# Samples

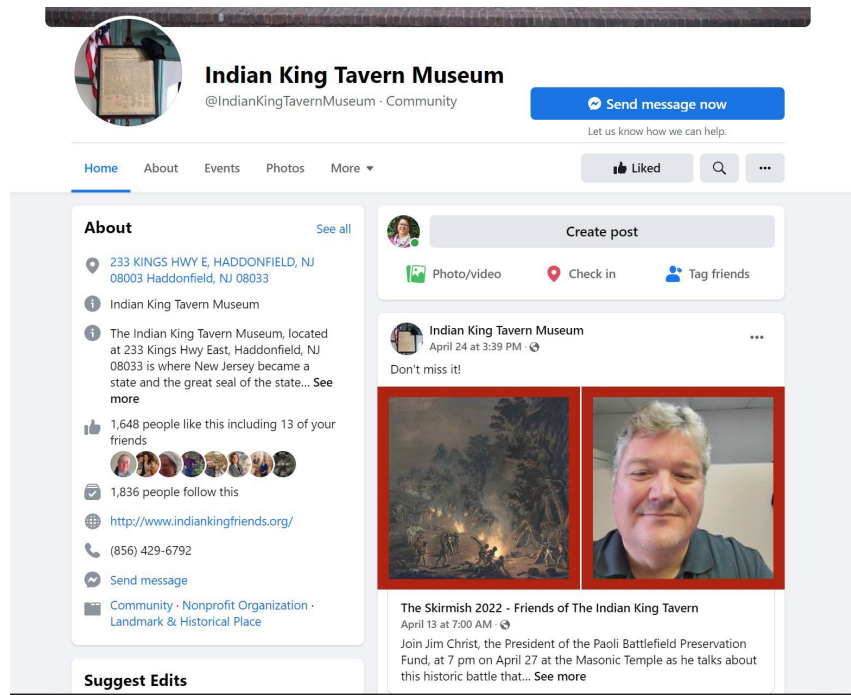






5.) Build a social media presence

# Samples of social media pages



**Indian King Tavern Museum**  
@IndianKingTavernMuseum · Community

Send message now  
Let us know how we can help.

Home About Events Photos More

Liked

**About** See all

233 KINGS HWY E, HADDONFIELD, NJ 08003 Haddonfield, NJ 08033

Indian King Tavern Museum

The Indian King Tavern Museum, located at 233 Kings Hwy East, Haddonfield, NJ 08033 is where New Jersey became a state and the great seal of the state... See more

1,648 people like this including 13 of your friends

1,836 people follow this

<http://www.indiankingfriends.org/>

(856) 429-6792

Send message

Community · Nonprofit Organization · Landmark & Historical Place

**Suggest Edits**

Create post

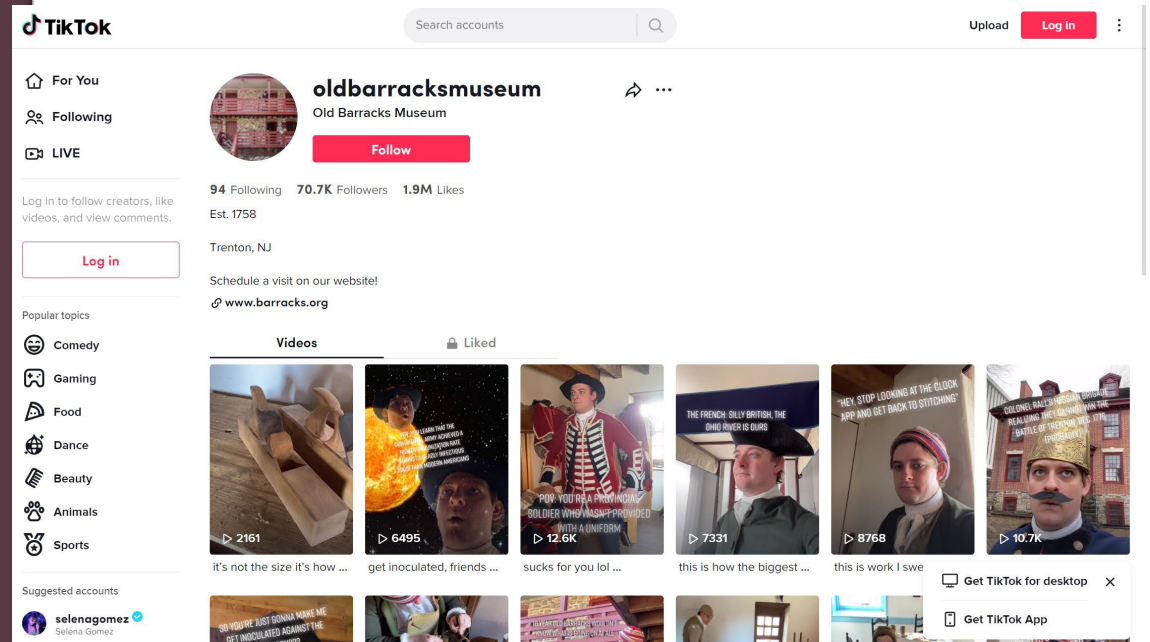
Photo/video Check in Tag friends

**Indian King Tavern Museum**  
April 24 at 3:39 PM ·

Don't miss it!

**The Skirmish 2022 - Friends of The Indian King Tavern**  
April 13 at 7:00 AM ·

Join Jim Christ, the President of the Paoli Battlefield Preservation Fund, at 7 pm on April 27 at the Masonic Temple as he talks about this historic battle that... See more



**TikTok** Search accounts

Upload Log In

For You Following LIVE

**oldbarracksmuseum**  
Old Barracks Museum

Follow

94 Following 70.7K Followers 1.9M Likes

Est. 1758

Trenton, NJ

Schedule a visit on our website!  
[www.barracks.org](http://www.barracks.org)

Popular topics

- Comedy
- Gaming
- Food
- Dance
- Beauty
- Animals
- Sports

Videos Liked

it's not the size it's how ... 2161

get inoculated, friends ... 6495

sucks for you lol ... 12.6K

this is how the biggest ... 7331

this is work I swe ... 8768

COLONEL BULLY BRITISH THE BATTLE OF TRENTON WAS FIGHTED AT THE BATTLE OF TRENTON AND GET BACK TO STITCHING? 10.7K

DO YOU'RE JUST GONNA MAKE ME GET INOCULATED AGAINST THE ...

Get TikTok for desktop

Get TikTok App



EVENTS PLAY STAY MEET DINE MAP LIVE, WORK & LEARN

Historic Sites

Join Us  
Subscribe now and receive the latest news, plus our coveted Weekend Top 10!

Zip Code \*

Email Address \*

Subscribe

Search Category Location

Local Partners

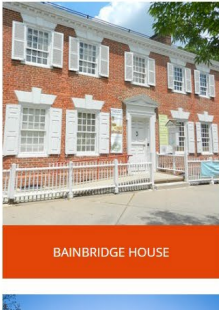
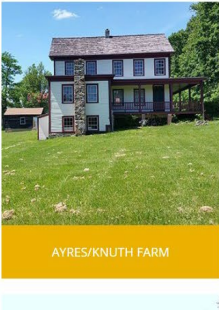
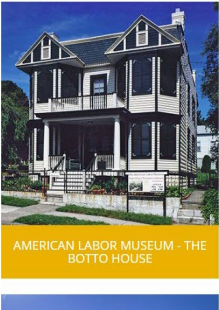
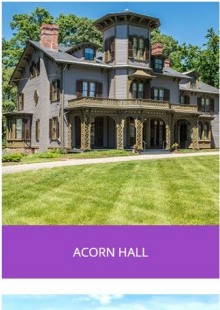
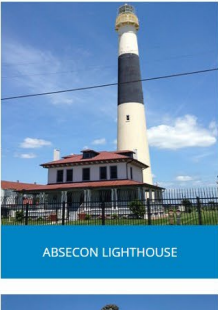
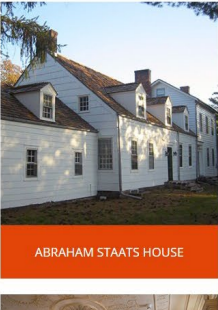
Staats House  
17 Von Steuben Lane  
South Bound Brook, NJ 08880

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Receive the latest news and more!  
Subscribe



BY THEME BY INTEREST BY REGION

ALL HISTORIC SITES



Stories Places People Events Visit Resources 250th Updates

Discover Revolutionary New Jersey

Heritage Area

Historic houses, battlefields, graveyards, and other sites, offer endless opportunities to explore your own revolutionary spirit. More than 800 days in New Jersey during the Revolutionary War, you may cross paths with the General himself. Or you may witness their Revolutionary Neighbors enduring the daily challenges of war.

Immersive audio adventure!

Our interactive audio tour series gives you the tools to explore a variety of New Jersey stories as you travel. Hear the first-hand accounts of soldiers and local residents whose lives were forever affected by the war. Listen to our growing number of audio tours [here](#).

Recommended itineraries to get your Crossroads of the American Revolution journey started or you can use one of our Revolutionary story routes. Of course, you can always use our interactive map to find nearby places to explore. Please note that operating hours are subject to change. We encourage you to read to confirm days and times before visiting a site and to verify accessibility for visitors with special needs.

Itineraries

6.) Link your attraction to others; be on tourism websites



# Samples of tourism websites

GET YOUR FREE GUIDE | NEWSLETTER SIGN UP | TRAVEL PLANNING RESOURCES | SIGN IN | APP | SEARCH

## HISTORY IN NEW JERSEY

REFINE YOUR SEARCH:

CLEAR ALL FILTERS × | SORT BY: ALPHABETICAL | 1 2 3 4 5 ...44 NEXT > LAST >>

**Region & City**

- Delaware River Region
- Gateway Region
- Greater Atlantic City Region
- Shore Region
- Skylands Region
- Southern Shore Region

+ SHOW MORE

**Category**

- 9/11 Memorials
- Historic Sites & Memorials
- Historical Societies & Councils

★ FEATURED

- LIBERTY SCIENCE CENTER**  
222 Jersey City Blvd.  
Jersey City, NJ 07305
- 1719 WILLIAM TRENT HOUSE MUSEUM**  
15 Market St.  
Trenton, NJ 08611
- ABRAHAM STAATS HOUSE**  
17 von Steuben Ln.  
South Bound Brook, NJ 08880

TOP

Experience Morris County | Upcoming Events | Mother's Day | Blog | About | Support | Contact | Subscribe to E-Newsletter | Visit

CHURCH OF THE REDEEMER  
www.redeemermorristown.org

Welcoming Visitors since 1739





# BROWSE *Historic* SITES

[BY THEME](#) [BY INTEREST](#) [BY REGION](#)

## ALL HISTORIC SITES



ABRAHAM STAATS HOUSE



ABSECON LIGHTHOUSE



ACORN HALL



AMERICAN LABOR MUSEUM - THE BOTTO HOUSE



AYRES/KNUTH FARM



BAINBRIDGE HOUSE







7.) Train your docents to make referrals to other sites



Camden County History Alliance

# GLOUCESTER CITY HISTORICAL SOCIETY



34 N King Street  
Gloucester City, NJ 08030

EXHIBITS ABOUT THESE HERITAGE TRAILS:  
COLONIAL TIMES  
RIVER, ROADS & RAILS  
MANY FACES OF CAMDEN COUNTY  
20TH CENTURY STORIES

Visit the Gloucester City Historical Society where you will be able to travel through time. We have displays of arrowheads, local cemetery records and a vast collection of yearbooks—just a sampling of our varied holdings and exhibits.




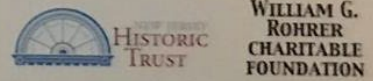
Hours:  
Thursday:  
6:00 pm - 8:00 pm  
First & Third Saturdays:  
11:00 am - 2:00 pm  
or by appointment by contacting  
historygcnj@gmail.com

FREE ADMISSION  
Donations Encouraged

Address:  
34 N King Street  
Gloucester City, NJ  
08030



 For more information:  
gloucestercityhistoricalsociety.com




# Samples of rack cards



# Samples

- Joint projects to promote many sites

CCHA Camden County History Alliance Presents







## HERITAGE TRAIL WOMEN IN HISTORY DAY

Sunday, May 3, 2020

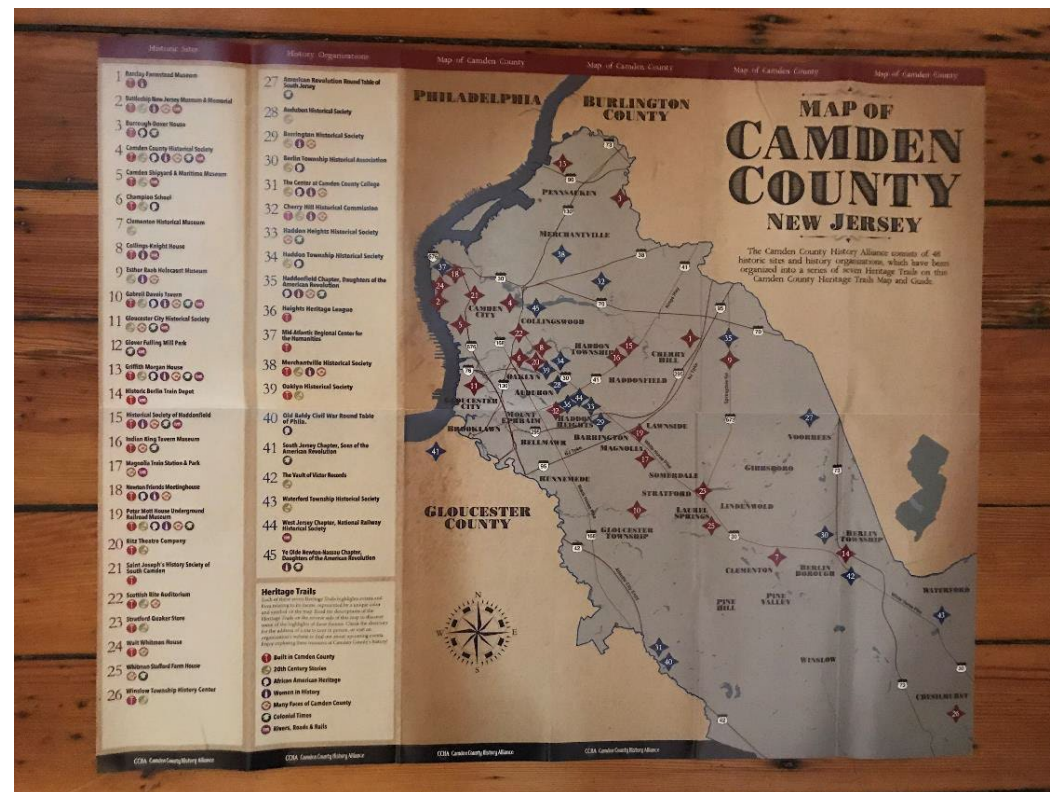
Discover women's contributions to the social, political, and industrial history of Camden County. *Rain or Shine!*

Most Events FREE!



FOR A FULL LISTING OF EVENTS, CHECK OUT OUR FACEBOOK PAGE OR VISIT  
[WWW.CAMDENCOUNTYHISTORYALLIANCE.COM](http://WWW.CAMDENCOUNTYHISTORYALLIANCE.COM)

**CANCELLED**



**MAP OF CAMDEN COUNTY NEW JERSEY**

The Camden County History Alliance counts of 40 historic sites and history organizations, which have been organized into a series of scenic Heritage Trails on the Camden County Heritage Trails Map and Guide.

**Historical Sites**

1. Bentley Historical Museum
2. Brotherhood New Jersey Women & Historical
3. Borough Street Store
4. Camden County Historical Society
5. Camden Shipyard & Maritime Museum
6. Chapman School
7. Clamateur Historical Museum
8. Collins Knight House
9. Fisher Book & Record Museum
10. Galloway House
11. Gloucester City Historical Society
12. Greenleaf Mill Park
13. Griffith Morgan House
14. Historic South Train Depot
15. Historical Society of Haddonfield
16. John Peter Devere Museum
17. Magellan Train Station & Park
18. Memorial Historical Society
19. Mill House Underground Railroad Museum
20. Mill House Company
21. Mill House's History Society of South Camden
22. South Hill Auditorium
23. Bradford Barker Store
24. Mill Whitman House
25. Millstone Mill Farm House
26. Windsor Township History Center
27. American Revolution Round Table of South Jersey
28. Anshelm Historical Society
29. Burlington Historical Society
30. Berlin Township Historical Association
31. The Center of Camden County College
32. Cherry Hill Historical Commission
33. Haddon Heights Historical Society
34. Haddon Township Historical Society
35. Haddonfield Chapter, Daughters of the American Revolution
36. Haddon Heights League
37. Mt. Adams Regional Center for the Handicapped
38. Monmouthville Historical Society
39. Oaklyn Historical Society
40. Old Rully Civil War Round Table
41. South Jersey Chapter, Sons of the American Revolution
42. The Youth of Water Records
43. Waterford Township Historical Society
44. West Jersey Chapter, National Railway
45. York-Paoli House Chapter, Daughters of the American Revolution

**Heritage Trails**

- Built in Camden County
- 18th Century Sites
- 19th Century Sites
- 20th Century Sites
- Colonial Sites
- Modern, Stone & Brick





8.) Outreach to groups



# Samples of groups





# 9.) Encourage reviews Yelp, Google, Trip Advisor

The screenshot shows the Yelp interface for the Roebling Museum. At the top, there is a search bar with the text "tacos, cheap dinner, Max's" and a location filter for "Philadelphia, PA 19104". Below the search bar are navigation links for "Restaurants", "Home Services", "Auto Services", and "More". The main header for the business is "Roebling Museum" with a 3-star rating and "3 reviews". It is marked as "Unclaimed" and categorized as "Museums". A "Write a Review" button is prominent. Below the header, there are buttons for "Add Photo", "Share", and "Save". The "Location & Hours" section includes a map showing the museum's location on Main St. and an "Edit business info" link. Contact information is listed as "(609) 499-7200" and "100 2nd Ave Roebling, NJ 08554".

**Mary B.**  
Portland, OR  
6 photos 54 reviews 51 helpful votes

★★★★★ 7/29/2018

This is a small museum with a ton of heart. The volunteers are passionate, the movie is lovingly done, the docents are professional.

I recommend this museum to Roebling locals, engineers and bridge enthusiasts.

Useful  Funny  Cool

**Bob T.**  
Sussex, NJ  
0 photos 31 reviews 3 helpful votes

★★★★★ 9/15/2018

A nice museum, in the building of the original employee entrance to the Roebling plant, which has been razed. The adjacent town is interesting too, having been constructed for the employees of the enterprise. It can be seen in one hour, and it's worth the time.

Useful  Funny  Cool

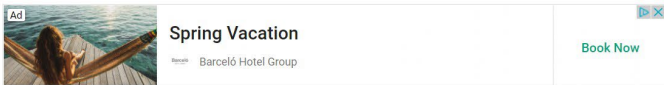
**Seema D.**  
Cream Ridge, Upper Freehold, NJ  
192 photos 71 reviews 34 helpful votes

★★★★★ 1/8/2017

First to Review

Lovely museum! It may be small, but it's very informative. They have a short film they have visitors watch with some history of the town, and I also received a walk-through, even though me and my dad were the only two visitors at our time of arrival. At the end of the tour, an elderly man walked in who actually once worked at the company when he was young. He visits often, and I got lucky to get

# Samples of review sites



- Plus
- Review
- Trips
- Alerts
- Cart

New Jersey Hotels Things to Do Restaurants Flights Vacation Rentals Shopping Vacation Packages Cruises Rental Cars

United States > New Jersey (NJ) > Things to Do in New Jersey > Cultural tours in New Jersey Top Cultural Tours in New Jersey, United States

## Cultural Tours in New Jersey

Enter dates

Traveler favorites

All things to do

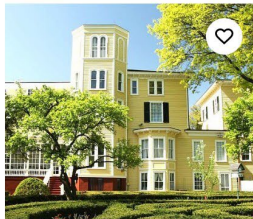
2 places sorted by traveler favorites

Clear all filters

Category types

- Attractions
- Tours**
- Day Trips
- Outdoor Activities
- Concerts & Shows
- Food & Drink

Show more



### 1. Tour Liberty Hall Museum

4.5 (3)

By Liberty Hall Museum

Walking Tours  
1 hour

Learn how a 14-room Georgian style Manor evolved into a 50-room Victorian Italianate Villa and explore original artifacts...

- Taking safety measures
- Free cancellation

from  
**\$14.00**  
per adult

More info

## Reviews Q&A

4.5 (702 reviews)



Search reviews...

Filters English Most Recent

Popular mentions

- carriage house
- frank furnace
- tour guide
- gift shop
- great tour
- interesting history
- minute tour
- victorian architecture
- trolley
- cape
- era
- treasure

Sharon K  
10 contributions

4.5

Sisters Vacation

Apr 2022

Very interesting to see how people lived in a previous century, and we had a very informed and entertaining guide.

Written May 4, 2022

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC.



10.) Make it easy to buy at your site





Samples



**3 GRANTS FROM THE NEW JERSEY HISTORIC TRUST**

<b>Phase 1: \$5,000</b> New Jersey Historic Trust Heritage Tourism License Plate Grant, June 2017	<b>Phase 2: \$28,750</b> Historic Site Management Grant from the Preserve New Jersey Historic Preservation Grant Program of the New Jersey Historic Trust, January 2018	<b>Phase 3: \$5,000</b> New Jersey Historic Trust License Plate Heritage Tourism Grant, September 2018
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©2022 Donna Ann Harris

WELCOME TO THE

189  
Cultu  
tace

Questions for us?

# Keep in touch!

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President

EMI Strategy

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267 215 5444

[Heritageconsultinginc@gmail.com](mailto:Heritageconsultinginc@gmail.com)