

Marketing Checklist !

A list of activities to help you maximize your marketing efforts.

- Ensure that your material/descriptions have been uploaded to Archives Canada
- Ensure that your virtual exhibit(s) are displayed on Archives Canada
- Verify that you are listed in the Contributors section on Archives Canada
<http://www.archivescanada.ca/english/contributor.asp>
- Verify that you are correctly listed in the Directory of Archives
<http://www.cdncouncilarchives.ca/directory.html>
- Verify that you are listed in the Archival Resources/Links page
<http://www.archivescanada.ca/car/main.html>
- Encourage teachers to expose students to primary sources
- Attendance to functions organized by other cultural associations
- Contact your local municipal counselor
- Innovative ways to promote your establishment (special days, events, displays)
- Write a letter to the editor of your local newspaper (i.e. new acquisitions, events)
- Write an op-ed for your local newspaper
- Seek other opportunities for media coverage
- Bring a friend to visit the archives
- Encourage tourists to your area to visit the archives and tourist bureaus to recommend them
- Consider giving a lecture on archival research methods
- Consider partnering to organize a heritage festival, a series of public lectures, or a local history essay contest
- Encourage others to spread the word about Archives Canada
Word of mouth is an effective and inexpensive way of marketing.

We appreciate your efforts!
Let the Canadian Council of Archives know what you are doing and how we can help
info@archivescanada.ca