

## 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](mailto:info@archivescanada.ca)**