

Lakes to Lock Passage

& HERITAGE CENTER PROGRAM

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**LAKES TO LOCKS
 PASSAGE**

THE GREAT NORTHEAST JOURNEY

In 2010, Lakes to Locks Passage formed a marketing collaborative including TPAs from throughout the region. Initial grant funding paid for advertorial in National Geographic Traveler, Audubon Magazine, New York Times Travel and the Montreal Gazette, but modest returns pushed us into digital ads in our next year. Later efforts focused on Google Adwords, WAMC spots and PRWeb stories. GWC assisted with ad fulfillment, e-newsletter creation and management, development of media materials, Adwords campaign management, and ad placement.

Through communications and public relations experience, we worked with dozens of community organizations to meet with community members, build exhibits and hold trainings that support the sustainable operation of non-profit organizations and establishes a world-class visitor destination for learning about the history/culture of the community they have come to visit.



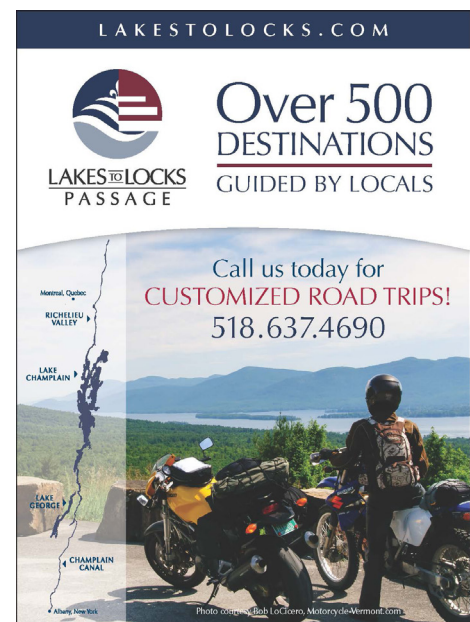
NY Times advertising



Planning photo



Promotional photo



Americade advertising