



Marketing Tip Sheet

Here's a starting point to help spread the word about your business, event or organization.

Social Media tags & hashtags. These will encourage other accounts to share your Facebook & Instagram Posts & Stories:

- **Hashtags:** #VibrantBV, #RockNVA, #LoveLexVA, #ShenandoahValley, #LoveVa
- **Account Tags:** @mainstreetbv, @buenavistavaecondem and other businesses/organizations you may be partnering with.

Local Media: A few options available for advertising, press releases & event promotions

- **Print & Press Releases**
 - **News-Gazette:** editor@thenews-gazette.com
 - **Rockbridge Advocate:** rbadvocate@embarqmail.com
- **Radio:**
 - **3WZ:** 9673wz@gmail.com
 - **WNRN:** info@wnrn.org
- **Event Listings:**
 - **Buena Vista:** <https://www.buenavistava.org/add-a-community-event/>
 - **Rockbridge:** <https://lexingtonvirginia.com/events/create>

Want to learn more about marketing & best practices? Contact us, we'd love to meet and help!

To help Main Street Buena Vista best serve our business community, please complete this brief survey:



<https://bit.ly/msbvbizsurvey>



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