

Asset Development

Why Is Asset Development Important?

ACT's mission is to promote the Aroostook region and bring visitors from near and far. While we do create and gather our own content, the best way to showcase what our area has to offer is through sharing the County's assets as authentically as possible.

We are always looking to feature businesses and organizations in our marketing efforts, which include our website, social media, press releases, email newsletters, and more. When you share your assets with ACT, it enables our team to market more of what makes the County unique while also increasing awareness for your business.

Asset Checklist

While not every asset may apply for your business, check the assets you do have and circle the assets you should develop to boost your promotion efforts:

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Logo | <input type="checkbox"/> Photo Library |
| <input type="checkbox"/> Website | <input type="checkbox"/> Facility / Service / Product |
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Customers |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Events |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Testimonials |
| <input type="checkbox"/> Pinterest | <input type="checkbox"/> Customer Reviews |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Blog and/or Stories to Share |
| <input type="checkbox"/> Videos | |

Sharing Assets with ACT

There are several easy ways to share your assets with ACT:

- Visit share.visitaroostook.com for our asset sharing and resource library
- Add your business or event to the ACT directory via www.visitaroostook.com
- Tag ACT on social media when you post photos, videos, or events
- Email your information to visitaroostook@gmail.com

If you have questions or need help sharing, contact us at 1-888-216-2463

Notes
