

# Headline Presenter

## Makes Lemonade and Floats Boats

### *Introducing Marti Mayne, Maynely Marketing*

Marti Mayne has dedicated 28 years of marketing experience to providing marketing and public relations services for tourism and the bed and breakfast industry. She helps convention and visitors bureaus, state associations and individual inns develop press releases, press tours and social and traditional media campaigns. She helps them develop packaging, marketing plans, email and Internet marketing campaigns and cooperative marketing partnerships.



She brings her wealth of knowledge and experience to the 23rd Annual ML2L Educational Conference, leading the two headline presentations, A Rising Tide Floats All Boats from Lake to Lake; and Lemon Innkeepers in a Lemonade Economy. Both workshops are scheduled on Tuesday, October 26.

#### **A Rising Tide Floats All Boats From Lake to Lake**

During tough economic times, the B&Bs that play together will stay afloat. This workshop will explore ways that ML2L members can work together to market their inns through events, packages, public relations and social marketing campaigns. It will explore how a variety of state and local associations have been successful in creating promotions to spur bookings during slower seasons while garnering tremendous media attention. You'll leave with a host of ideas for working together on packages, Internet and media campaigns.

#### **Lemon Innkeepers in a Lemonade Economy**

This workshop takes a close look at the B&B customer, exploring who they are and what they are looking for. It offers examples from successful innkeepers who've grown their business through creative packaging, social networking and Internet marketing. This workshop will help innkeepers understand who their B&B customer is and how they need to adjust to changing customer demographics.

Owner of Maynely Marketing, Marti is the publicist for BedandBreakfast.com, providing information about the B&B industry to TV, radio, newspapers, magazines and Internet media. She has recently added travel writing to her repertoire, providing stories for the Birds Eye View, the inflight magazine for Cape Air; Geico; Classic Country Life and NHtoDO magazines, She is the B&B Examiner for Boston's Examiner.com guide, the B&B Editor for WanderingEducators.com and a regular contributor to EllenBarone.com, one of the oldest travel blogs.

Marti has an MA in Counseling from the University of Bridgeport and an undergraduate degree from Middlebury College in Psychology and Sociology. She lives on Cousins Island, ME with her husband and two daughters adopted from China.