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## MARKETING YOUR BUSINESS

### CHAPTER SUMMARY

This chapter includes the following sections on marketing your business: setting your marketing goals, budget, and staff; getting your advertising history straight; strategies for building an effective marketing campaign; the changing media landscape; great content in context is your foundation; communications, public relations, and media relations; smart press trips; LGBT print advertising and gay-inclusive creative; online and digital marketing; marketing through mobile phone apps; ten tips to keep your LGBT campaign and your destination competitive; and ten classic principles of successful LGBT marketing.

### KEY TERMS

marketing  
LGBT advertising  
homophobia  
transphobia  
LGBT media  
content in context  
press trips  
gay-inclusive creative  
online and digital marketing  
three stages of LGBT travel  
mobile marketing  
LGBT marketing