Aligned with the magnetic, powerful New Mexico True brand, your certified products are part of a burgeoning community of New Mexico growers and ranchers, movers and makers. Make the most of your elite status with this toolkit.

**Everyone can do these things!**

- Integrate the New Mexico True Certified mark everywhere: into advertising and marketing materials, website, social media and e-mail signature, store signage, packaging, business cards, trade show booth, etc.
- Maintain your presence on [NewMexico.org](http://NewMexico.org) by refreshing images, special offers, links to your website, social media and tourism related events (linked to our comprehensive [Calendar of Events](https://www.NewMexico.org/calendar-of-events)).
- Add your “tangible tourism” opportunity to our [Visitor Experience map](http://www.NewMexico.org/visitor-experience).
- Submit your story and image for the Partner Stories section of the [New Mexico True Certified microsite](http://www.NewMexico.org/certified).
- Participate in e-commerce and vendor opportunities; obtain access to select retail partners.
- Communicate directly with and build connections to growing network of approved partners; search for “New Mexico True Certified” on Facebook to join our closed group.
- Refer partners for complementary business opportunities and invite them to do the same for you.
- Send your special offer, event or class/workshop for possible inclusion in one of our e-newsletters.
- Share your news, events and initiatives by adding true.certified@state.nm.us to your distribution lists. We may re-share your content via one of our websites, e-newsletters or social channels.
- Pitch your unique story to [New Mexico Magazine](http://www.NewMexico.com).
- Talk with your local liaison about advertising in [New Mexico Magazine](http://www.NewMexico.com) or the [True Adventure Guide](http://www.NewMexico.com/travel).
- Reference NMTD’s extensive [research findings and database](http://www.NewMexico.com/research).
- Watch and learn from tourism professionals with archived episodes of the "How To" webinar series.

**Have an engaging experience to share with visitors?**

- Make us aware of your visitor experience like a behind-the-scenes tour, soap making or cooking class by inviting us to visit and learn more about it.
  - We’ll add you to our [Visitor Experiences map](http://www.NewMexico.com/visitor-experience).
  - We’ll definitely take lots of photos and probably video too.