



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 by refreshing images, special offers, links to your website, social media and tourism related events (linked to our comprehensive [Calendar of Events](#)).
- Add your “tangible tourism” opportunity to our [Visitor Experience map](#).
- Submit your story and image for the Partner Stories section of the [New Mexico True Certified microsite](#).
- 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](#).
- Talk with your local liaison about advertising in [New Mexico Magazine](#) or the [True Adventure Guide](#).
- Reference NMTD’s extensive [research findings and database](#).
- 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](#).
 - We’ll definitely take lots of photos and probably video too.

For more information:
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