BLOG PARTNERSHIPS

The Iowa Tourism Office is the state of Iowa's official tourism marketing organization. We exist to tell your story – through multiple channels and to multiple audiences – in a way that inspires people to choose Iowa as their travel destination.

How do we tell your story?

The Iowa Tourism Office currently manages nine social media channels, including a blog. Recently, our blog was transferred from a WordPress platform to an Iowa-based company, GoodBlogs. This new platform is completely unique and unlike anything we've used before.

We welcome amateur and professional bloggers (that includes you!) to share their Iowa places and experiences. After a review process, we post blogs and allow readers to vote for their favorite. We award a $20 cash prize daily to the blog receiving the most votes. The cash prize incentivizes bloggers to share the blog on their social channels and link it to the website; thus, increasing readership, votes and the likelihood of winning the cash reward.

The Iowa Tourism Office also promotes many of the submitted blogs on our own social channels, further increasing the reach of your story!

How can we work together?

It's simple; write blog content for us or encourage your blogger network to submit blogs about you to us.

It's all FREE! Don't know what a blog is? Have no idea how to write one?

We'll help you! Visit http://blog.traveliowa.com/best-practices for tips to get started today!

To learn more contact Brooke Miller at 515.725.3080 or social@iowa.gov