



WELCOME TO HOUSTON TX

WELCOME TO HOUSTON TX.COM

MEMBER BASED MERCHANT MARKETING ASSOCIATION

A Platform That Provides Members With Targeted Consumer Marketing and Multi-Media Outlets

A graphic on the left side of the header banner shows a stylized Houston skyline with buildings in orange and yellow, set against a blue background with white stars. The graphic is partially obscured by a white brushstroke effect.

WELCOME TO HOUSTON TX

WelcomeToHoustonTX.com

A MEMBER BASED MERCHANT MARKETING ASSOCIATION

CHAMPIONING OUR GREAT CITY!

Houston is the fourth largest city in the United States and one of the most amazing cities in the world.

WelcomeToHoustonTX.com highlights and promotes the greatness of our city, our diverse culture, impressive economy and our incredible quality of life. The site features Houston's magnificent attributes and puts the spotlight on our remarkable citizens, civic leaders, business leaders, organizations, retailers, featured products and professional services.

The site provides links to local school districts, universities, healthcare, sports, entertainment and local attractions; along with links for information for city permits, licenses, vehicle registration, voter registration and more.

A stylized graphic of the Houston skyline in orange and red, set against a blue background with white stars, resembling the Texas state flag.

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ABOUT WTH MERCHANT MARKETING PROGRAM

A MEMBER BASED MERCHANT MARKETING ASSOCIATION

A Platform That Provides Members With Targeted Consumer Marketing and Multi-Media Outlets that include participation in an affordable strategic marketing program designed to attract new customers to local businesses, with promotions to help increase sales opportunities.

Welcome To Houston (WTH) Merchant Marketing Program is supported with Radio/TV Broadcast Media, Digital/Social Media, Ground Marketing and a WTH co-branded loyalty card program.

The membership program also provides a quarterly ninety-minute marketing consultation session with association founder Linda L. Ragland to discuss marketing strategies and promotional concepts.



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A MEMBER BASED MERCHANT MARKETING ASSOCIATION

WE WILL CHAMPION OUR GREAT CITY THROUGH

INNOVATIVE Strategic

NON-TRADITIONAL

MARKETING!

WELCOME TO HOUSTON



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A MEMBER BASED MERCHANT MARKETING ASSOCIATION

ABOUT ASSOCIATION PRESIDENT/FOUNDER

LINDA L. RAGLAND - Radio Advertising Bureau Certified Radio Marketing Consultant since 1992; became a Certified Home Marketing Specialist in 2012 and a Certified Integrated Media Specialist in 2015.

Starting 1984 in the newspaper industry with E.W. Scripps Company, Linda 's media career has spanned over thirty years including media broadcast sales with Clear Channel Media (now iHeartMedia , Inc.) and Radio One Inc. During Linda's sixteen year employment with Radio One, she also worked as NTR Event Manager.

Her professional history also includes entertainment marketing and merchandising. Linda L. Ragland was the recipient of the first merchandising contract with the National Recording Group Destiny's Child.

Certificates, Recognitions and Awards from institutions and organizations include:

- American Savings & Loan Institute
- Champion School Of Real Estate
- City Of Houston
- Honey Brown Hope Foundation
- Houston Black Real Estate Association
- Houston Money Week
- Radio Advertising Bureau
- Real-World Selling
- The Center For Sales Strategy
- U.S. House Of Representatives

College Education:

Tennessee State University

- Member of Tennessee Intercollegiate State Legislature
- POAG's Players Guild
- Delta Sigma Theta Sorority, Inc.



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A MEMBER BASED MERCHANT MARKETING ASSOCIATION

2017/2018 MERCHANT MEMBERSHIP

Provide Affordable Marketing Solutions for Small To Mid-Sized Business Members

As a Merchant Member your benefits include:

- **PR /MARKETING VIDEO and Jingle:** Two-minute video reel, stylishly featuring an overview of your brand, product and initiative with a custom music jingle. Professionally filmed and edited; copywriting for narrative included. Video can be used as a dynamic marketing tool for your website, business presentations and social media marketing. An edited version will be available for social media marketing.
- **SOCIAL MEDIA & INTERNET MARKETING:** Your company will be featured six times annually in the WTH social media marketing program. The WTH social media platform can fuel your company's momentum and reinforce your brand positioning. Reaching 200,000 minimum monthly.
- In addition to paid social media marketing program, your company will be featured twice monthly on WTH Facebook, Twitter and Instagram. WTH will host contest, polls and competitions on our sites to engage and grow our audience. Additionally, Welcome To Houston has three streaming talk shows that will debut between November 2016 and June 2017. As a member, your company will be invited to participate in on-air interviews, tapings on site at your designated location, and product placement.
- Your Company Landing Page on WelcomeToHoustonTX.com
- **LOCAL TV & STREAMING MEDIA TALK SHOW:** Your company video will be featured four times annually on TV 43.5 & USACities.Info
 - "Inside Houston" – Local TV Talk Show airing on Urban Houston Network 43.5 and Streaming Media
- **PRINT ADS:** Full Page Ad in *Welcome To Houston* Coffee Table Magazine ... premier issue October 2017
- **PARTICIPATION IN WELCOME TO HOUSTON'S BUSINESS INCENTIVE PROMO CARD PROGRAM:**
25,000 WTH plastic promo cards will be distributed throughout the Houston market over a 12-month period beginning October 2016. Member's special offers and promotions will be featured on the WTH website landing page. Member's promotions and offers are updated on the 15th and 30th of each month. *The program's optimal target demographic: Houston Newcomers, New Homeowners and Current Residents Relocating within the Houston metro marketplace.*



25,000 cards distributed annually

Customers Will Find **WTH Member's Weekly Promotional Offers** Featured on WTH website

WELCOMETOHOUSTONTX.COM

MEMBERS PROMOTIONAL OFFERS E-BLAST TO 100,000 MONTHLY



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A MEMBER BASED MERCHANT MARKETING ASSOCIATION

MEMBERSHIP: \$2500.00

\$500 DEPOSIT

\$500 over four month period.



Welcome To Houston Merchant Marketing Association
MEMBERSHIP: \$2500.00

\$500 DEPOSITION
\$250 MONTHLY

Linda L. Ragland/President
Welcome To Houston Merchant Marketing Association
connect@WelcomeToHoustonTX.com
832-443-6272

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*Thank You For Your Interest In Becoming A Member of
Welcome To Houston Merchant Marketing Association!*



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