Your Guide to Showcasing Your Collections

Tips to help your community find and engage with the resources you curate using EcoMap Discover.

ECOMAP

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Introduction

Promoting your Collections isn't about launching an entirely new marketing campaign — it's about enhancing the efforts you're already making. EcoMap Discover is designed to blend seamlessly into your existing website, making it easy for your community to explore curated resources and opportunities.

Whether you're connecting entrepreneurs to vital support, helping small businesses grow, fueling industry development, or showcasing your center's impact, EcoMap Discover helps you showcase your Ecosystem resources in ways that feel natural. Instead of creating extra work, Discover fits into what you're already doing — newsletters, social posts, events, and in-person conversations — amplifying your reach without adding complexity.

This guide will show you how to:

- Share practical examples for promoting your Collections across **social media, newsletters, your website, and events**
- Apply simple **SEO tips** to make your Collections more visible online
- Explore helpful **strategies** you can adapt to fit your organization's unique needs

By weaving the Collections you create using EcoMap Discover onto your website, you'll make it easier for your community to find what they need — exactly when they need it.

Key Definitions

To keep things clear, here are a few terms you'll see throughout this guide:

EcoMap Discover

The AI-powered solution that powers your ecosystem directory, enabling you to create and manage Collections.

Collection

A mini-directory or "hub" of ecosystem information curated around a specific topic or audience. For example: *Accelerators and Incubators for Bioscience Entrepreneurs.*

The method for sharing a Collection publicly is either: directly onto your website so visitors can interact with it without leaving your page, or in a standalone format on it's own page

- **Embedded Collection —** displayed within your existing website (most common).
- **Standalone Collection —** displayed on a unique link, separate from your site.

Domain

The location where your data is made available to your community (often your website, or occasionally a partner's site).

Embed

The method of placing a Collection directly onto your website so visitors can interact with it without leaving your page.

Part 1:

Quick Wins — Make Your Collections Easy to Explore

The fastest way to get started is by making your Collections visible. Your audience doesn't need to learn a new tool — they just need to know where to go. In this section, you'll find ready-to-use examples for social media, newsletters, website placement, and in-person opportunities. These simple tactics will make your Collections easy to find and explore right away.

1 Social Media Announcements

Goal: Let your community know these curated resources are available and simple to explore.

Example Posts:

Example Post #1

Example Post #2

Company Name
1,965 followers
1d •

+ Follow ···

We've made it easier than ever to explore local support! Check out our new page highlighting [resource type, e.g. "Accelerators in Maryland"] → [Your Website Link]

49

Like Comment Repost Share

Example Post #3

Company Name
7,219 followers
1d •

+ Follow ···

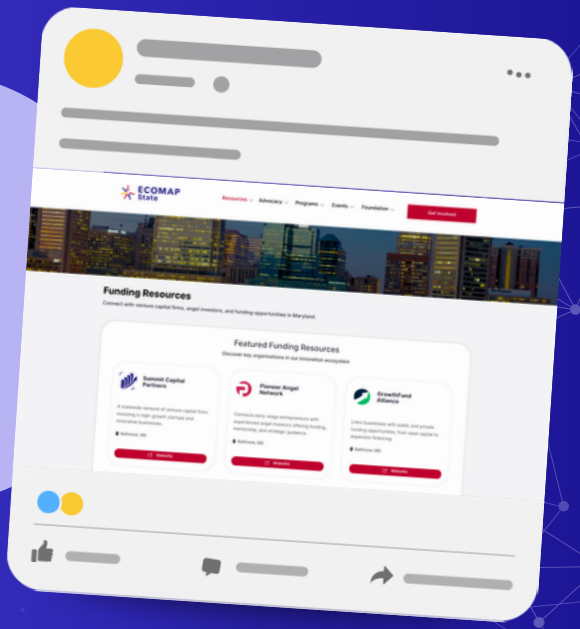
Looking for [resource type]? We've pulled them together in one spot for you: [link]

49

Like Comment Repost Share

Pro Tip

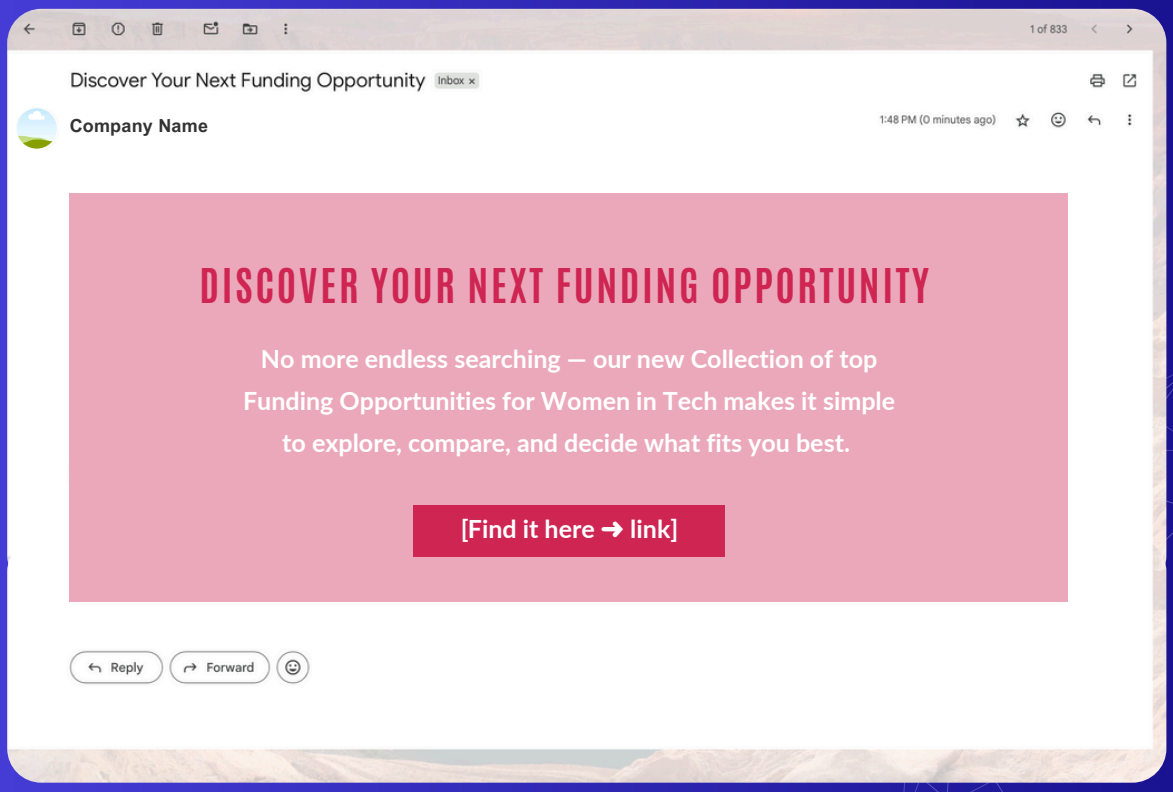
Pair posts with a **simple, clear image** — even a screenshot of your webpage where your Collection is being embedded works.



2 Newsletter Feature

Goal: Introduce the Collections to your mailing list as a value-add, not just an announcement.

Example Newsletter Blurb:



Pro Tip

Treat your newsletter blurb like a teaser, not the whole story. Keep it short, engaging, and always link back to your website where the full Collection lives. Over time, you can rotate in a “Featured Collection” section so your audience gets used to seeing fresh resources in every issue.

3 Website Highlights

Goal: Make your Collections easy to find directly from your home page.

Ideas:

- Add a homepage banner like:
  "Looking for accelerators in [State]? Explore them here [Link to page]."

- Feature your Collections in your **Resources** or **Get Started** section (e.g. "Funding Opportunities," "Local Programs").

- If your site has an **Events** or **News** section, embed your events calendar so visitors can easily browse what's coming up.

Pro Tip

Use screenshots of your Collections on your homepage so visitors immediately see what's available before clicking.

Part 2:

From Announcement to Everyday Use

Once the basics are in place, you can build momentum by weaving your Collections more deeply into your ecosystem's daily interactions. Collections have the highest impact when support networks are engaged, they're spotlighted in events and campaigns, and staff use them in everyday conversations. This section offers strategies that help your Collections evolve from a simple announcement to a long-term asset for your community.

1 Make Your ESO Network Aware

Your Entrepreneurial Support Organizations (ESOs) don't have to be "activated" for your Collections to make an impact — but keeping them in the loop ensures they benefit, too. When Collections drive engagement, it creates a ripple effect that strengthens their own work.

Ways to Engage ESOs:

- **Reference Collections naturally in advising.**

  When ESOs or partner organizations meet with entrepreneurs, Discover can become a go-to resource during the conversation.

  Example: If a founder asks about funding options, an advisor can pull up a **Funding** Collection and walk them through relevant opportunities in real time. Or if a small business is looking for local networking events, the advisor can point them directly to the **Events** directory of your website.

Recognize Collections as a referral source.

Each click-through from your Collections is an informal referral — proof you're helping ESOs build the top of their funnel. Over time, you can use this data to show partners the traffic you've sent their way and highlight your ecosystem's value.

Explore deeper integration when ready.

As engagement with your ecosystem data grows, you can encourage partners to feature Collections on their websites or even join your EcoMap Ecosystem. This expands visibility into community needs and makes Discover even more valuable. If you'd like to explore this option, your EcoMap Customer Success team can walk you through setup and associated costs.

Why it Works

ESOs are trusted messengers with strong community relationships, so their endorsement gives your resource hubs credibility.

2 Maximize Your Events

Events — whether you're hosting, sponsoring, or simply attending — are natural touchpoints to showcase your Collections.

Ideas to Try:

- Including slides about some featured Collections in event presentations with screenshots and links that go directly to your website.
- Use QR codes on flyers or signage to link directly to a Collection.
- Train event staff or volunteers to highlight Collections during conversations and show attendees where to access them.

Why it Works

Events capture attention in the moment. Pairing that energy with direct links or QR codes drives immediate engagement with your Collections.

3 Integrate EcoMap Discover into Your Existing Marketing Plans

Promoting your Collections doesn't require new campaigns — it's about weaving them into the marketing activities you already run.

Places to Feature Collections:

- **Newsletters:** A recurring "featured Collection" section
- **Blog Posts:** Links that direct readers to relevant Collections
- **Social Calendars:** Rotate in posts highlighting seasonal or sector-specific Collections
- **Campaigns:** Create Collections based on any new initiatives, grant programs, or community spotlights

Why it Works

By incorporating Collections into the channels you already manage, they stay visible without adding extra work.

4 Engage Your Navigators

If your ecosystem works with personal navigators or community connectors, equip them to confidently share and recommend your Collections to individual entrepreneurs.

Ways to Prepare Them:

- Walk them through your Collections so they can demo them during one-on-one meetings.
- Show them how to bookmark key Collections for quick access when working with clients.
- Encourage them to use Collections as conversation starters and follow-up resources.

Why it Works

Personal recommendations build trust. When navigators share your Collections directly with people they support, adoption spreads more quickly across your ecosystem. A Collection of relevant resources can be more immediately helpful that an email full of links.

The more you weave your Collections into the natural touchpoints of your ecosystem — whether through ESOs, events, marketing channels, or navigators — the more they become part of the daily rhythm of community engagement. Rather than being a one-time announcement, your Collections evolve into living resources that people trust and return to. Over time, this consistent visibility builds momentum, strengthens partnerships, and makes your Collections an indispensable asset for your ecosystem.

Part 3:

SEO Tips for Your Collections

Embedding your Collections directly into your website not only makes resources easier for your community to access — it can also improve your site's search visibility. Even small adjustments can expand the reach and impact of your Collections. The tips below are designed to be simple, low-effort steps that anyone can take.

SEO techniques and algorithms change frequently. The tips here are intended as general guidance — not a comprehensive SEO strategy. For advanced or ongoing optimization, we recommend consulting your web team or an SEO professional.

1 Add Context Around the Embed

Why it Helps:

Search engines and users rely on surrounding context to understand what the embedded content is about. Adding context in both your iFrame code (titles, attributes) and on the page itself (headings, descriptive text) improves SEO and user experience.

Helpful Tip:

Consider adding a short heading or description before and/or after the iFrame on your webpage. You can also include a title attribute in the iFrame code that describes the content being embedded.

Example:

```
<p>Explore our curated collection of local economic development resources below:</p>
<iframe src="https://ecomap.tech/embed-directory" width="100%" height="500"></iframe>
```

2 Ensure Mobile Responsiveness

Why it Helps:

Google prioritizes mobile-friendly websites, so making sure your iFrames work well on any screen size improves both SEO and user experience.

Helpful Tip:

EcoMap's embed automatically applies mobile-friendly styling to your iFrame. If you or your web team adjust the styling, aim for full width and flexible height so your Collection looks good across different devices.

3 Use iFrames Thoughtfully

Why it Helps:

Embedding resources adds a lot of value — but too many iFrames on a single page can slow things down, which negatively impacts SEO and user experience.

Helpful Tip:

Use embeds for high-value content like directories, events, and resource hubs. If you want to showcase multiple Collections, consider spreading them across different pages (e.g., one page for funding, another for accelerators) to keep your site fast and easy to navigate.

Key Takeaway

These are light-touch tips to help your Collections shine. For any technical SEO implementation, always consult your internal web team or an SEO expert.

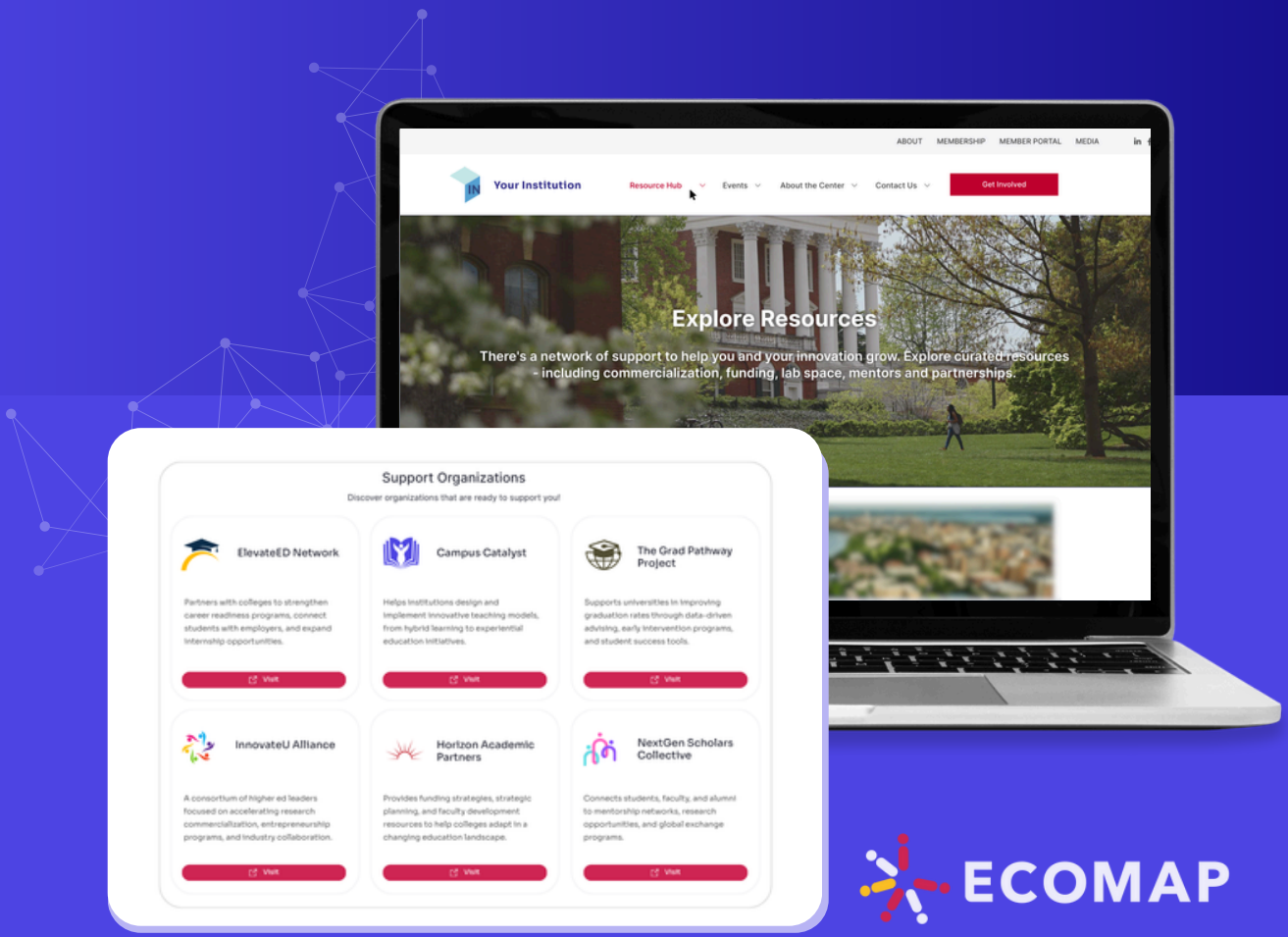
At-a-Glance Checklist

- ☐ **Add Context Around the Embed**
  Add a short heading or description before/after the iFrame and include a title attribute in the code.
- ☐ **Ensure Mobile Responsiveness**
  Keep iFrames full width with flexible height so they display well across devices.
- ☐ **Use iFrames Thoughtfully**
  Embed only high-value Collections and spread multiple iFrames across different pages.

Conclusion

Collections become most powerful when it's not just a feature on your site, but a resource your whole community knows and trusts. By starting with quick wins, layering on proven strategies, and applying simple SEO best practices, you'll make Collections a visible, valuable part of your ecosystem. The more people engage with it, the stronger your community connections grow.

EcoMap Discover works best when your community knows Collections exist and understands its value. By integrating it into your communications, leveraging your networks, and sharing it at every opportunity, you'll help more people find the resources they need — and make your Collections an indispensable part of your ecosystem.



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