



SOURCE LOUISIANA MARKETING TOOLKIT

Source Louisiana is a statewide business directory and connection hub that gives Louisiana businesses the opportunity to showcase their capabilities and increase visibility with potential customers. Louisiana businesses can share information on services, certifications, capacity and more to make it easier for prime contractors and large-scale projects to identify qualified local and diverse providers.

Program One-Pager [Link](#)

Registration [Link](#)

SUGGESTED NEWSLETTER COPY

Building on its commitment to elevate Louisiana businesses, LED has launched [Source Louisiana](#), an online statewide directory that showcases Louisiana businesses of all sizes and their capabilities. Powered by Supplier.io, a comprehensive supplier database and analytics tool to support responsible and sustainable procurement practices. This platform makes it easier for prime contractors and major projects to find qualified local providers, putting Louisiana companies directly in the pipeline for opportunity.

Registering is simple, free and open to all Louisiana businesses. Supplier.io independently sourced information from various public records, and more than 75,000 Louisiana businesses are already pre-populated in the database.

All Louisiana-based companies are encouraged to get started today.

- **Register** – add your business to the database
- **Verify** – any existing information on profiles Supplier.io sourced
- **Update** – active profiles regularly with new information

SOURCE
LOUISIANA

REGISTER NOW

DOWNLOAD EMAIL HEADER



SUGGESTED EMAIL COPY [REMEMBER TO ATTACH ONE-PAGER]

[Source Louisiana](#) is now **LIVE**. Governor Landry, joined by his cabinet, announced the initiative on [September 16](#).

Building on its elevated focus on and commitment to Louisiana businesses, Louisiana Economic Development (LED) has launched **Source Louisiana**, an online statewide directory powered by Supplier.io that showcases Louisiana businesses of all sizes and their capabilities. The platform makes it easier for prime contractors and major projects to find qualified local providers, putting Louisiana companies directly in the pipeline for opportunity.

Our call to action for Louisiana businesses is simple: **Register. Verify. Update.**

1. **Register** at [SourceLouisiana.com](#)
 - a. Type in your company name and select 'Find My Company'
 - b. If your company appears, select it. If your company does not appear, click *Register Now*.
 - c. Complete the basic info requested.
 - d. Be on the lookout for an email from *DoNotReply@supplier.io* (this may take up to 24 hours; check spam folder)
 - e. Once email is received, create your login credentials
2. **Verify** any pre-populated information for accuracy
 - a. Supplier.io independently sourced various public records to pre-populate the database
 - b. Correct any inaccuracies on profiles Supplier.io sourced
3. **Update** your profile
 - a. Build out the best profile possible to increase visibility and credibility with potential customers
 - b. Active profiles should be refreshed periodically with new information (at least once per year)

[Source Louisiana](#) is free and open to all Louisiana-based businesses. LED and its partners will promote Source Louisiana through outreach, campaigns, and connections to help maximize exposure for registered Louisiana-based businesses.

A one-page overview including detailed steps is attached. By joining Source Louisiana, you're not just creating a profile — you're opening the door to new customers, new contracts, and new growth opportunities for your business and our state.

SOCIAL MEDIA

We encourage you to share the following posts on your social media channels and tag Louisiana Economic Development. Posts are formatted for Facebook, LinkedIn, and X.

<p>Post 1</p> <p>Download Images</p>	<p>Louisiana businesses — don't miss out!</p> <p>Source Louisiana puts your business directly in the pipeline of opportunity with major projects and prime contractors.</p> <p>Get started today at SourceLouisiana.com</p>
<p>Post 2</p> <p>Download Images</p>	<p>Unlock Opportunities</p> <p>Your next big opportunity could start here. With Source Louisiana, businesses of all sizes gain visibility, credibility, and connections to major projects across the state and beyond.</p> <ul style="list-style-type: none">• Showcase your capabilities• Stay current with updates• Compete on a bigger stage <p>Get started today at SourceLouisiana.com</p>
<p>Post 3</p> <p>Download Images</p>	<p>Elevate Your Business</p> <p>Want to put your Louisiana business in front of the right opportunities? Source Louisiana makes it easier for major projects and contractors to find YOU.</p> <ul style="list-style-type: none">• Build your profile.• Get discovered.• Grow your business. <p>Don't wait—register now at SourceLouisiana.com</p>



Facebook: [@LouisianaEconomicDevelopment](#)

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X: [@LEDLouisiana](#)

Instagram: [@opportunity_la](#)

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**Please contact [LED's Marketing team](#) to approve all marketing materials created with the LED logo.*