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Presentation for

CA Downtown Association - 2011 Annual Conference

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Make Your Downtown Famous With a 7-Step Marketing Plan

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Make Your Downtown Famous With a 7-Step Marketing Plan

1. Branding
2. Target Audience
3. Logo
4. Strategic Planning
5. Website
6. Publicity & Advertising
7. Social Media

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1. Branding Blueprint

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Branding

The Branding Blueprint is the foundation of a marketing program

Learn to define:

- Target Audiences
- Differentiators
- Correct Messages

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Branding

What is a brand?

....Owning a single idea, concept or feeling in the mind or heart of the customer. Sometimes it's just a word. A phrase. A thought. An emotion. ..you want to own it in the mind of the customer. A brand helps differentiate you from the competition.

-Dave Dunn, Branding: The 6 Easy Steps

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Branding Blueprint:
Brand Destination

- What are your downtown's assets?
- What distinguishes you from the competition?

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Branding Blueprint:
Brand Vision

The big picture: What is your overall goal for your Downtown for the next five years?

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Branding Blueprint:
Brand Positioning

Perception: What is it now?
What do you want it to be?

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Branding Blueprint:
2. Define Target Audience

- Who do you need to talk to?
- Do you need expensive surveys?

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Branding Blueprint:
Brand Name and Identity

Do you have a logo and tagline?

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3. Logo

- First build a name and personality for your downtown
- Be sure of our downtown's qualities and character

shop danville *in style every day*

Benicia
A GREAT DAY BY THE BAY

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Branding Blueprint:
Brand Promise

What does your downtown promise to deliver?

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Branding Blueprint:
Brand Quality

How does your downtown compare to the competition?

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Branding Blueprint:
Brand Value

How does your pricing/value compare to the competition?

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Branding Blueprint:
Brand Distribution

How will information about your downtown get to the target audience?

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Branding Blueprint:
Brand Association & Credentials

- Associations
- Partners
- Well known businesses
- Attractions and events

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Branding Blueprint:
Brand Message

What is the single most important thought you want people to remember about your downtown?

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Branding Blueprint:
Brand Message: Fairfield

Fairfield is the next premium location for office and industrial development in the Bay Area.

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Branding Blueprint:
Brand Message: Carlsbad

Carlsbad is a San Diego area location, with an excellent quality of life & a choice location for a business or company headquarters.

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4. Strategic Planning

- Add to the Brand with a strategic plan
- Identify How to Communicate in the strategic plan

5. Web Sites

- Key Words for Search Optimization
- Links to drive traffic

6. Publicity and Advertising

- Press Releases
- Reach your audience through advertising

San Francisco Business Times

San Francisco Chronicle

WESTERN City MAGAZINE

Publicity and Advertising

Be a source for reporters:

- HARO (HelpAReporter.com)
- ReporterConnection.com
- PitchRate.com

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Publicity and Advertising

Develop a story around an event.

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Publicity and Advertising

Advertise your strengths

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7. Social Media

- Blogs
- Facebook
- Twitter
- LinkedIn
- YouTube

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Social Media

- Start with a plan
- Who are you talking to and key messages
- Who on your staff will post

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Blogs

- The hub of your social media program
- All social media sites link to your blog
- Links from Twitter, Facebook, LinkedIn
- Keywords

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Keywords

- Research keywords at GoogleAdwords keyword tool.

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Keywords

- 97% more links for entities that combine SEO with social media

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Facebook

- Connect with residents and visitors
- Build excitement about events
- Post videos to interest visitors
- Use “Insights” to measure results

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Facebook

- Update at least 5X/week
- “Like” the FB pages of your target audiences
- Join relevant groups
- Link to your FB page from your home page
- Embed the “like” button in your emails

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Twitter

- 79% more twitter followers for businesses that combine a blog with social media.
- Post 3X/Day. More if you have lots of news

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Twitter

- Use Twitter for publicity:
- @Helpareporter
- @profnet

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Twitter

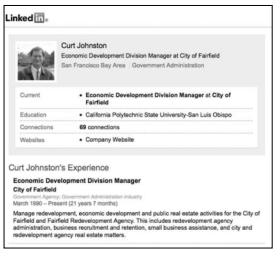
Stay on message

Twitter

- Follow those in your target audience
- Use "Who to Follow"
- Sign up on "We Follow" with keywords
- Monitor hashtags # for relevant information
- Make your Tweets retweetable

LinkedIn

- Link to your Blog
- Join groups
- Follow Companies



YouTube

- 2nd largest search engine
- 2-billion+ Video views/Day
- 50% more likely to come up in searches

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