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Notes from “Promotion 101”- part 3 (of 4) of the “Main Street Approach” Series

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<p>REMINDER!</p> <p>What are the components of the Main Street Framework?</p>	<p>Framework has 4 components required to help drive fundamental and foundational change:</p> <ul style="list-style-type: none"> ● Organization - build leadership and strong organizational capacity; ensure broad community engagement; forge partnerships across sectors ● Design - create an inviting, inclusive atmosphere; celebrate historic character; foster accessible, people-centered public spaces ● Promotion - market the district’s defining assets; communicate the unique features through storytelling; support the “buy local” experience ● Economic Vitality - build a diverse economic base; catalyze smart new investments; cultivate a strong entrepreneurship ecosystem <p>Community Transformation is at the center of all 4 points!</p>
<p>Bottom line...</p>	<p>We need to promote why it’s important for people to engage with our main street district... unique assets, center of activity, positive image</p>
<p>What is “promotion”?</p>	<p>Tools to help bring people back to the community center by positioning the town as a center of activity, marketing the district’s unique characteristics</p>
<p>Is promotion all about events?</p>	<p>NO! “Promotion” does not equal events. Events are only a part of a larger promotional strategy for our town.</p>
<p>The Journey of Main Street</p>	<p>Starts with a Community Vision (driven by people)... then progresses through....</p> <ul style="list-style-type: none"> ● Market understanding ● Transformation (think “economic”) strategies ● Work Plan implementation ● Measurable outcomes ● Community vision
<p>Promote our town’s assets!</p>	<p>We need to identify what our current assets are, identify our market landscape, develop an economic strategy that leverages our assets, create a focused work plan to take promotional action, and capture metrics that demonstrate our results</p>
<p>Think about 2 different things to promote....</p>	<p>Promotion our town AND promoting our program</p>
<p>What types of assets do we have</p>	<ol style="list-style-type: none"> 1. Historic character 2. Heritage

in our town?	<ol style="list-style-type: none"> 3. Gathering places 4. Government and civic facilities 5. People, products, and services <ol style="list-style-type: none"> a. People - Specific consumers? (employees, residents, tourists, seniors, women/men, college students/faculty/staff/alumni, government employees, tours/day-trippers, nearby major employers, military) b. Products - arts, entertainment/nightlife, furniture/furnishings, professional services health * wellness, sports & recreation, restaurants, historic inns, etc.
What types of market strategies might we employ?	<p>Image campaigns - need to address dilapidated buildings, business signage and windows matter</p> <p>Business promotions</p> <p>Special events</p>
Image campaign ideas	Online tools/social media, print materials / advertising, media activities / public presentations, image building events
2 types of branding	<ol style="list-style-type: none"> 1. Identity branding (the community) <ol style="list-style-type: none"> a. Logos, Swag, taglines, SM templates, fliers, decals b. Create a relationship with our audience c. Fosters loyalty and trust d. Creates a perception of value and quality e. Translates into acquiring talent (board members, volunteers, city council reps, etc.) 2. Brand ambassadors (influencers) (our people - an extension of our community) <ol style="list-style-type: none"> a. Promote people, use talking points, promote the energy/flavor of our downtown b. Positivity attracts positivity c. See possibilities, not problems d. "Fake it 'till you make it" works! e. Social media is our reality
What's the best content delivery method?	<p>VIDEO! (54% want to see videos)</p> <p>Followed by emails/newsletters (46%), social images (41%), social videos (34%), blog articles, content in PDF form to download and read later.</p> <p>If a picture can paint 1,000 words, just imagine what a video can do!</p>
What's our role with business promotions?	To market shopping OPTIONS. It's ultimately the business owner's job to have products customers want, do their own marketing, be friendly, etc.
3 Categories of business promotions	<p>Cooperative promotions - "sell" businesses in the same category (competitive cluster)</p> <p>Cross-business promotions - "sell" businesses with complementary goods & services</p> <p>Niche promotions - focus on the consumer group (including visitors) rather than the goods & services</p>

Something to consider...	<p>Coordinating opening times / special events (e.g., shops stay open late on Fridays)</p> <p>Holiday promotions (Small business saturday, open house, tree lighting, extended hours, themed events, common image, in-store “experience” shopping, outstanding customer service)</p>
Special event funding sources	Admissions, activity fees, booth fees, entry fees, merch, raffles, sponsorships,donations
What do our sponsors need?	Exposure to targeted audiences, general visibility, affiliation with our group, mending fences, opportunities to donate both time (volunteers) and money. Give sponsors an option to allow staff to take time off to volunteer.
What could partners do to help us?	Planning assistance, enhancement events with activities, fundraising opportunities, community involvement, volunteer army

As always, contact guardiansofthegap@gmail.com if you have questions or want to contribute!