

Presentation for  
CA Downtown Association - 2011 Annual  
Conference  
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### Make Your Downtown Famous With a 7-Step Marketing Plan

*Presented by The Placemaking Group:*

- Dennis Erokan
- Miriam Schaffer

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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



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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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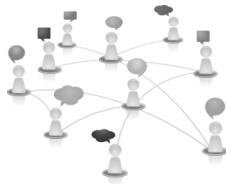
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**4. Strategic Planning**

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



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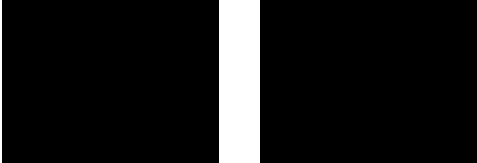
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5. Web Sites

- Key Words for Search Optimization
• Links to drive traffic



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Seven horizontal lines for notes.

6. Publicity and Advertising

- Press Releases
• Reach your audience through advertising



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Seven horizontal lines for notes.

Publicity and Advertising

Be a source for reporters:

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

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Seven horizontal lines for notes.

### 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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Horizontal lines for notes

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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Horizontal lines for notes

Keywords

- Research keywords at GoogleAdwords keyword tool.



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Horizontal lines for notes

### 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



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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



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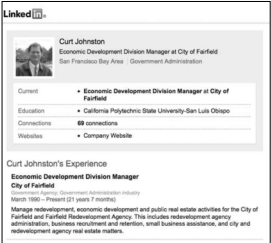
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LinkedIn

- Link to your Blog
- Join groups
- Follow Companies



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YouTube

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



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### The Placemaking Group

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Facebook: facebook.com/placemakingPRweb



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