

How to Tell Your Main Street Story

Developing the vehicle
for your message



Identity package



Business Cards, Envelopes, Stationary, Labels



Website



Advantages to having a great website:

1. Conveys Credibility
2. Serves as a Promotional Tool
3. Provides Accessibility
4. Expands Target Market
5. Cost Competitive
6. Streamlines Communication

Key elements for a great website:

1. Good Design
2. Clearly Defined Purpose
3. Content
4. User-friendly Navigation
5. A Call to Action
6. Current Events
7. Contact Information
8. Photography
9. Social Media Integration
10. Compliant Code
11. Responsive

Social Media





Four Square



Facebook



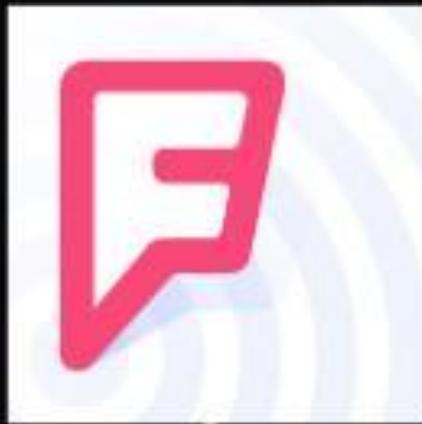
Twitter



Instagram

**10 million people currently use
Foursquare**

3 million check-ins occur each day



Four Square

**400,000 businesses use Foursquare
as a marketing tool**

**78,387 venue mayors are ousted each
day**

**358 million check-ins have occurred
outside the United States**

1.28 billion monthly active users

40 million active small business pages

Demographic- 25-34 years old (30%)

Thursday and Friday have higher usage

1 million websites have integrated with Facebook



Facebook



Twitter

982 registered accounts,
but only 241 million
monthly active users

77% of top 100
companies have an
account

Fastest growing
demographic is 55-64

12% of U.S. small
businesses use

982 registered accounts, but
only 300 million monthly
active users

25% of top Fortune 500
companies use actively

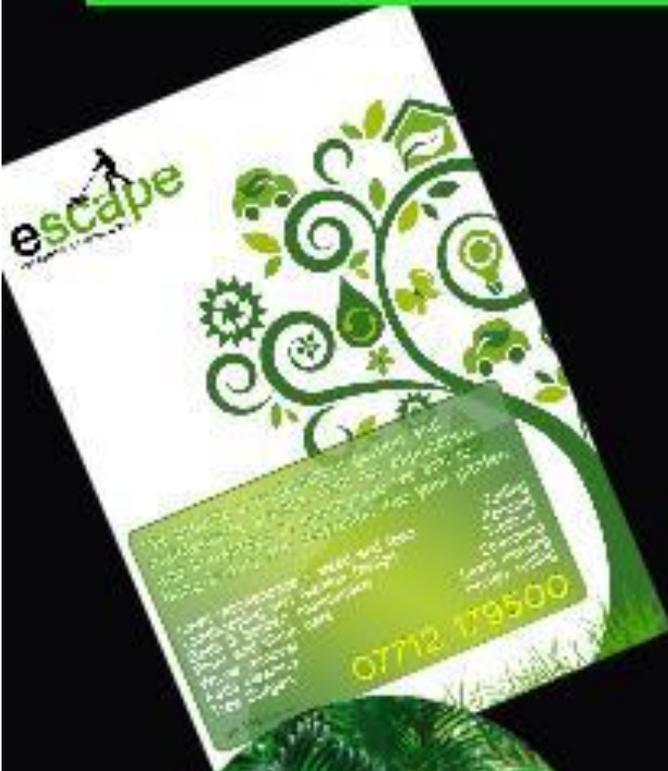
Fastest growing demographic is
55-64



Instagram

Marketing Collateral





- Flyers
- Rack Cards
- Mailers
- Brochures



Merchandise





Keychains



Tote Bags



Car Clings

E-mail Marketing



Advantages to E-mail Marketing:

1. Environmentally Friendly
2. instant Delivery
3. Targeted Marketing
4. Drives Direct Sales
5. ROI- \$40.56
6. Measurable Results

Best Practices of E-mail Marketing:

1. Maintain your brand integrity
2. Give your audience a reason to read it
3. Have a call to action
4. Keep them short
5. Make them mobile friendly

THE EMAIL MARKETING • PROCESS

1

DEFINE



*name a campaign
name a subject
enter details*

2

TEST



*test through
browsers,
email clients*

3

SEND



*deliver immediately
or send at
scheduled time*

4

MEASURE



*opens & clicks
recipient activity
worldview, etc*

5

REPORT



*email client usage
bounce summary
social sharing, etc*

Miscellaneous

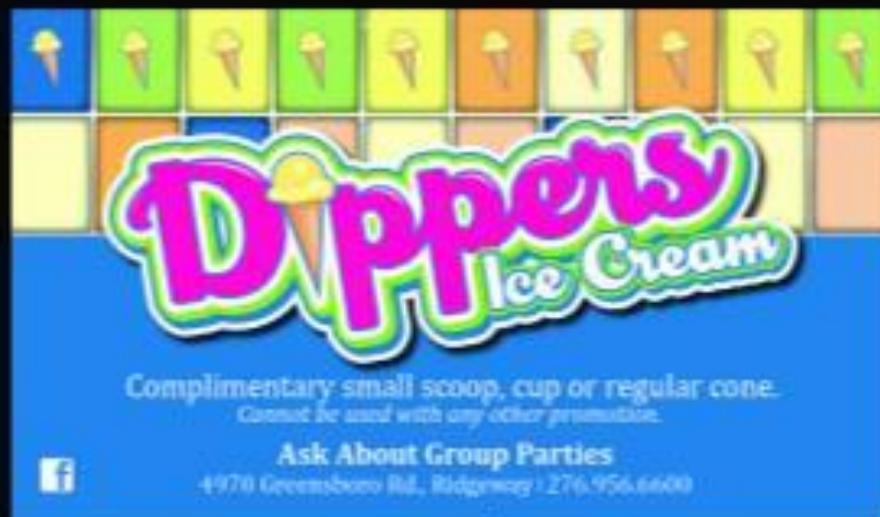




Window Decals



Stickers



Punch Cards

CONCLUSION

QUESTIONS?