



How to Share Your Main Street Story With Others

Delivering the Message

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Steve laid out the critical base strategies for crafting your message.

Beth led you through creating the vehicles to get your message ready to put in front of your audience.

I'm going to walk you through bringing your message to life!

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First, let's have a little Branding 101 exercise...

What is your destination's brand?

Ok, easier, what is Virginia's brand?

Ok, easier, what is Coca Cola's brand?

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Ok, so branding is a little tougher than we thought...

Before we market, we need to understand our product's brand.

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Main Street / Downtown branding is difficult because:

- No one business has control over the entire *experience*
- Politics is completely counterintuitive to branding, but you're stuck in it.

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Main Street / Downtown branding matters because:

- We all have options when choosing a place to visit, shop, eat, relocate to, or open a business
- It creates unity and collaboration between stakeholders – consistent experience to visitors
- In the absence of a strong identity, other people or incidents can make it for you

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Destination branding is the purposeful orchestration of a place to positively affect its image and build its reputation by exploiting and creating shared experiences that are attractive to residents, businesses and visitors alike

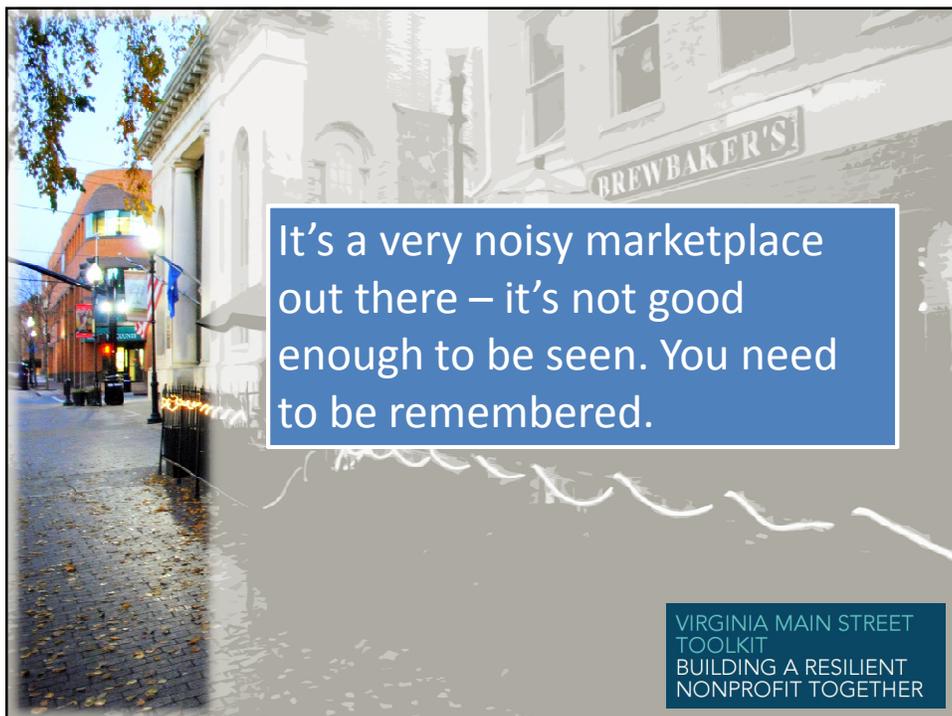
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To connect with your audience, your branding must focus on authentic experiences that create memorable moments.

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Ok, let's do some *promotion* of our *product*

The smaller your budget, the better. This almost forces you to be creative, and that gives you a leg up.

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So what do I spend my tiny budget on?

There are three things you don't cheap out on:

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Professional Photography
& Video

Your Branding

Professional Ad Campaign

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Develop a strategy for your
marketing

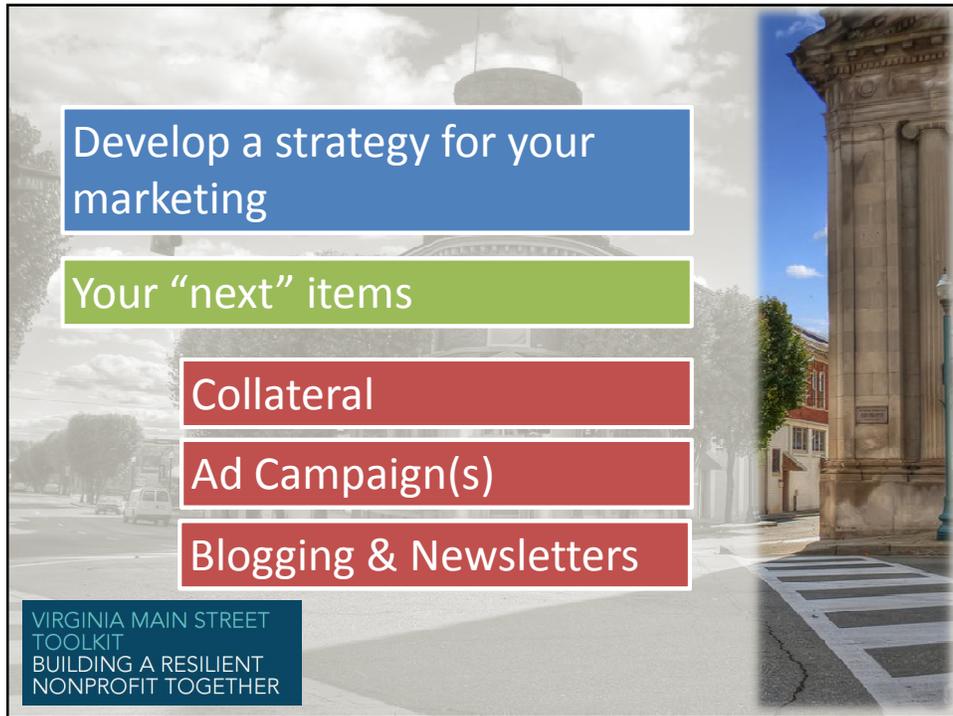
Your “now” items

Branding & Logo

Photography & Video

Website & Social Media

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Develop a strategy for your marketing

Your “next” items

- Collateral
- Ad Campaign(s)
- Blogging & Newsletters

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Develop a strategy for your marketing

Your “with success” items

- Enhanced website
- ROI Studies
- Enhanced advertising

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Leverage Your Resources

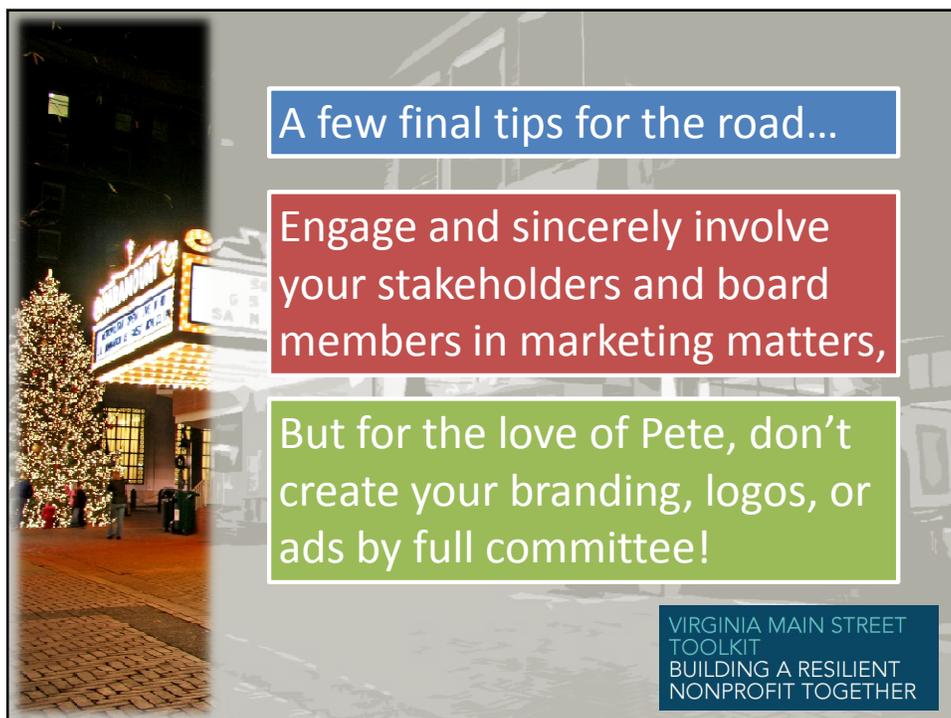
Multiply your money -
\$1 is worth more than \$1

VTC Grants

Tourism co-op advertising

Business co-op advertising

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A few final tips for the road...

Engage and sincerely involve
your stakeholders and board
members in marketing matters,

But for the love of Pete, don't
create your branding, logos, or
ads by full committee!

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A few final tips for the road...

Look for creative marketing outlets – bus backs, subway ads, airport ads, etc.

Finally, HAVE FUN. If you're bored doing your marketing, your marketing will be boring.

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“Always in session.”

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