PROMOTION

Main Street Programs provide communities with the tools to bring people back to the community center by positioning the district as a center of activity, marketing the district's unique characteristics, and fostering its positive image.

Promotion

- **Image campaigns** accentuate the positives, dispel the negatives
- **Business promotions** generate immediate sales of the goods and services offered downtown
- **Special events** generate traffic, activity and positive experiences in the downtown

Three Main Areas of Promotion

Image: •***Attracting people*** by influencing attitudes and action

Retail/ Business: •***Attracting people*** to shop and spend in the district

Special Events: •***Attracting people*** to come to Downtown to expose them to what downtown has to offer

Anticipated Promotion Outcomes

- Promotions that meet specific goals
  - **increased foot traffic**
  - **increased sales**
  - funds raised
  - increased publicity for downtown (verses the organization)
- Promotions that target specific customers or better match existing downtown customers
- Develop brand recognition
- Capture a larger market and greater market share

Promotions

- Strategy on why events are being done and expected outcomes
- Challenge the committee for fundraising goals
- Evaluation of businesses for impact after events

The Job of the Promotion Committee

- Understand the changing market -- both potential shopper and your competition
- Identify the district's assets -- including people, buildings, heritage, and institutions
- Define Main Street's market niche -- it's unique "position" in the marketplace
- Create NEW image campaigns, retail promotions and special events to lure people back to the district

Creating a Image

1. Identify Downtown's Assets
2. Collect Market Data
3. Survey Consumers
4. Analyze Data
5. Match Assets with Market Niches
6. Develop Position Statement and Market Strategy
7. Design a Graphic Image

Image Campaigns Include:

- **Image advertising** that promotes the district's unique assets
- **Image merchandise** that reinforce the image
- **Media relations** that put a positive spin on the downtown
- **Image-building events** that celebrate downtown progress

Creating a Better Business Image

- The Image for downtown and the city is as important as having an individual image for the business.

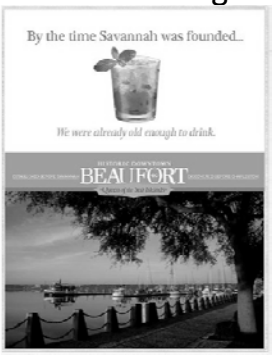


Image to Enhance Business

Image Building Events

Collierville, TN Facebook Page
Can a civic organization host this event?

Image Promotion

- Promote a positive feature of the district to improve the overall image
- Can be:
  - -- Ad campaigns
  - – collateral materials
  - – media relations

Effective social media strategies result in improved images too:

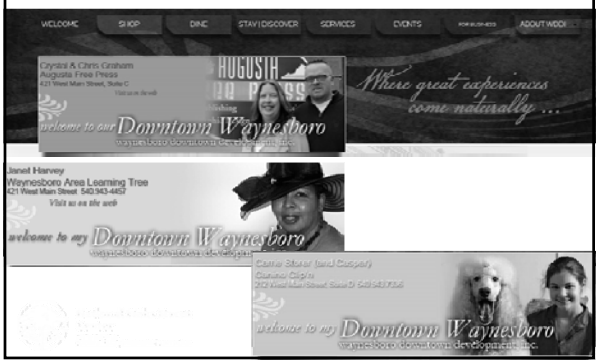
- Engaged users;
- Increased traffic (both real and online);
- and Buzz!

When downtown becomes "buzz-worthy," people want in on the action.

Bricks & Mortar Sales vs. E-Commerce

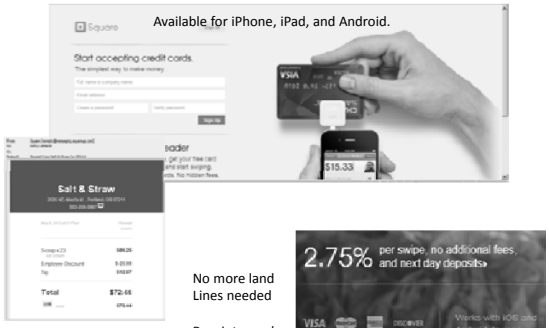
Business Exposure on Your Website

Can provide better exposure to businesses?



Apps for Downtown

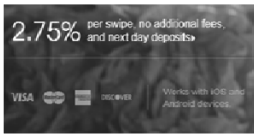
Credit Card Fees and Acceptance



Available for iPhone, iPad, and Android.

No more land Lines needed

Receipts can be emailed



Why Buy Local?

Free ads at www.AMIBA.net

- ***Building Community*** The casual encounter you enjoy at neighborhood-scaled businesses and public spaces around them build relationships and community cohesiveness. They are the ultimate social networking sites.
- ***Strengthen Local Economy*** Each dollar you spend at an independent business returns more than 3 times as much money to the local economy, than spent at a chain – a benefit we can call bank on!

- ***Enhance Choices*** A wide variety of independent business, each serving their customers' tastes, creates greater overall choices for all of us.

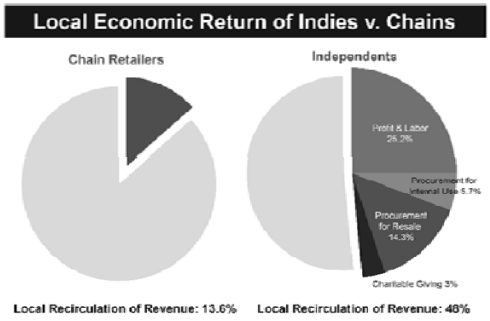
Why Should Downtowns / Neighborhood Districts have Coordinated Business Promotions?

- Businesses need help making more money!
- Promoting together generates more excitement
- Cost effective
- Highlights the variety of downtown businesses
- Helps to develop new or strengthen connections to customers
- Targeting customers makes for more effective advertising

Target Marketing
Three Categories of Business Promotions

- **Cooperative promotions** "sell" businesses in the same category (competitive cluster)
- **Cross-business promotions** "sell" businesses with complimentary goods and services
- **Niche promotions** focus on the consumer group (including visitors) rather than the goods and services

Educate on Buying Local



Shop Local, Authentic, Unique….

Local Life

Overland Park, KS

Started with 6 businesses trying to build evening business.

Like Art Walks/Strolls

All businesses received communications before and after – especially after so they could hear about the results.

Looking for the perfect gift? Downtown gift certificates/cards

"A very distinct pattern has emerged in that **almost 70% of our gift certificate recipients are new customers to a redeeming store / restaurant. It is almost** as if it is not "real money", so they will experiment with it on a new place.

"Merchants have been very, very successful in capturing that new customer for return visits, with as much as an **80% return** rate

Libertyville, IL

"It is not easy introducing new faces to their stores, and this program does it."

Focus on Bringing People into Your Businesses

Treasure Downtown Contest

- Don't forget to be saving your receipts! Any receipts from the Downtown District (think anywhere there's a parking meter) are eligible to get you to that $500 mark - and it's easier than you think! Do you grocery shop at the Grain Train Natural Foods Market? That counts! Are you getting new spring furniture at Reid Furniture Co. or a new patio set at Ciao Bella Home? That counts! Your coffee fix, lunch date, spring clothes, watch repairs, home decorating...it all adds up!

Targeting Men

- Newspaper ads say "make your Christmas Wish List at downtown businesses".
- Encourages the woman, mom, sister, etc. to complete and give to the men in their lives (or the store may mail)
- Beverages and snacks
- Free gift wrapping
- Shipping services provided
- Activities for men, drawing for "guy" prizes

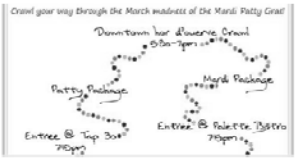
If Your Economic Strategy Includes Students – Fun Fest

- Tour students (leaders) through downtown going into businesses to get freebies, coupons, info, or refreshments.
- Quiz at the end for prizes and free food.
- Scavenger Hunts
- Freshman welcome packets
  - Sporting good store in Durham NH gives every freshmen a free T-shirt. They just have one week to come in and get it.
- Parents weekend packets

Mardi Patty Gras Crawl

We dare you to say it five times fast. It's the Mardi Patty Gras Crawl and it's coming to Downtown Petoskey on Friday, March 6! A fresh take on the always popular progressive dinners, this foodie crawl is bringing life to downtown during a typically quiet time of the year.

What is it exactly? It's an hors d'oeuvre crawl through 22 participating Downtown stores, followed by an entrée and dessert in Downtown restaurants.



Special Events

- Are not focused on ringing cash registers during the event (although they sometimes have that added benefit)
- Special events often lead to future sales when attendees have a positive experience admiring window displays, browsing open shops, and chatting with friendly shopkeepers.
- Unique assets that will provide economic gains for downtown

Celebrating Downtowns' History

Special Events

- Focus on Economic Strategies and tie to positive gains for businesses
- Be Creative
- Sometimes events are a one-time opportunity
- Keep events exciting by changing them each year
- Document everything

Special Events and Funding

- **Revenue Generators**
- **Sources of Event Funding:**
  - admissions
  - activity fees
  - booth fees
  - entry fees
  - merchandise sales
  - raffles
  - sponsorships
  - donations

Sponsorships

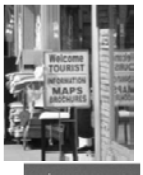
Find a way to meet the potential sponsor's needs
- Exposure to targeted audiences
- General visibility
- Affiliation with your group
- Mending fences

Friends of the Festival

- This festival also allows people to attend for free if they volunteer for at least 4 hours.
- $15 admission or $20 day of the event.

Tourism Campaigns

Crosses Image, Business and Festivals
- Identify What's Worth seeing
- Walking and Driving Tours
- Regional advertising
- Product/Experience Tourists
- Bus Tours
- New Releases



Tourism Promotion

- Develop a downtown marketing piece
- Top 10 Things to do in Downtown
- Purpose and Distribution

National Main Street Center Network Members Benefits

Latest Trends & Topics
- Main Street Weekly *(e-newsletter every Friday)*
- Main Street Now *(quarterly journal online only)*
- Webinars

Access to Peers & Best Practices
- Technical Assistance Available
- Main Street Listserv
- Online "Solution Center"
  … hundreds of samples, case studies, guidelines and resources.
- Discounts to the National Main Street Conference
- Online "Solution Center"

Questions?

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