



Effective Promotion

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Promotion

- By marketing the district's unique characteristics to shoppers, investors, new businesses, and visitors, an effective promotion strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers.
- Means selling the image and promise of Main Street to all prospects.
- It serves to improve consumer and investor confidence in the district.
- It targets the consumer groups who use downtown.



Promotion
Market-Based Strategies



- **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

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Anticipated Promotion Outcomes

- Promotions that meet specific goals
 - increased foot traffic
 - increased sales
 - Improved knowledge of what downtown offers
 - funds raised
 - increased publicity for downtown
- Promotions that target specific customers or better match existing downtown customers
- Develop brand recognition
- Capture a larger market and greater market share

Promotion Committee Strategies



- Understand the changing market -- both potential shoppers and your competition
- Identify the district's assets -- including people, buildings, heritage, and institutions
- Define Main Street's economic transformation strategy
- Create NEW image campaigns, retail promotions and special events to lure consumers back to the district

Focusing your Promotional Efforts - Customer-Based Strategies

- Downtown workers and/or residents
- College students
- Tourists
- Military installations
- Family-friendly, family-serving
- Millennials
- Elderly



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Incorporate Arts



Car Shows are popular – but arts can be incorporated too.

Image Campaigns/Building

- Perception is stronger than reality (decisions are based on perceptions)
What image do residents, visitors, shoppers, investors, and potential new businesses have of your downtown?
- The best image campaigns distinguish your downtown, or district from the competition
 - People make choices by weighing their perceived alternatives



Do you know a good image from a bad one?

Image Through Slogans



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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

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Image Promotion



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

Business Image



- If a potential new customer walks past your downtown businesses, what would their impression be?
- Beware poor image!

Together, agree to Establish Business Guidelines to Keep Downtown's Customers

Business Guidelines can "set the bar" for business greatness

- Ideal hours of operation
- Frequency of window display turnover
- Investment in marketing
- Customer service standards
- Tracking Customers
- Hospitality
- Parking practices
- Knowledge of neighbors
- Referrals
- Maintenance
- Cleanliness
- Positive attitude
- Appreciation
- Other?

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Target Marketing



- You will be most successful when you are strategic in the development of the promotions
- Shotgun v. Rifle Approach
- Design Events Based on Target Market
- Get information from your EV Committee:
 - Market analysis data
 - Businesses surveys
 - Zip code/telephone surveys
 - Focus groups
 - Customer surveys

Retail and Business Promotions

Sidewalk Sales aren't what they used to be in many communities but can still be successful



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



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The Squeeze

Niles, MI

- Let's say your name is **Bob** and you come into Squeeze today...Say, "Hi, my name is **Bob...Bob, Bob bo Bob, banana fanna fo fob, me my mo mob...Bob,"** and you'll get \$1 off your order :D

Facebook and Instant Results

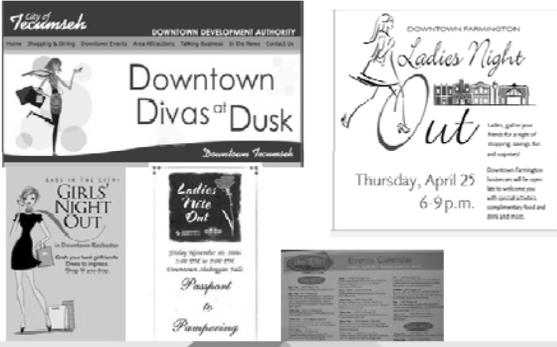
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Treasure Downtown Contest



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!

Downtown Diva, Girl Whirl



Downtown Divas at Dusk
Downtown Development Authority
Shopping & Dining, Cultural Events, Arts Activities, Family Business, 3rd Floor, Gated City

Ladies Night Out
Thursday, April 25
6-9 p.m.
Ladies, get in your heels for a night of shopping, dining, fun and support!
Downtown Development Authority will be on site to welcome you with special offers, complimentary food and drink and more.

Students and Alumni

GET UP DOWNTOWN

Thursday, September 25th
6-9pm @ Jorgensen's Cafe

Target ~ College Students
Target ~ Parent
Target ~ Faculty and Staff
Target ~ Alumni



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Visitors

Astoria, OR




- Hand out in goodie bags at special events, bus tours, etc.
- Are any of your businesses doing something like this they can teach to your other businesses?

Restaurants Promotions



City Eats: 12 Neighborhood Eatery Experiences

BUY YOUR RAFFLE TICKETS HERE! 4 CITY EATS EXPERIENCES

4 12 YOU
CHANCE MEALS 1 for \$25 or 24 for \$20 each

Holidays Promotion Essential

- Small Business Saturday!
- More than one open house or tree lighting ceremony
- Extended Hours
- Coop Ads
- Themed Events
- Common Image
- In-store “experience” shopping
- Open Houses
- **Outstanding Customer Service**



Burlington, VT

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Win the Window

Concord, NH



Win The Window
OFFICIAL PASSPORT

Four Prize Packages!
Visit the participating businesses all
along North Main Street.

Go into Win The Window
passport stamped at
participating businesses, and
enter to Win The Window!

A total of 500 gift cards and
more prizes will be awarded to
the lucky winners!

NTOWN
New Hampshire
Tourism

- Involves visiting businesses and getting a stamp to be entered for prizes.
- Success hinges on businesses
- 52 participating businesses – retail and restaurants
- Newspaper and Credit Union as sponsors



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



DOWN TOWN
Milton's
MEN'S NIGHT
Christmas Shopping Night

Wednesday, Dec. 14th
until 8pm

- complete your shopping in one night!
- Refreshments • Beverages • Free Gift Wrapping
- Major draw! Prizes! Open until 8pm!
- 50% off on select items!

GUYS NIGHT OUT!
Last Minute Shopping Event!

Labels, stickers, and samples come in their
throughout the day. We will make your wish list
items come in one day. 5:00-8:00pm. We show
you great last minute gifts while enjoying
the cold beverages. Back to work a
hand-drawn gift card for the shopping list!

Develop a Marketing Plan for Sidewalk Construction/Business Interruption

- Remind people that businesses are open
- Activities during construction
 - Hard Hats for kids
 - Coupons for car washes
 - Posters and T-Shirts highlighting the top 10 reasons to shop downtown during construction
- Communications
- Celebration after the project is done



PHASE 1 STREETSCAPE
Come in We're OPEN
Sorry for the Mess.
Wait till you see our
new front door!

Paragould



WIN STARS
Top Ten Reasons to Shop
Downtown Durham, NH
the Summa of '99!

1. You can enjoy an outdoor meal outside.
2. There will be no need to stuff your sidewalks.
3. You can see a lot of money on that sidewalk! By the way!
4. You can see the happy faces of business in the window.
5. You can find your business supplies.
6. You can practice driving through a construction zone.
7. Support your tax with our construction workers.
8. Your friends will not look out of place.
9. You can experience all that is new.
10. To support your local merchants and their great community!

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The ever-challenging business hours



Special Events Resource Intensive

- 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



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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.



Partners and Volunteers with Events



- Assistance in Planning
- Enhancing events with activities
- Fundraising Opportunity
- Community Involvement
- Volunteer Army

Do You Have Businesses Close during Events?

- Give them ideas
- Make this part of your planning process.
- Example – car show – photographers, poker walks,



Vineland, NJ

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Are You Connecting People to Businesses?



Pecan Street Festival, Austin TX

Tempe Festival of the Arts

Which layout will make your businesses happiest?

Help your Businesses Track Their Business – From Business Promotions and Special Events

- Total tickets
 - Total dollar value
 - Total transactions
 - Average sale amount
- Sales compared to sales on the same day the year before
- Conversion rate (the % of shoppers who become buyers)
- Time spent shopping per store visit



Event Management Strategies for Special Events



- Create reasons for people to come back downtown after the event – how have they been introduced to downtown
- Foster, over time, new behaviors and attitudes – with local businesses and attendees
- Use attendance numbers, testimonials, economic impact data, etc in recruitment activities
- Create backdrop for ongoing economic development

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What are Your Economic Successes with Promotions?



Measuring the Economic Impact of Special Events
By Barbara C. Carter and James H. Pinner (From: Main Street Day of the Week | June 17, 2011)

Measuring Economic Impact across the table, one might think the task is going about as straightforward. But it isn't. It's a complex and delicate task that has to do with an enormous amount of data on the major intersection with a variety of approaches to data gathering. Furthermore, the data gathering and analysis process is often done on the fly, and the results of the event's economic impact are often not available until the event has passed. It's a task that is often done in a matter of 10-15 minutes.

This is the second year in a row that we have an impact study. I'd like to share the results. I think we can learn a lot from this study and use it to improve our results from next year.

The use of an impact study is a key component of the overall promotion, and it's one that should be done regularly. It's a key component of the overall promotion, and it's one that should be done regularly. It's a key component of the overall promotion, and it's one that should be done regularly.

\$13M Impact in a town with 18,000 population at the Peter Anderson Arts Festival in Ocean Springs, MS
100,000 attendees

- ✓ Study done by Mississippi State
- ✓ Secured more sponsors

Developing Your Promotion Calendar



2014 Calendar of Events

NOVEMBER 1: ...
NOVEMBER 15: ...
NOVEMBER 22: ...
DECEMBER 1: ...
DECEMBER 15: ...
DECEMBER 22: ...

Steps

- Identifying current assets
- Identifying target markets
- Establish promotion objectives/outcomes (how will you measure success?)
- Establish overall strategy/calendar
- Design individual events
- Implement
- Evaluate

Q & A



MAIN STREET Now
A CONFERENCE OF THE NATIONAL MAIN STREET CENTER
PITTSBURGH, PA
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