

Marketing Strategies for your Community

Presented by Pennsylvania Downtown Center

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Learning Objectives

By the end of this session, you should be able to...

1. Understand the difference between:
 - A community's *image* and its *identity*
 - A special event & a retail event
2. Have a clear understanding of the functions of the "Community Marketing" committee
3. Better coordinate the operations of the Community Marketing Committee
4. Have a better understanding of the Manager's role in Community Marketing



Pennsylvania Downtown Center: who are we?

- Statewide nonprofit organization/membership-based
- 19 member board of directors
- State partner with the PA Department of Community and Economic Development (DCED) for Keystone Main Street & Elm Street designated program communities
- State Coordinating agency with the National Main Street Center/National Trust for Historic Preservation





Main Street Approach[®]

- **Economic Vitality** - establishing new uses for downtown while creating new assets and better utilizing existing assets
- **Promotion** - marketing the best attributes of a downtown
- **Design** - getting downtown into top physical shape
- **Organization** - creating consensus and cooperation amongst downtown stakeholders

Community Marketing



Design

Economic Vitality

Promotion

Organization

Design

Neighbors and Economy

Image and Identity

Sustainable Organization

Safe-Clean-Green



Community Marketing



Promotion

Image and Identity

General Transitional Marketing

General Internal Stakeholder Identity Marketing

General External Public Image Marketing

Special Events

Special Events

Retail Promotion

Neighborhood Promotion



What Is Community Marketing?

- Key Definitions
 - Marketing
 - Image
 - Identity
 - Special Event
 - Promotion

What Is Community Marketing?

- Marketing - Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. *

* American Marketing Association (Approved 2017)



What Is Community Marketing?

- *Image* – The perception of a neighborhood or business district that is held by the public at large, usually by those outside of the “stakeholders” of that neighborhood or business district.



What Is Community Marketing?

- *Identity* - The perception of a neighborhood or business district that is held by the “stakeholders” of that neighborhood or business district.
- Stakeholders would include (but are not limited to):
 - Residents
 - Property owners
 - Business owners
 - People who work in the area
 - Local institutional interests

What Is Community Marketing?

- *Transitional Marketing*: Moving the perception of a place (or organization) from one that is primarily negative to one that is primarily, *but not exclusively*, positive.

What Is Community Marketing?

- *General Image Marketing*- Any activity that communicates a message designed to change for the better, or to reinforce or enhance, a perception of the neighborhood or business district, that is held by the public at large without the need for public to enter the district, purchase a good/service or invest.

What Is Community Marketing?

- *General Identity Marketing*- Any activity that communicates a message directed primarily at the stakeholders within the neighborhood or business district, that is designed to create a stronger connection to and affinity for, the unique character of that neighborhood or business district.

- *Special Event*: An activity that is designed to bring stakeholders and/or the public at large together, *inside the boundaries of the program area*, as a way to reacquaint them with or change their perception of the project area.

What Is Community Marketing?



A Special Event in Lititz



What Is Community Marketing?

- *Promotion* - An activity that is designed to encourage the stakeholders, the public at large or developers to either *purchase* the goods or services of the business community within, or to *invest* in, the neighborhood or business district.





Sales promotion examples

1. flash sales
2. buy one, get...
3. coupons or discounts
4. giveaways or free samples
5. recurring sales
6. tripwires
7. limited time offer



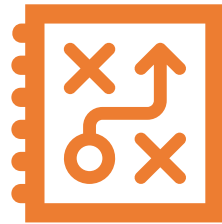
Identity

- How would you define the current identity your neighborhood or business district has of itself?
 - Does the “district” have a name?
 - Do local people accept that name?
 - Do people *want* to shop and/or live there?
 - Is there a predominant business cluster?
 - Is there a predominant demographic group?
 - Is there a predominant architectural style?

Identity vs. Image



Developing / maintaining a
strong identity




is a more important first
step than



developing / maintaining a
strong image



Identity

- Districts with a strong positive IDENTITY will:
 - Be a desirable place where existing residents and/or existing businesses want to stay.
 - Have high participation rates in community groups and organizations
 - Have internal, district pride-fostering inter-relationships.
- 

General
Identity
Activities

Main Street & Elm Street

Information on “District” History

Architectural Character

Opportunities for Social Interaction

Issue-based Networking Sessions

Support of School System – Local School

Celebrating Unique Ethnic Composition

General
Image
Activities

Main Street & Elm Street

Logo & Tag Line

Gateway Signage

Street Banners

Informational Brochures / Materials

Website

News Stories / Editorials

“Generic” Advertising

Speaker’s Bureau

Social Media



Special
Events

Main Street

Street Fairs / Craft Shows

Community-Wide Parades

Before & After Tours

Heritage / History Festivals

Community-Wide Celebrations

Arts Festivals

Ribbon-Cutting Ceremonies

Health Fairs

Elm Street

Street Fairs / Craft Shows

Neighborhood Parades

Before & After Tours

Heritage / History Festivals

Neighborhood Celebrations

Block Parties

House Tours

Health Fairs

Promotions

Main Street	Elm Street
Sidewalk Sales	Real Estate Open Houses
Loyalty Card Programs	Real Estate Agent "Fam" Tours
Joint Sales Advertisements	Vacant Lot Advertisements
Common Evening Hours	

What the Committee Needs



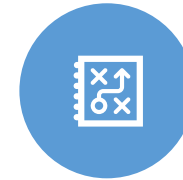
Vision statement



Understanding of
the target
audience(s)



Market data: *Socio-
Economic &
Psychographic*



Strategic plan



Marketing /
communications
plan(s)



Marketing budget

Who Should Be On The Committee?

Interested
Merchants /
Residents

Chamber of
Commerce
Members

Arts-Related Civic
Groups

Marketing /
Advertising
Professionals

Marketing / Design
Teachers -
Professors

Staff of Tourist
Promotion
Agencies

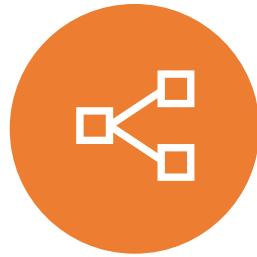
Reporters – Editors
– Other Media

Graphic Designers -
Artists

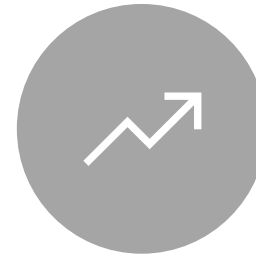
Marketing –
Journalism –
Communications
Students

People who want
to be “part of the
action.”

General Community Marketing Points



DON'T LET
MARKETING BECOME
DOMINANT



DON'T MARKET
BEFORE YOU ARE
READY



DEVELOP AN ANNUAL
MARKETING
CALENDAR



YOU DON'T HAVE TO
DO IT ALL



YOUR ORGANIZATION
DOESN'T HAVE TO DO
IT ALL



OPT FOR QUALITY
OVER QUANTITY

Community Marketing

