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BIRMINGHAM
ALABAMA



MAIN
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Mouu
2024



Create a One-Page Marketing Strategy to Build Your Community's Brand

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Welcome

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Step 1: Set Your Goal

- Based on your transformation strategy
- Decide long or short term
- Make it SMART

One Page Marketing Plan

Goal: ?

Step 1: Set Your Goal

One Page Marketing Plan

Goal: Increase local community engagement and visitor participation in Bernardsville, NJ within 6 months, measured through website traffic, social media engagement, and event attendance metrics.



Step 2: Know Your Market



- Community Survey
- Placer/ESRI data
- Connect in Person

One Page Marketing Plan

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Market: Who?

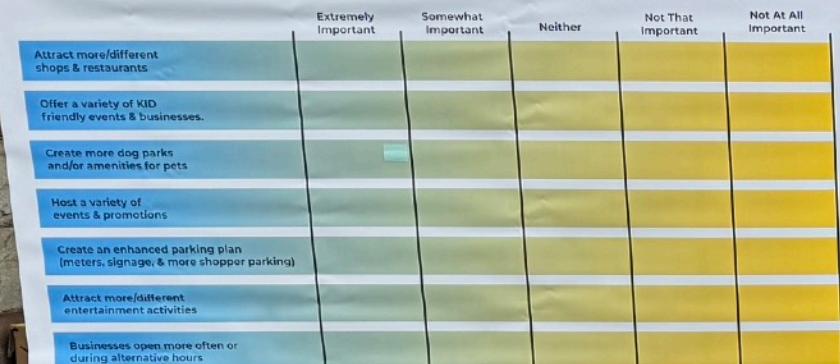
NJ TRANSIT

BERNARDSVILLE STATION

HOW IMPORTANT IS IT TO...

PLACE A STICKY DOT TO SHOW HOW IMPORTANT THE FOLLOWING AREAS ARE TO YOU.

MainSTREET
BERNARDSVILLE



COMPLETE THE FULL SURVEY HERE.

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[mainstreetbernardsville](https://www.instagram.com/mainstreetbernardsville/)

MainSTREET
BERNARDSVILLE
MainStreetBernardsville.org



FEBRUARY 8
5PM - 9PM

MainSTREET
BERNARDSVILLE

BERNARDSVILLE
galentine's
NIGHT OUT

#LOVEVILLE
#SHOPLOCAL

MADE POSSIBLE BY

Somerset Hills
CHIROPRACTIC
Healing Through Natural Service Since 1980

SCAN TO LEARN
MORE OR VISIT
MAINSTREETBERNARDSVILLE.ORG



Step 2: Know Your Market



- Community Survey
- Placer/ESRI data
- Connect in Person
- SWOT Analysis
- Determine outreach points & key demographics for your goal
- ASK the community what they want

One Page Marketing Plan

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Market: Who?



Step 2: Know Your Market

One Page Marketing Plan

Goal: Increase local community engagement and visitor participation in Bernardsville, NJ within 6 months, measured through website traffic, social media engagement, and event attendance metrics.

Market: 5-10 minute drive time radius, 40s with families, & 65+



Step 3: Create Your Strategy



- Choose at least **5 ways** to reach your audience, repeat tactics that work.
- **Embellish events to highlight your audience**, even if the event doesn't focus on your audience directly.





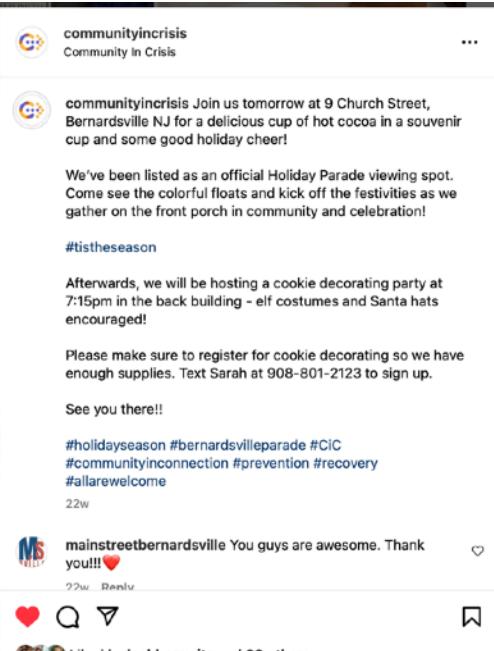




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- Start these tactics at least **2-3 months ahead**, some may be achievable with less, but not likely.
- Do not underestimate **collaborating with local community groups**



Community groups are an exceptional component to your promotional plan...



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- Do not underestimate **collaborating with local community groups**
- **Document Document Document!** Make sure to keep track of your efforts and share with the community - the more of you they see, the more your branding efforts are making an impact
- **Create a Brand Board** Use the same colors, logos, message, tone, etc across all platforms and projects.
 - All committees must use the same imagery for your branding efforts to take hold and work



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- Be consistent and patient: **Marketing is quick, Branding takes time**

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Strategy:

- 1. Enhance Digital Content** - Email, Photo contests, Small Biz of the Month, etc
- 2. Activate Community Events** - Incentivize with a referral program/discounts to family & friends attending
- 3. Collaborate with Local Groups** - Outdoor rec groups, trails committee
- 4. Engage in Influencer Marketing & PR**
- 5. Create an Ambassador Program**

Step 4: Measure Your Success



- What's a KPI?

Key Performance Indicator

- Include ways to measure output on your promotions. e.g. QR code on newspaper ad to a unique landing page
- Invest in software e.g. Placer
- Take time to review your results - did you achieve your goal?
- What didn't work? Failure points are learning lessons

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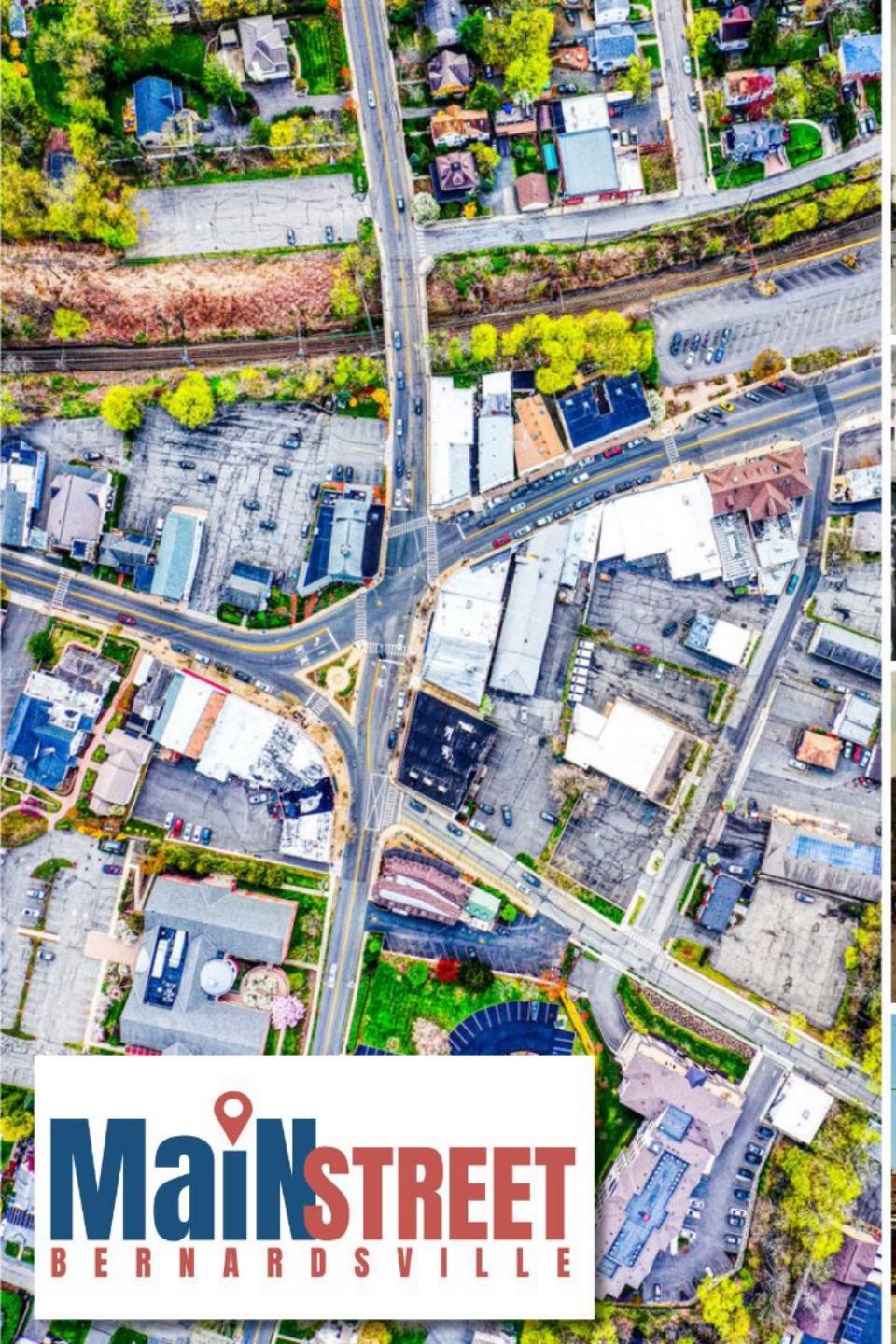
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KPIs:



Rinse & Repeat!

- Reevaluate your goal or start a new one
- Review your market data every 2-3 years
- Revise tactics to have better reach, or add more than 5



We want to hear from you!

Help us make the Main Street Now Conference even better by sharing feedback on your conference experience.

Tell us about your favorite sessions and speakers, what you found most valuable, and what you'd like to see next year.

Look out for the post-conference survey to be released on Wednesday via email and on mainstreetnow.org.

Thank You!

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