



**MAY 6-8**

**BIRMINGHAM**  
**ALABAMA**

**MAIN  
STREET**  
**Now**  
**2024**





MAIN  
STREET  
2024  
Now

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

Olivia Manning, Main Street Bernardsville/My Community Coach



# Welcome

Olivia Manning, ED

Main Street Bernardsville

Founder, My Community Coach

[olivia@mycommunitycoach.com](mailto:olivia@mycommunitycoach.com)

[MainStreetBernardsville.org](https://MainStreetBernardsville.org)

[MyCommunityCoach.com](https://MyCommunityCoach.com)



# 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

**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:** **Who?**







# BERNARDSVILLE STATION

## HOW IMPORTANT IS IT TO...



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



	Extremely Important	Somewhat Important	Neither	Not That Important	Not At All Important
Attract more/different shops & restaurants					
Offer a variety of KID friendly events & businesses.					
Create more dog parks and/or amenities for pets					
Host a variety of events & promotions					
Create an enhanced parking plan (meters, signage, & more shopper parking)					
Attract more/different entertainment activities					
Businesses open more often or during alternative hours					



COMPLETE THE FULL SURVEY HERE.

@mainstreetbernardsville  
mainstreetbernardsville.org



BERNARDSVILLE

MainStreetBernardsville.org

## FEBRUARY 8

5PM - 9PM



BERNARDSVILLE

# galentine's

♥ NIGHT OUT

#LOVEVILLE

#SHOPLOCAL

MADE POSSIBLE BY



Somerset Hills  
CHIROPRACTIC

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

**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: 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.



















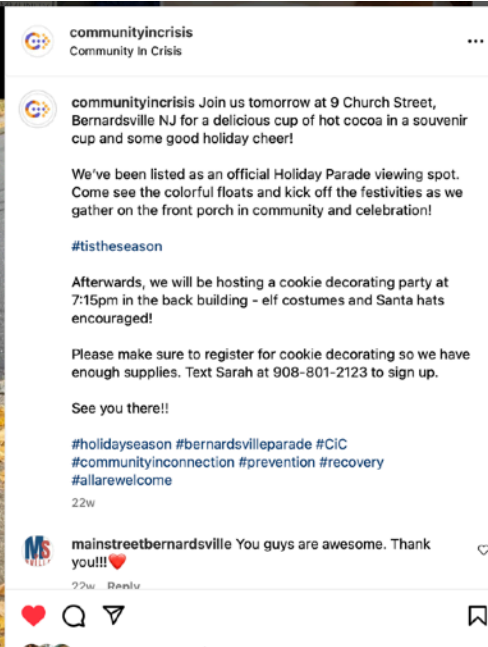
# Step 3: Create Your Strategy



- 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.
- 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...





# 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.
- 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**
- **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



DOWNTOWN  
Parking →



210 OFFICES  
On The Track



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



# Step 3: Create Your Strategy

## 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+

### 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

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

### 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**

### 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



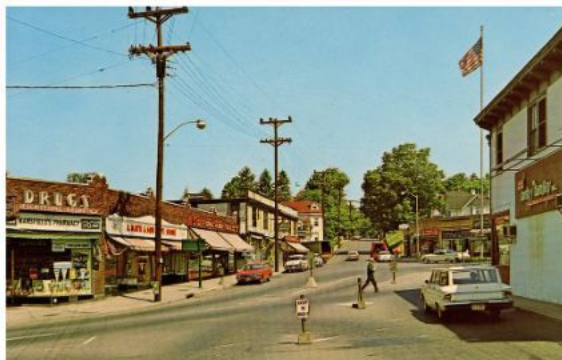




**Main STREET**  
BERNARDSVILLE



BERNARDS INN, BERNARDSVILLE, N. J.  
THERE IS AN ATMOSPHERE HERE YOU WILL ENJOY AND LONG REMEMBER.  
OUR TAP ROOM IS MOST UNIQUE. - ROUTE U. S. 202.





# 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](https://mainstreetnow.org).**



# *Thank You!*

## Olivia Manning

Executive Director & Founder

Main Street Bernardsville &  
My Community Coach

[olivia@mycommunitycoach.com](mailto:olivia@mycommunitycoach.com)  
[MyCommunityCoach.com/MSNow](https://MyCommunityCoach.com/MSNow)



MAIN  
STREET  
Now 2024