

INTRODUCTION

IMPORTANCE OF
COLLABORATION

IS YOUR PRECINCT
FLOURISHING?

LOCAL RETAIL AND ACTIVATION STRATEGY



Promoting your precinct

Marketing and building brand awareness is not just about selling. It's about connecting with your customers and building trust and connection.

Through marketing and communications you will be able to build a narrative that articulates the values of your precinct that hit the right touchpoints with your customers and community.



Dedicated to a better Brisbane

PLACEMAKING:
FROM TRANSACTION
TO INTERACTION

PROMOTING YOUR
PRECINCT

KEEPING
ON TRACK

Let's get started — ideas to market your precinct

Customers expect authenticity, so your marketing pitch needs to reflect the role and mix of your precinct today.

This easy-to-use DIY resource pack is designed to help you navigate the world of marketing, right from brand ideation and logo creation all the way through to social media, email marketing and public relations.

To increase customer visitation and spend you need an effective marketing strategy that:

- leverages the insights about your market and competitive profile you can glean from your place analysis and health check, and
- uses all relevant media channels to engage with your local community and to expand market penetration further afield.

This section provides marketing tools to help you develop and execute a successful marketing strategy.

Before you use these, think about all the different ways to make some noise and talk about your precinct.

Get creative! There are no bad ideas here.

Here are a few thought starters:

- host a community event or market day
- run a shopping or dining promotion
- create an eNewsletter/publicity packs/editorial articles/short videos/street guide
- run an Instagram competition
- develop a Family Fun Day where kids get free icecream and face painting
- celebrity/local hero appearances
- create a pop-up cinema
- have a charity or local fundraiser event
- create an Instagram-worthy graffiti wall/mural with branding to generate shareable content
- develop cross-promotional strategies with other retailers in the precinct
- set up a calendar of events with a focus on peak periods (e.g. Christmas, Halloween)
- target tourists by setting up partnerships with hotel and tour operators.

PLACES THAT INSPIRE US

James Street

A contemporary Urban Resort

From the outset James Street has dared to be different. The precinct has evolved through the leadership of its four key landowners and a Creative Director appointed to understand the role of the street within the suburb.

Leveraging the clubs, arts and creative flair of the area, James Street today is a curated lifestyle precinct and Urban Resort. With the inclusion of the Calile Hotel complex, it is a genuine city break destination.

The Friends of Calile scheme provides local shop discounts for hotel guests and special room rates for regular shoppers, all of which encourages dwell time and spend.

The James Street Instagram page has a clear aesthetic and attracts 37,000 followers. It received global exposure through a Monocle magazine review article in 2012.

TOOLKIT EXERCISE

Marketing plan on a page

Developing a marketing plan will help your precinct stand out from the crowd.

A strong plan will help you develop your precinct's point of difference so you can be easily identified by your existing and potential customers.

Use the guide below to help prompt conversations when you are completing your marketing plan on a page (template provided on the following page).

Objectives

List the top three things you are trying to achieve as a precinct.

Target audience

List your top three customer segments and two to three customer personas so you have a really clear understanding of who they are. Look at your current customer bases, and consider the types of people that buy from your businesses to discover characteristics and interests they share. Think about demographics e.g. ages, location, income.

Our biggest challenges

Outline the top challenges your precinct is faced with and what is stopping you meeting your goals.

Our strengths/benefits

What is the positioning statement of your precinct and the collective value you offer customers? What do you bring to the neighbourhood and why will locals love you? Identify key features that make your precinct unique and any advantages you have over competitors.

How will you position yourselves differently to your competitor set? What value does your precinct offer?

Competitor strengths

Think about who your top competitors are, what they do differently to communicate with their customers.

List out your competitors and consider: who and where they are, what they are doing to market themselves, how well they're doing, how much of a threat they pose and what gaps your precinct can fulfil?

Core precinct value

What is the positioning statement of your precinct and the collective value you offer your customers? What do you bring to the neighbourhood and why will locals love you? Identify key features that make your precinct unique and any advantages you have over your competitors. How will you position yourselves differently to your competitor set?

Channels to connect with customers

Think about how you are going to talk to your customers, both new and loyal. What platforms are you going to use?

Actions/campaigns

Discuss and outline the key activity, events and promotions you will have to tell people over the next month/three months/six months/one year.

TOOLKIT EXERCISE

Marketing plan on a page template

Note: not intended as a static document. Refresh, update, be conscious of your progress month by month.

Precinct name _____ Date plan made/last refreshed _____

Objectives

Three things you want to achieve in:

12 months – short-term goals

- 1.
- 2.
- 3.

Three years – mid-term goals

- 1.
- 2.
- 3.

Target audience

Describe your ideal customer

Our biggest challenges

Weaknesses/obstacles to be overcome through marketing

- 1.
- 2.
- 3.

Our strengths/benefits

Unique features to be amplified through marketing

- 1.
- 2.
- 3.

Competitor strengths

Who are your competitors? What do they offer?

- 1.
- 2.
- 3.

Core precinct value

Compelling statement about why people should visit

Channels to connect with customers

Consider both new and existing channels and groups

Existing customers

New customers

Actions/campaigns

Discuss and outline the key activity, events and promotions you will have to tell people over the next month/three months/six months /one year

This month

Three months

Six months

TOOLKIT EXERCISE

Create your precinct brand in three easy steps

Step 1 The fun stuff! Compile inspiration

Create a mood board of brands, competitors, styles that inspire how you would like your precinct brand to look.

Patterns/textures you like

Colour palettes you like

Discuss the imagery you have available, think about the precinct as a whole, as well as featuring certain shopfronts

Fonts you like

Step 2 Workshop a precinct name

This is how you'll talk about yourselves collectively. (e.g. Smith Street Shops or Ann Street Plaza).

Ensure it's catchy, memorable and unique. Check online, to ensure no one else has your name!

Option 1

Option 2

Option 3

TOOLKIT EXERCISE

Create your precinct brand in three easy steps

Step 3 Time to bring your brand to life

Create a logo. You can brief a designer or use tools like the free logo maker by Canva. Start with your business name and refer to your inspiration from step one.

Optional – Create a slogan/catchphrase which will be used with your logo (e.g. Made for locals, by locals).

Option 1

Option 2

Option 3

TOOLKIT EXERCISE

How to plan a successful marketing campaign

Let's create a campaign plan to make sure we know how to achieve it.

Now that you have a brand, a plan and fantastic ideas for how to market your precinct – the next step is to get specific about what you want to tell your customers.

Campaign ideas could include a Christmas shopping fair or shop local angle.

Campaign overview

Background

Set some context for the project – set the scene. What is it? Why are we doing it? Why now?

Key messages/benefits

Any product unique selling points?
 Key things the audience needs to know?
 One-liners/taglines to be communicated?

The objectives

What do you want to achieve through this campaign?
 List one to five things and the more measurable the better.

What do you want people to think, feel and do?

One to three points for each.

Target audience

Who is this campaign designed to reach?
 It's okay to have a primary and secondary target.

Audience insight(s)

What do we know about the target audience that would compel them to act/care about this campaign?

TOOLKIT EXERCISE

How to plan a successful marketing campaign

Campaign strategy

The idea in a sentence

What's the creative concept that will make the audience pay attention and achieve the campaign objectives?

How will it come to life?

What channels and assets help bring your idea to life?

Creative direction (optional – for briefing creative)

What level of creative direction is required?

Full campaign creative direction – moodboard with palette, typography, imagery style, iconography etc.

Logo lockup

We can run with the house palette, imagery and typography style

Any creative references/visuals?

Any mandatories?

Partner logos to be included? Colours to avoid? Sensitivities to be conscious of?

Timeline

Key milestones

These milestones will depend on the complexity of the campaign, and whether or not partners are involved.

Campaign strategy by: _____

Creative direction presentation and sign off by: _____

Campaign plan outlining asset live date by: _____

Hero campaign creative asset approved by: _____

Asset creative complete by: _____

TOOLKIT EXERCISE

How to plan a successful marketing campaign

Map out your campaign creative timeline

Your creative assets are the designs which bring your idea to life.
Create a timeline and consider if you need to source designers.

Campaign creative timeline

You can find a template here <https://templatelab.com/creative-brief/>

Creative brief Due Date _____

Brief designer Due Date _____

Creative direction proposal Due Date _____

Creative deliverables Due Date _____

Create an action plan

Create an action plan for all stakeholders to identify who is responsible for each task and when they are due.

You can download free templates here:

<https://templates.office.com/en-au/gantt-project-planner-tm02887601>

or use an online project management tool:

<https://blog.hubspot.com/marketing/free-project-management-software>

TOOLKIT EXERCISE

How to plan a successful marketing campaign

Measure campaign effectiveness

Create a template to track how your campaign is contributing to achieving your goals and objectives.

Capture your results closely. Reporting will help you assess success and guide you to continue or trial different channels/assets.

Try the marketing campaign report template from Smartsheet here: <https://www.smartsheet.com/content/marketing-campaign-templates>

Example metrics to track in reporting

Social media

Refer to social media guidelines

Email

Growth – size of database

Engagement – email open rate, click through rate

Website

Awareness – track unique visits, new users

Engagement – track page views, time on pages, bounce rate and conversions (email sign ups)

Advertising

Track **awareness**

Impressions and reach

Website unique visits and magazine/print circulation

Public relations

Capture third party **website visits**

Email **database** size

Likes/comments on posts

Magazine/print **circulation**

Collateral

Keep a measure of

How many flyers/posters you distribute

And **when** you run out of stock

to gauge how many potential people you have reached

TOOLKIT EXERCISE

Social media guidelines

Interacting with your customers on social media is an important marketing strategy for small businesses.

Using social media helps build brand awareness, increase your customer base, and connect with current and potential customers.

Finding the right social media platform/s for your precinct to maintain a presence can be challenging especially for small businesses. The platforms used should provide measurable returns to justify your efforts. Review the practices opposite to help guide you on what you might need.

Craft your personality

Your business needs social media because it opens up a two-way dialogue with your audience.

On social media you can address praise, answer questions, mitigate concerns, or just chat in real time. Consider your voice and tone. How do you want to appear on social media?

Your voice/personality will come through how you:

- reply
- create call to action phrases
- caption
- create social media bios
- reply to direct messages
- use visuals (text on images)
- create ads and promotions
- use hashtags.

Dos and dont's when it comes to social media:

Do

- ✓ **Monitor** your analytics.
- ✓ Be **consistent** across platforms.
- ✓ Ensure content is **quality** not quantity.

Don't

- ✗ Post **too often**.
- ✗ Spread yourself too thin – choose your **platforms** wisely.
- ✗ Worry about numbers – focus on **engagement** levels.

HINTS AND TIPS

Be agile!

Building a brand online will help you pivot your business through times of uncertainty.

The COVID-19 pandemic accelerated businesses to shift and adapt to a changing and online market.

Examples of being nimble include:

- find your niche
- reinvent yourself
- think long-term
- refine your offer
- offer mini versions of your product
- go contactless.

TOOLKIT EXERCISE

Choose your social platforms

There are a wealth of social platforms available for your precinct, if you are not already using them.

We have listed a few platforms to consider for your precinct and why they might benefit.

Instagram

Instagram is a visual platform. You can gain followers and engage with loyal customers.

This platform can also act as a personal version of your website, use Instagram Stories to provide video behind-the-scenes, reshare stories from your customers or post about a special shopping event in your precinct.

Notes

Facebook Business Page

To create a Facebook business page, you need to have a personal Facebook account.

Facebook Pages are great to promote specials, news and help you improve visibility in Google, driving more traffic to your website. You can also run targeted ads from Facebook to attract more foot traffic to your precinct.

Yelp/Zomato/Tripadvisor/Google My Business

Create a business listing on these types of platforms to enable customers who like your precinct to leave reviews to recommend their experience to others.

Keeping your business listings up to date with events, news, and open hour reminders helps you appear in more local searches, and increase your visibility in Google.

Other social media platforms include:

- Twitter
- LinkedIn
- YouTube
- Tik Tok and more...

TOOLKIT EXERCISE

Seven steps to create an epic social media calendar

1. Monthly goals

What do you want to achieve this month?
Set an **achievable timeline** for each goal.

2. Content pillars

Define the **themes** of your content, e.g.
resharing customer testimonials, business
features, special offers, quotes.

3. Determine when to post

Each platform has a different **optimal time to post**.
Recent Facebook and Instagram research can be
viewed on Sprout Social:
<https://sproutsocial.com/insights/best-times-to-post-on-social-media/#instagram-times>

4. Create a calendar template

Use Google Spreadsheets or source a
calendar template. Consider local events
or occasions to comment on!

5. Add content to calendar

Expand on your **pillars** and add posts to your library.
Colour code each pillar.

Notes

6. Collect and create content

Research and **collect** your content in a
Google Drive folder. Create posts and
map out any destination links.

7. Track performance

Add a tab to your spreadsheet to track the
dates your content went live and what
content is landing with your audience.

TOOLKIT EXERCISE

Managing your platforms

Curious about how to start managing all your social media platforms?

Depending on which platforms you decide to use, there are different tools to help plan, schedule and monitor content on social media.

Content scheduling

Notes

Facebook Creator Studio

- Create, publish and review content for Facebook.
- This tool is free to use with your Facebook Business Page.

Sked Social

- Helps you upload, schedule and review content for Instagram, Facebook and Twitter. One of the only tools to schedule Instagram Stories.
- This tool is paid.

Sprout Social

- Helps you upload, schedule and review content for Instagram, Facebook, LinkedIn, Twitter, Pinterest and YouTube.
- This tool also includes an all-in-one paid social inbox for all your direct messages.
- This tool is paid.

Planable

- Preview and plan Facebook, Twitter and Instagram posts exactly as they will appear when they are published with this paid tool.

Hootsuite

- Plan, create and schedule posts and analyse their performance with this paid tool.

TOOLKIT EXERCISE

Measuring and learning

Each platform will have their own type of insights for you to gather data and analytics.

These will be collected from your accounts and campaigns to track and improve performance. Here are a few metrics you might want to measure.

Some metrics to measure

Notes

Followers/page likes

- To assess if your community is growing.

Reach

- Understand the number of unique views you have achieved with your posts. The bigger, the better!

Engagement

- Review how your content is resonating with your followers.

Frequency

When and how often to post.

- Review how well your posts are performing at different times.
- Investigate if posting once a day or twice a day is having a positive impact on your engagement.

Mentions

- How many people have tagged your business.
- These are your advocates and demonstrate strong signs that your precinct's activity, products and/or services are resonating with your customers.

Website visits

- Has social media helped drive traffic to your website?

TOOLKIT EXERCISE

Content marketing tools

Now it's time to think about how you can bring your stories to life.

How to distribute your content ideas

We have listed some popular types of content formats that might be effective for your precinct.

Tick the content types you like below.

Blog posts

These live on websites and are a great way to attract new visitors through education

Case studies

Provides the opportunity to tell a real story or experience. Great for convincing people why they should shop within your precinct

Videos

Highly engaging, very sharable content medium

Infographics

Visual ways to demonstrate data or information

Social media

Think about how you can use Instagram Stories

Email marketing

eNewsletters

Brainstorm how you can use these content formats to put your content ideas out into the world.

TOOLKIT EXERCISE

Content marketing tools

Tools to optimise your content

Notes

BuzzSumo

<https://buzzsumo.com/>

Helps you discover popular content and content ideas. This company offers a number of market research tools, one of which uses social media shares to determine if a piece of content is popular and well-liked.

HubSpot's Blog Ideas Generator

<https://www.hubspot.com/blog-topic-generator>

Get blog post ideas for an entire year. All you need to do is enter general topics or terms you'd like to write about, and this content idea generator does all the work for you.

Canva

https://www.canva.com/en_au/

Canva is an app to easily create beautiful content, with plenty of templates to pick from.

BlogAbout

<https://www.impactplus.com/blog-title-generator/blogabout>

This tool shows you common headline formats with blanks where you can fill in the subject you have in mind.

CoSchedule's Blog Post Headline Analyzer

<https://coschedule.com/headline-analyzer>

This tool analyses headlines and titles and provides feedback on length, word choice, grammar, and keyword search volume.

TOOLKIT EXERCISE

Email marketing guidelines

Want to engage your customers quickly and directly? Email marketing is the activity just for that!

Your ultimate guide to email marketing

Email marketing uses electronic mail as a way to communicate with your potential or current customers.

Why you should use email marketing

- ✓ Having **first party data**, like an email address, of your customers helps you to have a direct conversation.
- ✓ Email is a **fast and easy** way to communicate information.
- ✓ Helps to **build relationships** with customers through regular communication.
- ✓ You can **drive traffic** from your email to your website or to specific destinations you want to promote, such as a special event.
- ✓ Your customers can easily **share your content** with their friends and family, creating advocacy.

Pick your platform

There are many email marketing platforms out there to help promote your precinct. It's important to find the right platform for you, which will depend on **budget**, anticipated **size of database** and how advanced you'd like the **software** to be.

Mailchimp (<https://mailchimp.com/>) is a popular platform for small businesses. You can also read this article to review other **popular platforms** on the market:

<https://blog.hubspot.com/marketing/best-free-email-marketing-tools>

Notes

TOOLKIT EXERCISE

Email marketing guidelines

Here are some ideas to grow your database. Workshop how these might be right for your precinct.

Notes

Ways to build your email database

Join our club

Create an attractive call-to-action (CTA) message to entice customers to sign up to your database, by explaining what they can expect to receive.

For example, "Join our club to stay connected with local news, promotions and events!"

Use this on your website and social media.

Create yours:

Create a sign-up sheet

Create a simple sign-up sheet you can offer customers to leave their details on when they shop with you.

It might include:

- ✓ Name
- ✓ Email
- ✓ Date of birth
(why not send them a birthday message or offer?)

Any other ideas?

Giveaways and competitions

Run promotions and create a sign-up form in exchange for contact info.

Discuss what giveaways and comps your precinct partners can offer, i.e:

- ✓ Free consultations
- ✓ Discounts
- ✓ Vouchers

Come up with yours:

Mail drop

Create a small flyer to distribute to locals in your area using your JOIN THE CLUB messaging to remind them how they can sign up to stay connected.

Discuss what assets you have that you can place your flyer:

TOOLKIT EXERCISE

Email marketing guidelines

Now you know how to build your database, it's time to think about what you will be communicating to your customers.

What to put in your emails

Discuss the different types of content your precinct can create.

Here are a few ideas:

- **welcome email** to new subscribers, offering them to follow you on social media and visit your website
- create a regular **eNewsletter** which looks at news, highlights store specials and local stories
- **customer loyalty rewards**. Create offers and promotions tailored to your loyal fans. Make them feel like you treat them separately to your usual customers with a personalised email
- promote upcoming **events**
- **business Spotlight**. Interview a business owner and share their story
- promote **special discounts or offers**, giving your subscribers exclusive first-looks to create value.

List some additional content you'd like to see in your emails and how they create value so your subscribers keep opening them and engaging with your stories, news and promotions.

There are a few dos and don'ts when it comes to email marketing:

Do

- ✓ Build a **relationship** through your brand.
- ✓ **Communicate** regularly.
- ✓ Encourage **email sharing**.

Don't

- ✗ Communicate **too frequently**.
- ✗ Lower the **quality** of your content.