MARKETING AND BRANDING YOUR COMMUNITY

ACDS Pre-conference Workshop
October 29, 2014
WELCOME

About the Arkansas Community Development Society
Agenda
Housekeeping
Introductions
Marketing Basics

• First, know yourself
  – What’s your competitive advantage?

• Then, identify your targets
  – What is your main objective?
    • New residents
    • New businesses
    • New visitors

• Then, find out your competition
  – They might not be who you think they are
Marketing Basics

• The Marketing Mix
  – Product: a bundle of benefits
  – Place
  – Price
  – Promotion

• Created for product marketing; for a community…
Marketing Basics

• Product = Community
  – Look at it with the eyes of a stranger
  – Identify strengths & weaknesses

• Can your product be “new and improved?”
Marketing Basics

• Price = What people “pay” to visit / move to / invest in your community
  – Cost of living
  – Convenience
  – Amenities
  – Business productivity
Marketing Basics

• Promotion
  – Sales
  – Direct mail
  – Pamphlets, booklets
  – Websites
  – Paid Advertising

THE BEST FORM OF PROMOTION IS WORD OF MOUTH
  – Social networking
Marketing Basics

• What is a Brand?
  – Not a logo
  – Not a trademark
  – Not a name

A brand is an image…
  An image is a perception…
  A perception becomes an identity
Marketing Basics

• What is a Brand?
  – Not a logo
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A brand is an image…
An image is a perception…
A perception becomes an identity

THE WORST FORM OF PROMOTION IS WORD OF MOUTH
Marketing Basics

• Who’s on your marketing team
  – and who’s not?
• What resources do you need?
  – Sources for help
• Don’t just market outside the community
• Establish benchmarks and monitor results
• Then, start over again…
MARKETING PRINCIPLES FOR COMMUNITIES AND DEVELOPMENT ORGANIZATIONS

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COMMUNITY ECONOMIC DEVELOPMENT MARKETING @ 212° & ASSET DEVELOPMENT
COMMUNITY BRANDING:
TIPS, TOOLS AND TECHNIQUES

Martin Thoma, Thoma Thoma
SOCIAL MEDIA MARKETING AND ECONOMIC DEVELOPMENT

Amy Whitehead, UCA Center for Community & Economic Development
Social Media Marketing and Economic Development

Amy Whitehead, UCA Center for Community & Economic Development
Meredith Bergstrom, Main Street Siloam Springs

MARKETING & BRANDING YOUR COMMUNITY: A CASE STUDY OF SILOAM SPRINGS
SUMMING IT ALL UP: NOW WHAT?