

Without promotion something
terrible happens - nothing

p.t. barnum

Expectation Management

- Tell us your name, what town you represent and (if applicable) how long you have been a downtown manager.
- What are your expectations from this workshop?
- Describe your downtown in **ten seconds**.

Downtown Promotions

Attract and Keep Your Customers

- Image Development
 - Reverse negative perceptions
- Advertising
 - The traditional communications tool
- Communications and Public Relations
 - The rising star
- Festivals, Events and Promotions
 - Generate sales – now and later



Don't just promote your downtown,
Present your **experience**



Target the Brand

Discover
why
identity
is important.



im·age *n.*

- The opinion or concept of something that is held by the public.
- The character projected to the public, as by a person or institution, especially as interpreted by the mass media.

*The American Heritage® Dictionary of the English Language, Fourth Edition
Copyright © 2000 by Houghton Mifflin Company.
Published by Houghton Mifflin Company. All rights reserved.*

“Differentiate or die”

Jack Trout, author of *The New Positioning: The Latest on the World's #1 Business Strategy*

“Be distinct or be extinct”

Tom Peters, author of *In Search of Excellence*

What is your definition of a brand?

“Who you are, what you promise and your ability and willingness to deliver on that promise.”

- Joe Calloway, author

“A brand is a mark that identifies a property, and it is also a promise of quality, of style, and a way of doing business.”

- James A. Mammarella, branding consultant

“A promise – two words, eight letters – is *all* it takes. Don’t make it complicated, black box, or mysterious.”

- Dan Roselli, president, Jambrose Marketing

A Brand is a **PROMISE**

- Branding begins with the **promise** you make to customers and ends with what you do to **fulfill** it.
- Your packaging, logo, advertising, and web collateral must **communicate** this **promise**.
- You must support that **promise** with all your **actions**.

Brands are....

- the sum of your **purpose**, **personality**, **position** and **promise**.
- **assets**; treat them as such.
- about **relationships**, not transactions.
- the **tangible**, the **intangible**, the **big** stuff and the **little** stuff.
- Your **reputation**.

A Destination Brand Is....

- ... what someone else thinks of you, not what you say you are.
- ... obvious and pervasive throughout the community.
- ... a feeling. In this case a feeling that makes you want to go there.
- ... about product more than marketing.
- ... **not** just a logo or slogan.

Branding Rules

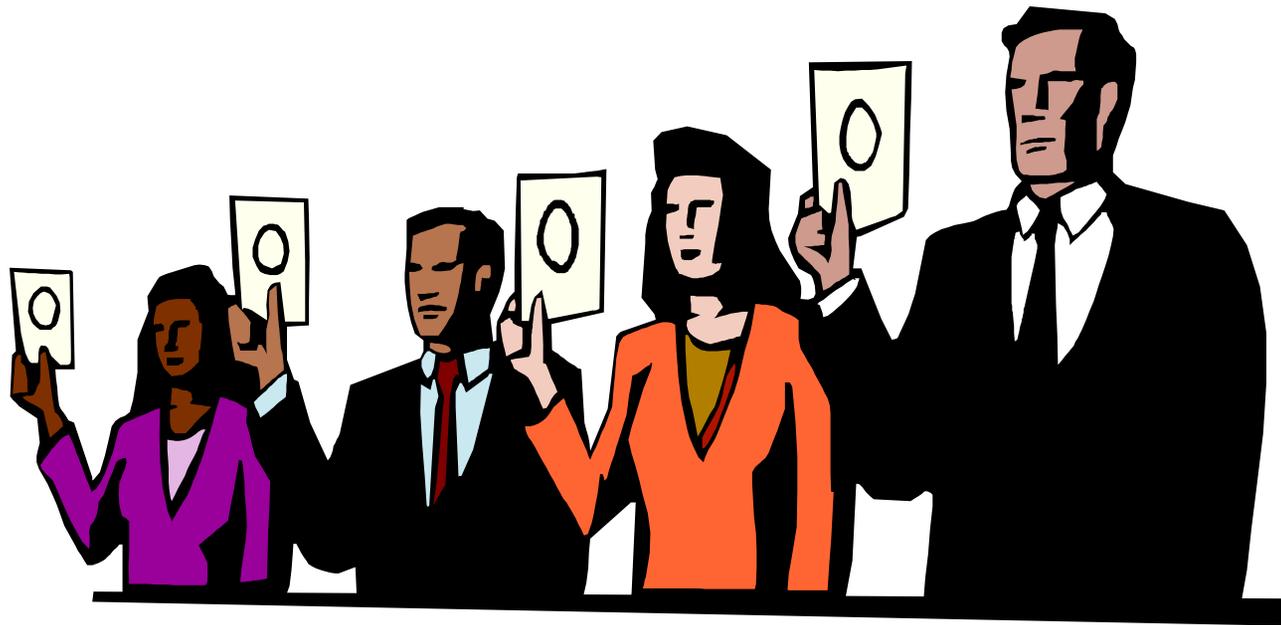
- **Be who you are.**
- **Be bold vs. being shy.**
- **Be consistent.**

Target the Audience



Find
downtown's
most **valuable**
customer

When you try to market to
everyone, you reach
no one.



Know your Target Market: Size and Segments

Collect **size** data relating to:

- Size of the market now
- Is it growing / stabilizing / declining?
- Where the market is projected to be in five years.

Collect **segment** data relating to:

- Geography
- Demographics
- Behavioral Patterns and Attitudes



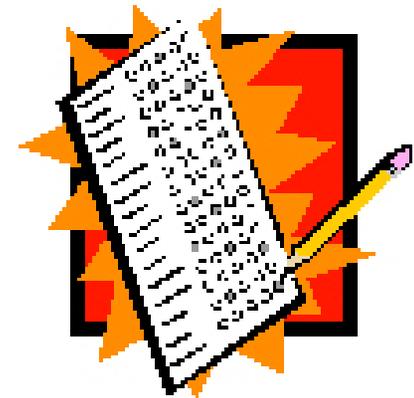
Getting the Data: Surveys and Focus Groups

The **BIG THREE**:

- **Residents, Shoppers, Businesses**

Other groups:

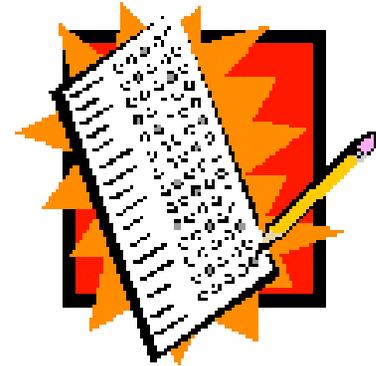
- Downtown residents
- Employees of downtown businesses
- Students
- Church congregations
- Service clubs
- Social service agencies



Getting the Data:

Sources

- City Planning Department
- Chamber of Commerce
- County Assessment Data
- Census Tract Data
- Local Economic Development Corporations
- Shopping Centers or Malls
- Larger businesses that may have done their own market research





people creating special
places & experiences

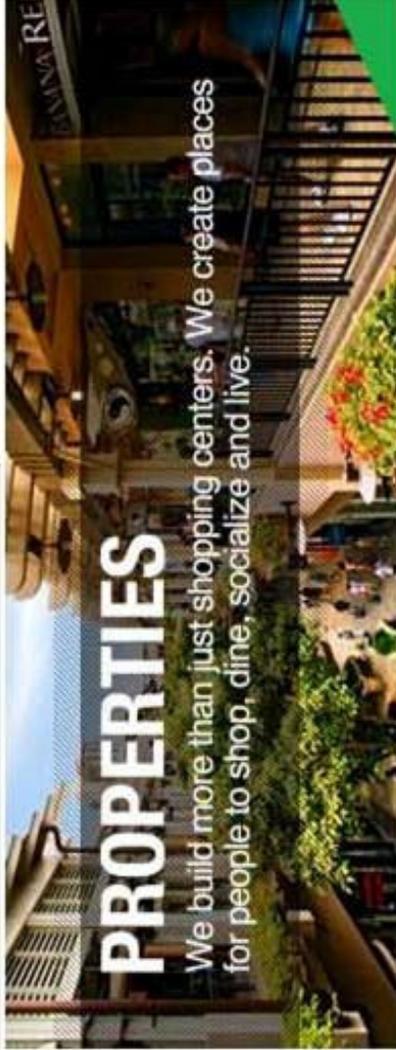
- » Home
- » Features
- » Services
- » Contact Us

COMPANY **PROPERTIES** **BUSINESS SERVICES** **INVESTMENT** **CAREERS** **GIFT CARDS**

Choose your mall....

PROPERTIES

- » Introduction
- » **Mall Properties**
 - » Expansions & Redevelopments
 - » Completed Renovations
 - » New Developments
 - » Properties New sletter
- » Community Centers
- » Master Planned Communities
- » International
- » Tourism Information



The Shoppes at Buckland Hills

Trade Area

Current Population : 575,757

5 Year Projected Population : 593,365

Current Median Age : 37.5

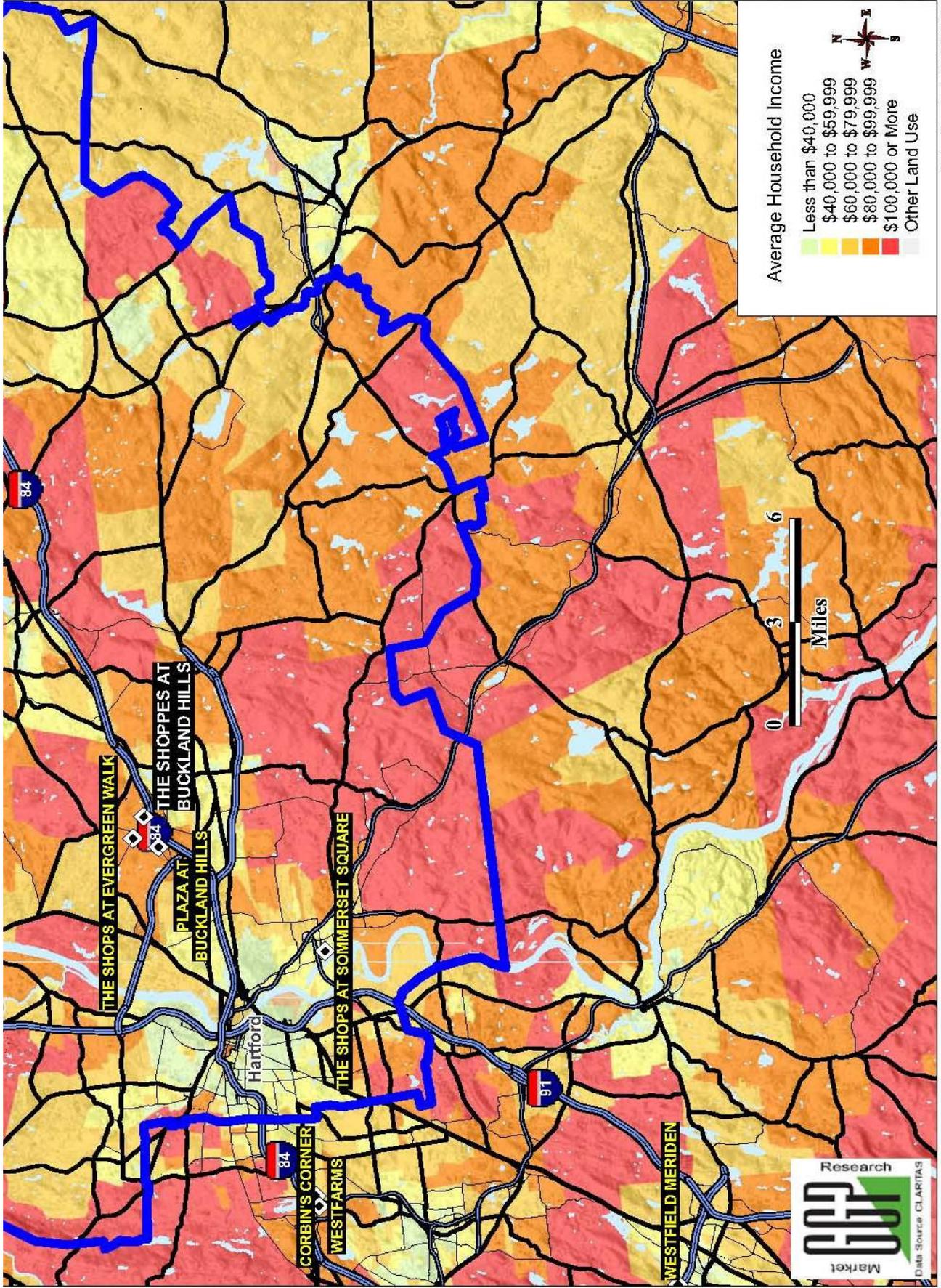
Current Average Household Income : \$68,372

Quick Facts Report

Average Household Income Map

Business Occupation Radius Rings Report

- » Center Information
- » Demographic Info
- » Downloadable Info
- » Visit Mall Website



Date Created: 3/15/2007

Identify Market Segments

:

	Market Segments List key market segments that the downtown currently serves	Size of Market Now	Size of Market Five Years from Now	Products and Services that Downtown Provides to the Market	Estimated Share of the Market that Downtown Currently 'Gets'
	North City Empty Nester	20%	27%	Entertainment, dining, upscale apparel	5.3%
	Central City Family	37%	32%	Events; children's stores	10%
	Single downtown employee	15%	17%	Bars; live music; electronics	7%

Assessment of Current Situation

Determine how the brand is perceived today by targeted customers

- Review research
- Talk with customers
- Talk with stakeholders/merchants
- Determine need for additional research (if any)
- Identify what the brand is ***not***

Identify Market Position

Know your competitive advantage

1. Identify your REAL competition: the commercial district you replace in the market.
2. Know your differentiating benefit: What makes you a better choice than your competitor.
3. Strengthen the downtown attributes that support this differentiator.
4. Understand the emotional motivator for your target customer.

Examples of National Brands and Positioning

- **Disneyland**
 - **Consumer Promise:** “The Happiest Place on Earth”
 - **Internal Mission:** “We Create Happiness”
- **Westin Hotels**
 - **Consumer Promise:** “Modern Luxury” and “Heavenly Hotel Experiences”
 - **Internal Guideline:** Design hospitality excellence into every stay
- **Frontier Airlines**
 - **Consumer Promise:** “We Want to Be Your Favorite Way to Fly”
 - **Internal Brand Platforms:** Warm, Witty, Colorado

Marketing Position Template

Target Audience	Focused enough? Big enough? Can you target it effectively? Do you know who NOT to talk to?
Brand Name	Memorable? Understandable? Accurate?
Your competition	If your downtown didn't exist – what is a comparable experience?
Competitive Advantage	What do you deliver in a superior manner? Know what you do well.
Emotional Hook	Connect on an emotional level. Be credible and motivating to your target.

Try It!

What is your.....

Target Audience	
Brand Name	
Competition	
Competitive Advantage	
Emotional Hook	

Your Market Position

For (TARGET AUDIENCE) _____

(BRAND NAME) _____ is the

(COMPETITOR) _____

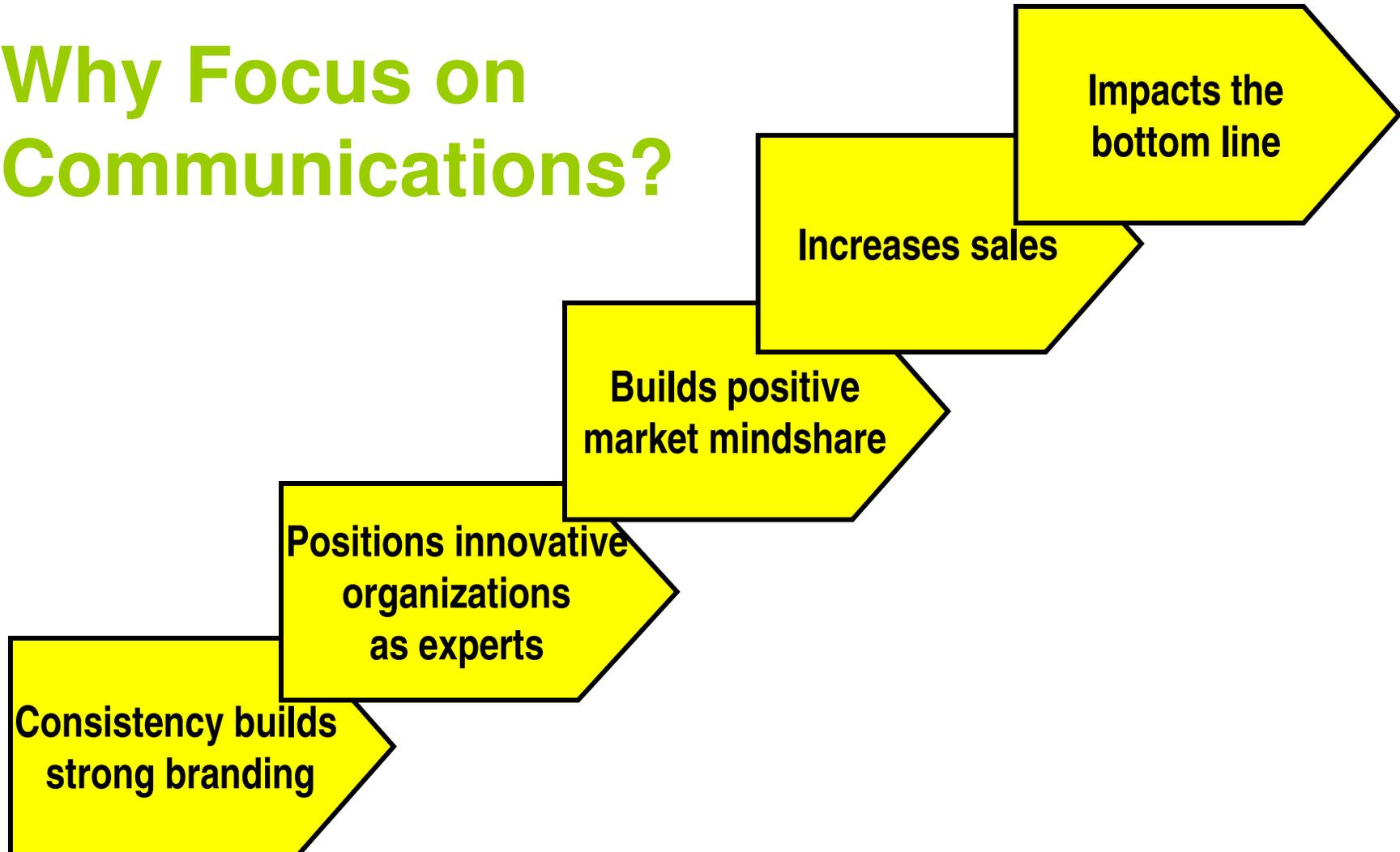
that provides (COMPETITIVE ADVANGAGE) _____

_____ because of (EMOTIONAL HOOK)

_____.

Target the Message

Why Focus on Communications?



Communicate Your Brand

- Get a great **logo**.
- Write down your brand **messaging**.
- **Integrate** your brand.
- Create a "**voice**" for your downtown that reflects your brand.
- Design **templates** and create brand **standards** for your marketing materials.
- Be **true** to your brand.
- Be **consistent**.

Why a Messaging Platform?

- Creates a strong **foundation**
- Keeps focus on top **themes**
- Reminds target market what's **important**
- Fosters **consistency** in communications
- **Equips** Downtown promoters
- Gives **guidance** in marketing efforts

Keeping on Message

What is a Messaging Platform?

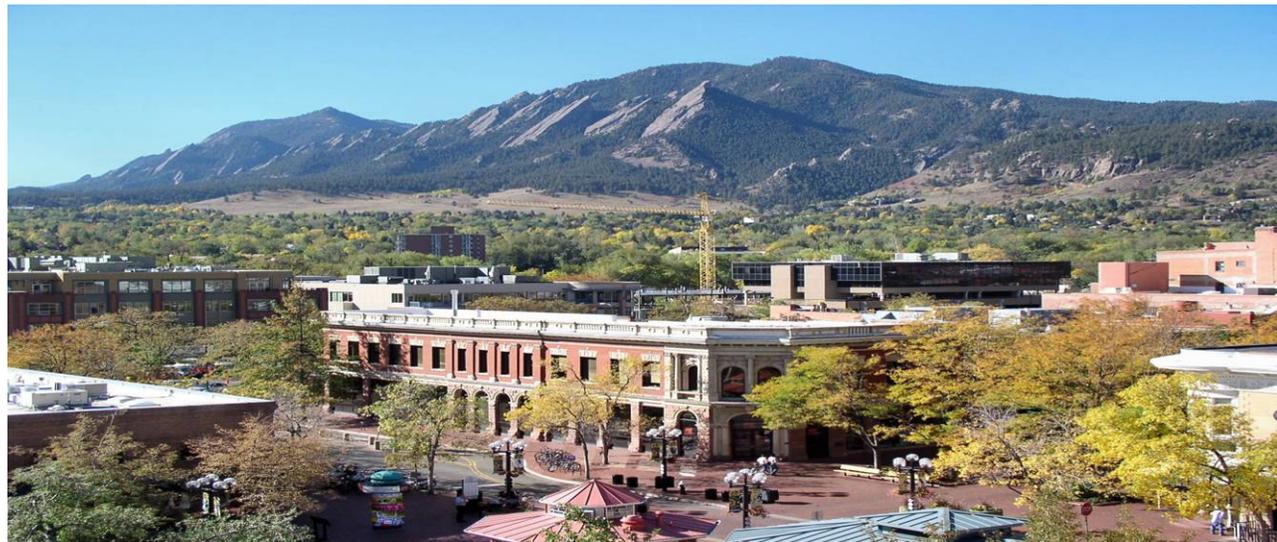
- Top three **themes**
- Most important & overarching **ideas**
- What you want people to **think** of when they think of Downtown
- Makes right **impressions** on audience

Use at least one message in *every* marketing effort

Downtown Boulder Messaging Platform



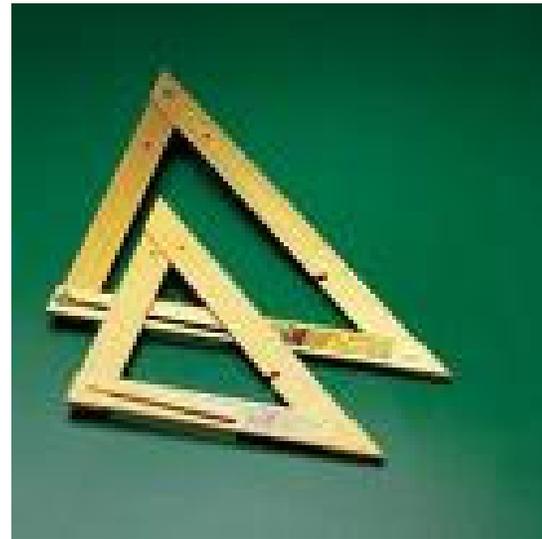
1. Downtown is the **heart** of Boulder.
2. Downtown runs on **high energy**.
3. Downtown is **homegrown**. **Love the local!**



Target the Method:

- Visual Identity
- Advertising
- Media Partnerships
- Public relations
- Community relations
- Sales promotions and events
- Customer Service
- Online
- Alternative and Buzz

**Use the
right tools**



Target the Method:

Use the right tools

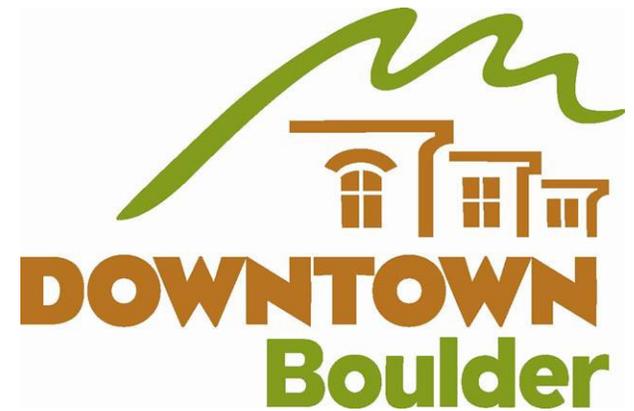
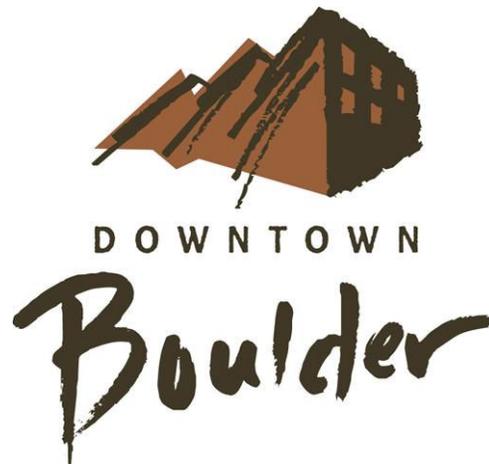
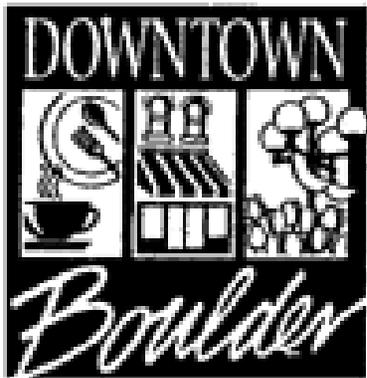
- **Visual Identity**

- Advertising
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- Alternative and Buzz



Visual Identity

Downtown Boulder Logo Evolution



Logo Evolution

Milwaukee Downtown, BID #21



Importance of Brand Consistency

- Helps the customer “know” it is you.
- Creates impact.
- Provides continuity in look/feel.
- Creates efficiency – once a style is created, other elements flow.

Remember....a “voice” can have many variations!

Brand Consistency



**DOWNTOWN
Boulder**

1942 Broadway Suite 301
Boulder, Colorado 80302

Ph 303.449.3774
Fax 303.449.1582
info@dbi.org

www.boulderdowntown.com



**DOWNTOWN
Boulder**

Business Improvement District

CHOICES
30 LOCAL ART GALLERIES

CHOICES
180 UNIQUE RETAIL SHOPS

CHOICES
100 AWARD WINNING RESTAURANTS

JUST STEPS AWAY
FROM WHERE
YOU STAY.



**DOWNTOWN
Boulder**

303.449.3774
BOULDERDOWNTOWN.COM



**DOWNTOWN
Boulder**

1942 Broadway
Suite 301
Boulder, CO 80302

Community Exchange 

Belvedere Belgian Chocolate Shop
1468 Pearl Street *Free sampling of their new
Belgian Sugar Waffles. Complimentary drip coffee and
discounts on espresso beverages.*

Thursday October 12th, 7:30-9:00am

RSVP by Tuesday October 10th to Jenn at
303-449-3774 or jenn@dbi.org or online at dbi.org/dce
Parking is available at the 15th/Pearl structure - Free until 9am

Brand Consistency

Copper Square BID - Phoenix, Arizona



LOGO



HOME PAGE



DASH - DOWNTOWN AREA SHUTTLE



HISTORIC MURAL



INFORMATION KIOSK

Collaterals

Copper Square



COPPER SQUARE
DOWNTOWN PHOENIX

**MAP • DIRECTORY
& DINING GUIDE**

90 blocks of urban lifestyle, attractions
and business in the heart of Phoenix



www.coppersquare.com

BUSINESS DIRECTORY

Ask



Us!

Get the lowdown on downtown.

Looking for the happiest happy hour? The tastiest spot for dinner? The best theater scene? Or the hottest venue to rock 'n roll all night? Just ask the Copper Square Ambassadors (CSAs). They've got street smarts about what's going down, downtown. And they're easy to recognize. Just look for the orange and khaki uniforms with the Copper Square logo. There's nothing like a street-side guide to make your visit enjoyable.



COPPER SQUARE AMBASSADORS
602-495-1500

**COPPER SQUARE
AMBASSADORS**

Ask



Me!

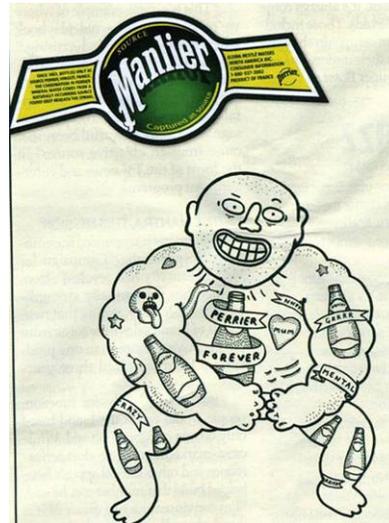
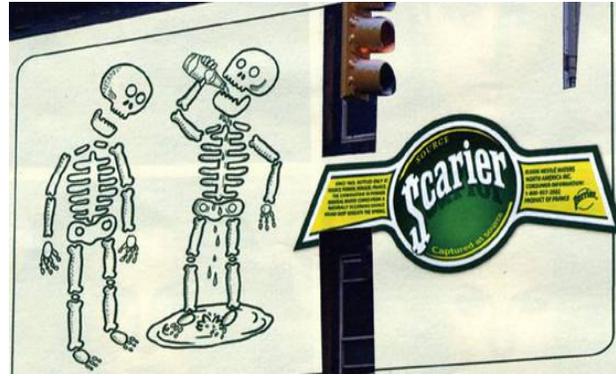
About Baseball



**COPPER SQUARE
AMBASSADORS**
602-495-1500

STREET BANNER

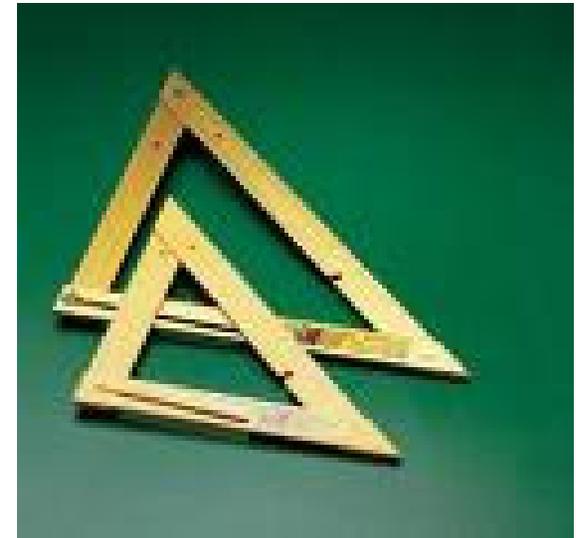
Brand Consistency



Target the Method:

Use the right tools

- Visual Identity
- **Advertising**
- **Media Partnerships**
- **Public relations**
- **Community relations**
- Sales promotions and events
- Customer Service
- Online
- Alternative and Buzz



Old Rules of Marketing

- Marketing simply meant advertising.
- Advertising needed to appeal to the masses.
- Advertising relied on interrupting people.
- Advertising was one-way: company to consumer.

New Rules of Marketing

- Marketing is more than just advertising.
- People want authenticity, not spin.
- People want participation, not propaganda.
- Two way dialogue.
- Blogs, podcasts and other forms of online content allow communication directly with customers.

Advertising

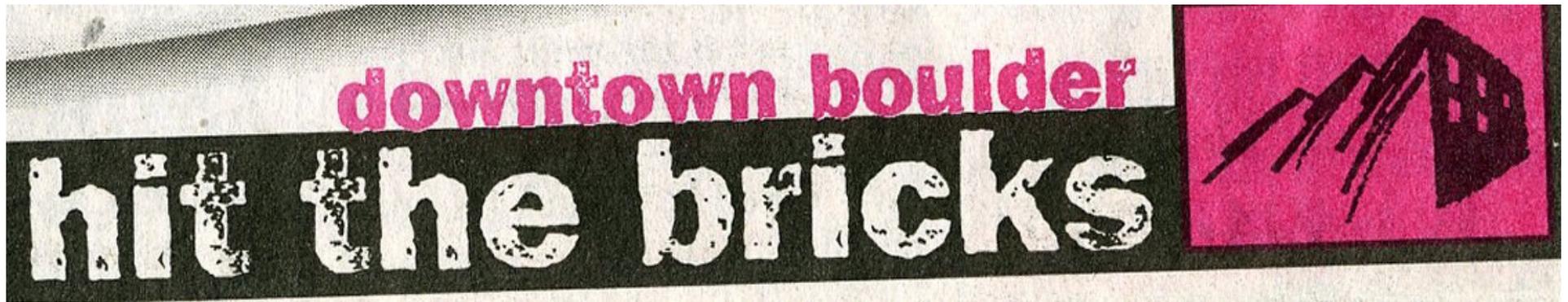
- Do it right, or don't do it at all
- Be honest
- Create dialogue
- Controllable: You...
 - Pick the audience
 - Prepare the message
 - Decide on the frequency



Fresh and creative ad ideas

- Use an unusual shape
- Run the ad upside down
- Spotlight a great client or employee
- Incorporate a game
- Write your message in a new way (tattoo, ice sculpture etc.)
- Add humor or suspense
- Use unexpected testimonials





- Newspaper campaign in the Daily Camera, Boulder's largest local newspaper
 - Highlights Downtown Businesses
- Creates awareness of unique, local, services available in Downtown Boulder

A composite image. On the left is a group photo of seven people standing on a porch. In the center is a white notepad with a paperclip, containing a quote: "We love working in the historic Montgomery mansion on Downtown Boulder's Pearl Street and designing kitchens for today's lifestyles!" attributed to Diane Ebeling & Candice Dickinson, Owners. On the right is the Daily Camera logo with the text "PROUD SUPPORTER OF LOCAL BUSINESSES". At the bottom left is the address "741 pearl street [studio 3] 303.449.7383". At the bottom right is the "downtown boulder hit the bricks" logo with a stylized house icon and the text "DOWNTOWN Boulder".

“Love the Local”

The Heart of Boulder... love the local!

“Located on Walnut Street, we love being in the Heart of Boulder. The tourists, the regulars, the happy hour parties – we love the buzz of Boulder.”

- AMANDA YOUNG, GENERAL MANAGER



boulder chophouse | 921 walnut street | 303.443.1188



Photo by: Bart Young

The Heart of Boulder... love the local!

“Only in Boulder can you find the world’s largest selection of NEW CROCS styles - on the beautiful, Pearl Street Mall at The Pedestrian Shops.”

- RICHARD POLK, PEDESTRIAN SHOPS



pedestrian shops | 1425 pearl street | 303.449.5260



Public Relations: Old Rules

- Only way to get “Ink” was through the media.
- Nobody saw a press release except reporters and editors.
- Only way customers would learn about a press release was if the media wrote about it.

Public Relations: New Rules

- For more than just a mainstream media audience.
- Public – not just focused on the media
- You are what you publish.
- Authenticity, not spin.
- Participation, not propaganda.

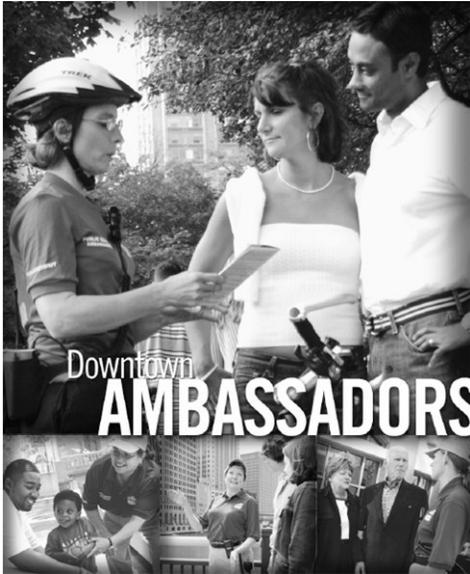
Basic PR How-tos

- Don't rely on advertising to tell your story
- Learn to write a press release
- Develop a media list
 - Check with other organizations that seek publicity
- Find out how your local media wants to get information
 - MOST media are looking for stories
- Position yourself as the “GO TO” downtown contact for emerging stories
- Importance of downtown people = familiar faces
- For best results, hire a professional on a contract

Basic PR How-tos

- All publicity is **not** good publicity.
- Create a creative press kit. (online)
- Proactively pitch news angle and photo ops. (Don't forget "evergreen".)
- Take advantage of current events
- Create new spin on an already hot story.
- Monitor your coverage and leverage what you can.

Public Service Announcements



You've got friends in downtown Milwaukee. They're called Public Service Ambassadors, but really are walking concierges, a helping hand, your downtown infomercial, Milwaukee's go-to-resource and so much more. If you've got a question, need a suggestion, or can't find your destination, stop our team in blue. They're here to make visit a little easier, adding a friendly greeting and warm smile.

DOWNTOWN
414.220.4700
Milwaukee Downtown
Mchange.org

Downtown Milwaukee

so much to **down town** bucks coach terry porter's february picks

Besides attending the next Bucks game at the BC, Milwaukee Bucks Coach Terry Porter recommends these downtown family events and attractions!

- BLACK HISTORY MONTH**
 THROUGH FEBRUARY 28 • DISCOVERY WORLD
 414.755.8888 • www.discoveryworld.org
 Discover the contributions of the many Black entrepreneurs, engineers and innovators that have shaped our world.
- SMUCKER'S STARS ON ICE**
 FEBRUARY 11 • GRANLEY CENTER
 414.276.6445 • www.ticketmaster.com
 An exceptional cast of figure skaters twist and turn to the most contemporary tunes in all genres of today's music.
- "THE KING & I"**
 FEBRUARY 22 - 27 • THE MILWAUKEE THEATRE
 414.908.6001 • www.milwaukee-theatre.com
 Englishwoman Anna Leonowens attempts to impress Western ideas upon the children of the King of Siam in this tale of love and understanding.
- MILWAUKEE BUCKS BASKETBALL**
 FEBRUARY 4 • BUCKS vs. LA CLIPPERS
 FEBRUARY 8 • BUCKS vs. BOSTON CELTICS
 FEBRUARY 12 • BUCKS vs. ATLANTA HAWKS
 FEBRUARY 23 • BUCKS vs. NEW JERSEY NETS
 FEBRUARY 25 • BUCKS vs. TORONTO RAPTORS
 FEBRUARY 27 • BUCKS vs. SEATTLE SUPERSONICS
 414.276.6445 • www.nba.com/bucks
 Cheer the Milwaukee Bucks onto another home victory.
- KEMP'S VALENTINE ICE CREAM SOCIAL**
 FEBRUARY 12 • BETTY GRINN CHILDREN'S MUSEUM
 414.380.5437 • www.kbcnkids.org
 Build your own sundae, play games and receive prizes at several stops throughout the Museum. Stay the evening for the Little Sweetheart Dinner Dance.
- TALES & SCALES - "THE ARABIAN NIGHTS"**
 FEBRUARY 20 • MARCUS CENTER - UHLEIN HALL
 414.291.7658 • www.milwaukeeesymphony.org
 MSO Sundays for Families weaves a musical adaptation of "The Arabian Nights" sure to spark imaginations.
- TRIPOLI SHIRING CIRCUS**
 FEBRUARY 24 - 27 • U.S. CELLULAR ARENA
 414.908.6001 • www.milwaukeeircircus.com
 Stunning new acts and classic favorites return to the ring for a performance of wonder, thrill and amazement.
- 2005 GREATER MILWAUKEE AUTO SHOW**
 FEBRUARY 26 - MARCH 6
 MISTWEST AIRLINES CENTER
 414.908.6001 • www.motortrendautoshows.com
 www.adamm.com
 Check out the latest models, concepts and prototypes from domestic and foreign manufacturers.



so much to **down town** wave coach keith tozer's january picks

Besides attending the next Wave game, Milwaukee Wave Coach Keith Tozer recommends these downtown events and attractions!

- "CORAL REEF ADVENTURE"**
 JANUARY 11 - JUNE 2005
 HURPHEY MAX COME TRISTER
 414.319.4629 • www.mjgm.edu
 Dive deep into the waters of the Pacific Ocean for an up-close look at the world's coral reef system, an underwater garden of sea life.
- DISNEY ON ICE - "DISNEY'S 100 YEARS OF MAGIC"**
 JANUARY 27 - 30 • U.S. CELLULAR ARENA
 414.276.6445 • www.ticketmaster.com
 Featuring the largest cast ever, Disney's captivating and unforgettable characters come to life in this tribute to Walt Disney.
- MILWAUKEE'S BIRTHDAY PARTY**
 JANUARY 27 • 5:30 - 8:30 PM • MARCUS CENTER
 414.588.8571 • www.milwaukeeexpressclub.org
 Celebrate Milwaukee's 159th birthday and its successes with civic and private leaders, and enjoy John McGiven.
- "THE UNDERPANTS"**
 JANUARY 28 - MARCH 13
 STEINKE THEATRE
 414.224.8400 • www.milwaukeeesymphony.org
 Steve Martin applies his comic genius to a 1910 German farce as one woman's public humiliation creates a city-wide scandal.
- "SLICE OF ICE"**
 THROUGH FEBRUARY 2005 • RED ARROW PARK
 414.269.8791
 Free family fun awaits at Slice of Ice's outdoor refrigerated rink which accommodates up to 100 skaters at a time. Warm concession stand and skate rentals available.
- "LES MISERABLES"**
 THROUGH JANUARY 9 • MARCUS CENTER
 414.273.7200 • www.marcuscenter.org
 Based on Victor Hugo's classic novel, the epic musical saga of one man's struggle to escape capture returns to Milwaukee.
- MILWAUKEE WAVE SOCCER**
 JANUARY 7 • 7:05 PM • ST. LOUIS STEAMERS
 JANUARY 14 • 7:05 PM • PHOENIX RISE
 JANUARY 22 • 6:05 PM • CLEVELAND FORCE
 U.S. CELLULAR ARENA
 414.224.9283 • www.milwaukeewave.com
 In their 21st season, cheer the Milwaukee Wave onto yet another home victory.
- "CLASSICAL CONNECTIONS - "NORTHERN LIGHTS"**
 JANUARY 13 • MARCUS CENTER - UHLEIN HALL
 414.291.7658 • www.milwaukeeesymphony.org
 Combine the intimate concert experience with insight into the guests, artists and maestro. Program includes excerpts from Peter Dink's "Alfvén's A McMurter Shapozhky and Grieg's Piano Concerto."
- DON RICKLES**
 JANUARY 17 - 18 • POTAWATOMI BINGO CASINO
 414.847.7822 • www.paystbig.com
 One of the most loved and respected talents in entertainment, Rickles takes the stage with his witty humor.

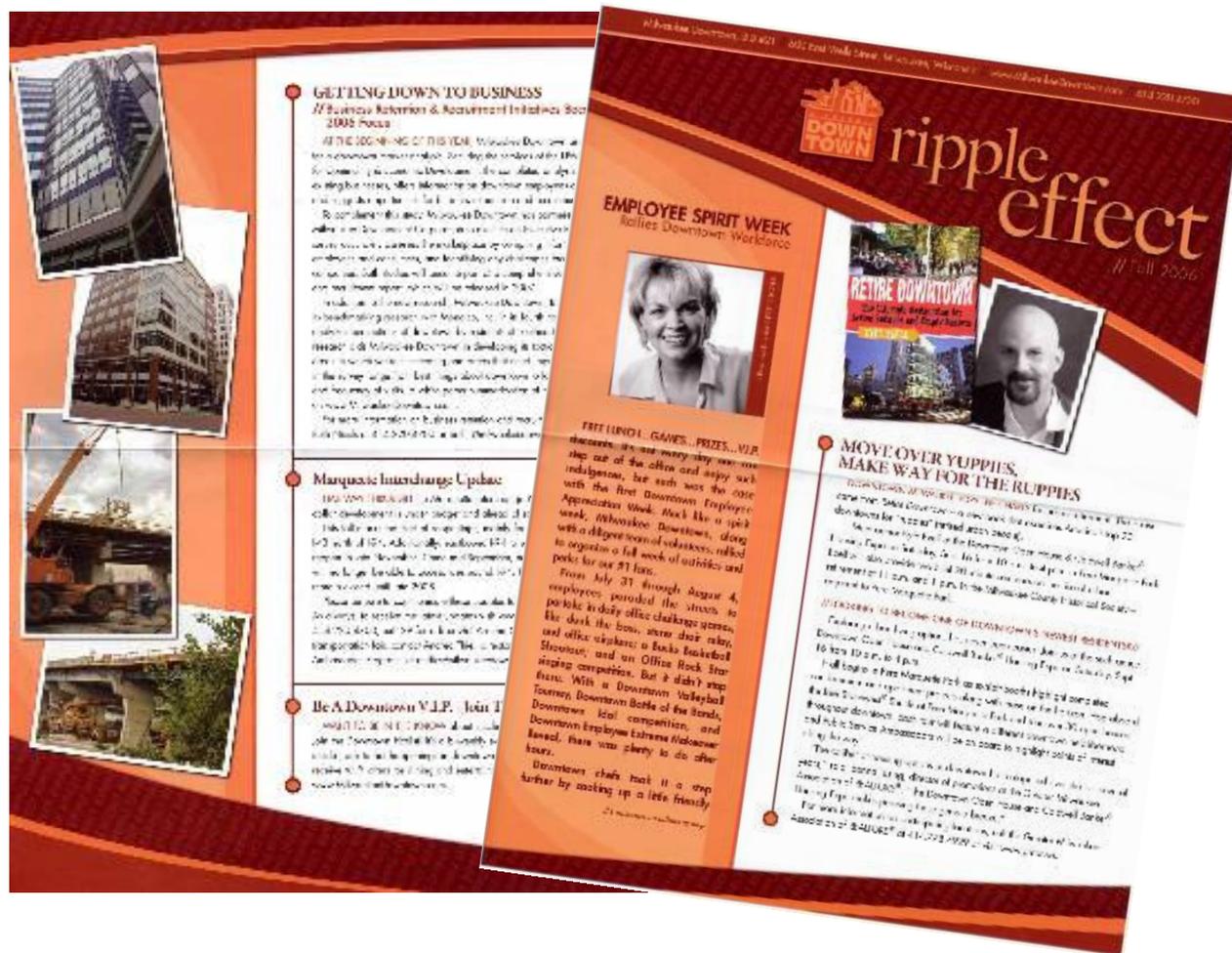


Visit www.MilwaukeeDowntown.com or call 414.220.4700 / www.ParkMilwaukee.com / www.Mchange.org



Quarterly Newsletter

Downtown Milwaukee



Publicity - NOW

Accurate, consistent and timely communications that convey the right message to the right audience.

Includes:

- Community participation
- Bylined articles
- Public speaking
- Media commentary
- Relationships
- Good professional citizenship

Community Relations

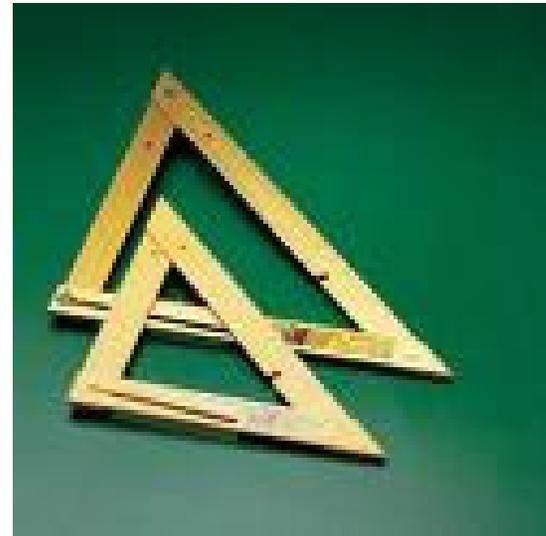
- Sponsor events
- Serve on boards
- Organize a volunteer pool
- Produce or contribute to fundraisers
- Set up customer purchase program to benefit a cause.



Target the Method:

Use the right tools

- Visual Identity
- Advertising
- Media Partnerships
- Public relations
- Community relations
- **Sales promotions and events**
- Customer Service
- Online
- Alternative and Buzz



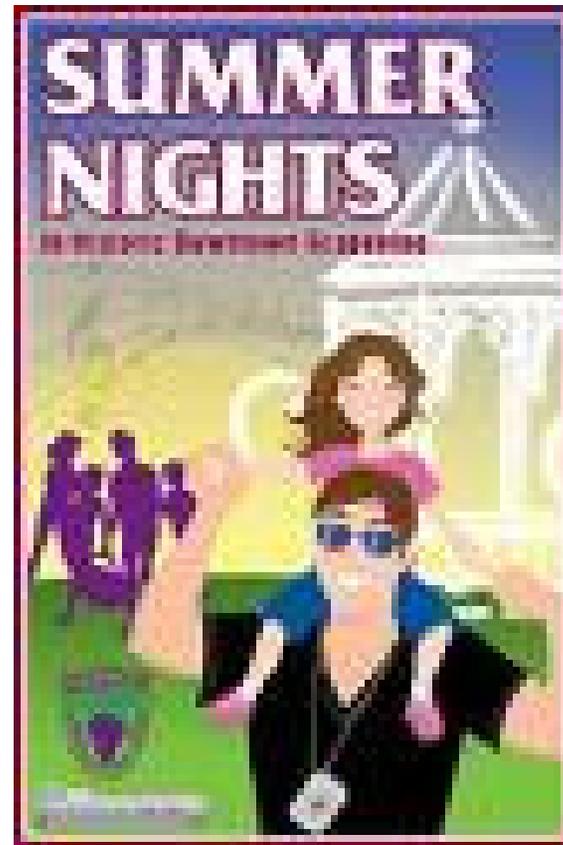
Sales Promotions and Events

Start with a BIG IDEA

Include opportunities for partners

Create multi-channel communication plan

Keep it simple.



Promotion Ideas

- Contests and Raffles
- Loyalty Programs
- Gift certificates and branded giveaways
- Scratch off, balloon discounts and prizes
- In store demonstrations
- Complimentary services and samples
- Events, tours, exhibits



LET'S TALK
COLORADO
COLORADO.COM

WHERE TO PICK UP YOUR FREE SHIRT

PURCHASE ADDITIONAL SHIRTS

ENTER TRIP GIVEAWAY

SEND TO A FRIEND



With so many things to see and do, Colorado has a language all its own. Show everyone you know how to talk Colorado with your FREE Let's Talk Colorado t-shirt. Just choose from one of the 12 designs above, tell us a little about yourself, and your t-shirt will be waiting to be picked up at any of the nine official Colorado Welcome Centers. You can also purchase additional shirts by clicking the purchase additional shirt button above. When you're finished, head on over to COLORADO.COM to start planning your adventure.





GIFT CERTIFICATE presented to:

2668

\$20

twenty dollars

\$20

This voucher may not be redeemed for cash. It must be presented at time of purchase. This offer is void if the voucher is lost.

www.boulderdowntown.com

Apparel

A Formal Affair · Active Endeavors · Alpaca Connection · Baby Doll · Billabong · Boulder Army Store · Chelsea · Crazy Amy · Elena Ciccone · Elevation Outfitters · Fresh Produce · Jackalope · Holiday & Co. · Jilia Designs · Kinsley & Co. · Little Mountain Kids · Morning Star Boutique · OM Time · Outdoor Divas · Pedestrian Shops · Sunglass Hut · The T-Bar · Weekends · Where the Buffalo Roam

Restaurants

Aji · Alison Espresso · Antica Roma · Bâcaro · Baked in Boulder · bd's mongolian barbeque · Ben&Jerry's Scoop Shop · BJ's Restaurant & Brewery · Bookends Café · Boulder Café · Boulder Cheese · Boulder ChopHouse & Tavern · Brickhouse BBQ · Café Gondolier · Café Siena · Camille's · Conor O'Neill's · Dushanbe Tea House · Falafel King · Foolish Craig's · 14th Street Bar & Grill · Frasca · Hapa Sushi Grill & Sake Bar · Jax Fish House · Juanita's · Karma Cuisine · The Kitchen · L'Absinthe · Lazy Dog · Lindsay's Deli @ Haagen Dazs · Mateo · Old Chicago · Paradise Bakery & Café · Pasta Jay's · Pizza Colore · Redfish New Orleans Brewhouse · Reef Piano Bar & Grill · Rhumba · Rio Grande · Salvaggio's · Sunflower · Sidney's Café · Tea Spot · Tom's Tavern · Trattoria on Pearl · Walnut Brewery · West End Tavern

Gifts/Books/Music

Barts CD Cellar · Belvedere Chocolates · Blue Skies · Boulder Book Store · Boulder School of Music · Boulderado Emporium Gift Shop · Costa Rican Connection · Fiori Flowers · High Crimes · Into the Wind · The Leaf · Old Tibet · Paper Doll · Sonrisa · The Envelope Please · the last say · Tough Luck Cowboy · Two Hands Paperie · Word Is Out

Arts/Crafts/Galleries

Art Mart · Art Source International · Art & Soul Gallery · Boulder Arts & Crafts Co-op · Coco Marmalade · exhibitrek · Promenade LeBead · Rembrandt Yard · Smith-Klein Gallery

Jewelry

Bedell & Co. · Carla Morrison · Classic Facets · El Loro · Hurdles Jewelry · Master Goldsmith · Peter Rosen · Swiss Chalet · The Little Jewel

General Retail

Atmosphere · Boulder Co-op Market · Colorado Canines & Felines · DécorAsian · 8th & Pearl Antiques · Farfel's Farm · Feather Thy Nest · Gypsy Jewel · InLighten Studios · Liquor Mart · Lolita's Market & Deli · McKirnan Bed & Bath · Migun · Mila · Now & Zen · Pharmacia · Rebecca's Herbal Apothecary · Six Persimmons · University Bicycles · West End Wine Shop · White Hills

Services

Art Cleaners · Banjo Billy's Bus Tours · Boulder University Inn · The Bradley · e-town · Eight Days a Week Imaging/Copy Center · 8th St. Salon · Envision · Express Press · Independent Motors · Marianna's L'Esthetique · Massage Specialists · One Boulder Fitness · Orvis & Kinsley Outfitters · Paul Morrison Colours · Perry's Shoe Shop · Sensorielle · St. Julien Hotel & Spa · ten20

For more information concerning the DBI Gift Certificate Program, call 303.449.3774.

Downtown Boulder
1942 Broadway - Suite 301 - Boulder, CO 80302
www.boulderdowntown.com

Gift Card





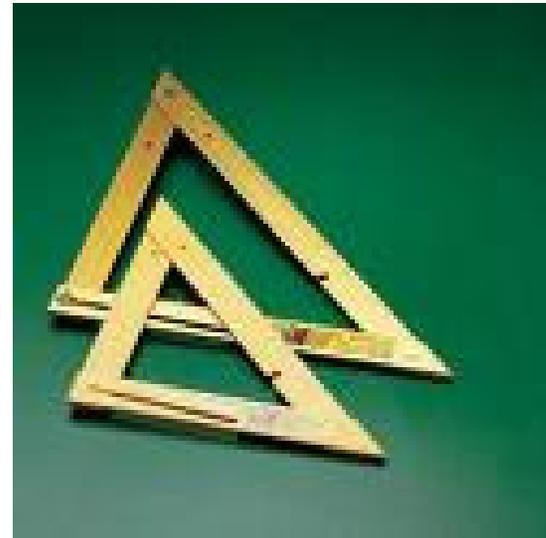
Gift with purchase



Target the Method:

Use the right tools

- Visual Identity
- Advertising
- Media Partnerships
- Public relations
- Community relations
- Sales promotions and events
- **Customer Service**
- Online
- Alternative and Buzz



Customer Service

- The customer is the REAL boss.
- Training, training, training
- Frontline service
- Phone systems
- Website
- Keep your promises!



Three Customer Laws:

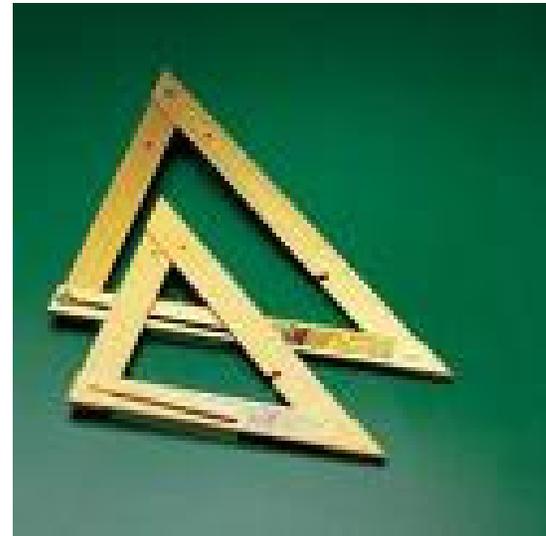
- Customers always go where they get good value.
- Customers always go where they are treated well.
- Where the value isn't obvious or when the level of service slips, the customer slips away.

Source: Up Against the Wal-Marts: How Your Business Can Prosper in the Shadow of the Retail Giants, American Management Association, 1994, Don Taylor and Jeanne Smalling Archer

Target the Method:

Use the right tools

- Visual Identity
- Advertising
- Media Partnerships
- Public relations
- Community relations
- Sales promotions and events
- Customer Service
- **Online**
- Alternative and Buzz



Using the Internet on store site



A large digital display board for WEEKENDS. The board is white with a blue border. At the top, it says "Shop WEEKENDS whenever you like..." in purple and black text. Below this is the website address "www.weekendsboulder.com" in purple, with a pixelated hand cursor pointing to it. In the center, there are two overlapping purple-bordered images: a man in a leather jacket on the left and a woman in a brown jacket on the right. The word "WEEKENDS" is written in white capital letters at the bottom of the woman's image. At the bottom of the board, it says "Take home a business card and try it." in black text, with a pixelated hand cursor pointing to a small image of a WEEKENDS business card.

Online

- Websites
- E-newsletters
- E-mails
- E-zines
- Blogs – RSS
- Chat rooms
- Banner ads
- Promotions
- Surveys
- Podcasting
- Social networking
- Search engines



Website Rules

- Emotion first, logic follows.
- Show your personality.
- Different strokes. Different folks. Different site.
- Make the experience fun
- Don't present conflicting images
- Make it a two way street
- Let them take it and run.
- Contact e-mails are for contact.





Sand Dunes at Padre Island

Quick Links

- Neighborhoods & Housing
- Police, Fire, & Health
- Doing Business with the City
- Budget & Financial Information
- Jobs
- Recreation
- Utilities
- Municipal Codes
- Bayfront Web Cam
- Maps
- Moving to CC?
- Contact Information
- City Boards and Commissions
- Web Awards
- Privacy / Accessibility Policy



361-826-CITY (2489)

Current Information

- Local Events and Festivals
- Museum Programs
- Mosquito Spray Schedule
- Heritage Park Ghost Tours
- Graffiti Program
- Elissa Visit to CC
- Bond Issue 2004
- West Nile Positive Sites
- Corpus Christi Prospector



special alerts



Hurricane Information

Local Weather

eServices



Mayor's Web Site Comment Form

Let the Mayor Know

Send the Mayor your ideas and comments. [more »](#)



Members Agendas Live Meetings

City Council

Contact your Council member, view agendas and view live or archived meetings online [more »](#)



Email Marketing

- The best practices of email marketing are constantly changing. What was considered a best practice six months ago, is not necessarily a best practice today.
- Spammers are smart and they catch on to best practices quickly-- making a best practice, not a best practice. For example, remember when “good” email marketers inserted your name in the subject line? It was considered “personalization.”
- Well, take a look at your inbox today--I bet 9 out 10 subject lines that include your name are Spam!

Best Practices of Email Marketing

- The “from field” is very important
- Keep the body copy short
- Call-to-action above the fold
- Follow CAN-SPAM: have an opt out and physical mailing address
- Don't use one huge jpg
- Don't use multiple colors, fonts, sizes
- Triple check spelling, grammar
- How are you collecting leads? Is your database clean?

Best Practices of Email Marketing

Subject lines

- Keep your subject line under 35 characters
- Brand your subject line
- Snappy subject line -- attention grabbing
- Descriptive (non-deceiving) subject line
- Avoid special characters (\$, #, %) in subject line
- Do not use “Free” or ALL CAPS
- Test your subject lines

E-Newsletter

INTOUCH

THE BDA'S NEWSLETTER FOR THE DOWNTOWN COMMUNITY



Tomatoes and the many fruits of summer

Leslie Lloyd, BDA President

A huge summer of events winds down, but the busy fall season awaits. Welcome back, sun. [read more »](#)

Who's behind the Downtown boom?

Warren Koons, 2007 BDA Chair

Cranes, vacancy rates, geography aside -- let's not forget the passion, risk-taking and collaboration at work in our growing city. [read more »](#)

Rockaraoke returns, Walk nears the finish

Mike Ogliore, Events Manager

It's your last chance to get a free pedometer and enter to win fabulous prizes. [read more »](#)

Get the dish on Downtown dining

Jennifer Fischer, Marketing and Sponsorship Manager

The Fall Issue of *Bellevue Downtown* magazine will feature the 2008 Restaurant Guide and much more. [read more »](#)

Envisioning the City's waterfront

Patrick Bannon, Communications Manager

The City is several steps closer toward transforming the Meydenbauer Bay waterfront. Join fellow BDA members for a special preview of draft concepts. [read more »](#)

What makes a Great Street great?

Patrick Bannon, Communications Manager

City planners will present concepts for greener, ped-friendlier streets at the next Land Use Forum. [read more »](#)

Take the bite out of your fuel costs

TransManage Staff

Before summer ends, give yourself and your employees a break from high gas prices. [read more »](#)

August 22, 2007

GO
search back issues



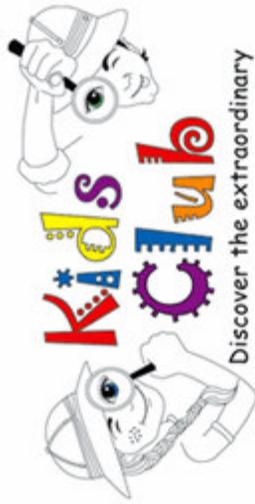
Live at Lunch regular Yoshi, 3, strums his Lego guitar.



FREE EVENT!!

**Kid's Club Discovery Day
October 6, 2007
9am - 2pm**

**Hi Everyone... Get Ready for a
Special, Fun, New, Event
In Downtown Joliet!!**



A special "NEW" event has been planned for Kids Club Members. On Saturday, October 6, 2007 the Kids Club will host a special event that will include tours of some special downtown businesses, including the Jackhammers Stadium, the Joliet Fire Station, the Joliet Public Library, the Renaissance Center and the Joliet Historical Museum. The event is geared towards kids from age 2 to 12 years of age. There will be a special story telling area at the library for the smaller children and other games and activities will be geared towards that age group as well.

The day will begin with a variety of fun activities taking place at the Jackhammers Stadium, including a visit from Jammer for a great photo opportunity. Games will include Race the Bases, Bozo Buckets, and more. There will also be DJ entertainment, including hula hoop and bubblegum blowing contests. The Tour will begin from the Jackhammers Stadium with groups of children "Accompanied by a parent", walking with a special Tour Guide to the Joliet Fire Station and the other locations listed above. Each tour will include a total of 25 kids and parents and it will take approximately 15-20 minutes for each tour visit. Each of the other special tour locations will offer a variety of fun activities, contests, and games for kids to participate in as well!

The Discovery Day will conclude with a special lunch at the Renaissance Center and a tour of the kitchen where freshly made cookies will be handed out for the pleasure of kids and adults alike!

A Trolley will be available to return kids and their parents back to the Jackhammers Stadium at the completion of the tour.

Coming Soon! Please check out www.discoverkidsclub.com for more information on this great, new upcoming event or call 815 774-6066.

SAVE THE DATE

JOLIET HISTORICAL MUSEUM

**Joliet Area Historical
Museum's Birthday
Celebration and Free
Day**

**Saturday, Oct. 6,
2007**

10:00 a.m.-5:00 p.m.

Grab a friend and head to the Museum for our fifth birthday party! Admission will be free all day with refreshments served and a special membership promotion-\$5 discount for all NEW Museum Memberships (discount is not applicable for Museum Membership renewals.) Make sure you visit the special exhibition, Asian Games: The Art of Contest, which closes this day. Don't forget to take the kids to the Discovery Room for hands-on fun, including a "Behind the Scenes at the Museum" activity. For information or to register, phone 815-723-5201 ext. 235

Understand where we are now

- Super Bowl draws about **80 million** users
- About **200 million** people listened to a podcast thru Libsyn in 2006
- **60 million** regular podcast users by 2010
- Yahoo has **180 million** users a day
- McDonalds serves **48 million** consumers a day worldwide
- Internet serves **4 billion** ad impressions aday
- **100 million** short videos a day on YouTube
- iTunes has **250 million** users

Source: *Travel Spike*

Not just for the young anymore

- **70%** of users on MySpace are **OVER age 25**.
- **69%** of consumers **OVER age 35** watch online video.
- **42%** of all users have forwarded video to a friend.
- **134 million** Americans viewed video online in July 2007.
- Half of the Podcasting Audience is **35-54**.
- Silver Surfers are those web users **over age 55** and they account for almost **1/3 of all time spent online**.

Podcasting

- More than 9.2 million web users, or 6.6% of U.S. have downloaded an audio podcast in the last 30 days.
- 5.6 million online adults (4%) have downloaded a video podcast in the last 30 days.
- Current growth trends project almost 20 million weekly podcast listeners by 2010.

Podcasting

- Web users between the ages 18 and 24 are 72% more likely than the average web user to listen to audio podcasts and 47% more likely to view video podcasts.
- Studies show that approximately 20% of users who have ever downloaded and listened to a podcast do so on a weekly basis.

Social Network Landscape

General “Social” Networks

Social Network	Description	Monthly Uniques
My Space	Largest and fastest growing social network. Targets a younger demographic (18-34), however, the stats are continuing to climb with older segments, particularly the Baby Boomers. Accept advertising and custom partnerships.	50 million
You Tube	Video-sharing network is a free service and is accessed by an online registration. YouTube does offer a travel channel for broadcast of private or public videos. Accepts advertising and custom programs.	100 million video views/day
Facebook	Facebook is the seventh-most trafficked site on the web and is the number one photo-sharing site. Originally targeting the college community, this network now has registered users across over 40,000 regional, work, college and high school networks. Accept targeted advertising and custom partnerships.	13 million
Friendster	Headquartered in the San Francisco Bay Area, Friendster is a social network/community aimed at a younger demographic (teens, young adults – 12- 24 and 15-30). Accepts advertising, custom partnerships and paid search through Google.	40 million members
Eons.com	50+ media company inspiring a generation of boomers and seniors to live the biggest life possible. Launched in July 2006. This site is a social community for the 50+ market including content relating to travel, life, health, community, love, money, etc.	1.5 million

Capitalizing on Social Networks

- Social networks and user-generated content sites comprise five out of the top 10 fastest-growing Web Brands - NielsenNet Ratings
- eMarketer predicts brands and marketers to spend \$1.8 billion on social network sites by 2010
- In 2006 in the U.S. the estimated spend on social networking sites was \$280 million
- eMarketer is predicting a 600% increase in spend over the next three years
- Marketers are doing much more than “creating a presence”, they are creating relevance with the social networks and with consumers

Discover Downtown Boulder

Announcements, information and event updates
for Downtown Boulder and the Pearl Street Mall.

*Downtown Boulder
Blog spot*

FRIDAY, OCTOBER 12, 2007

The Shoot Out Boulder This Weekend

During this weekend The Shoot Out 24 Hour Filmmaking Festival Boulder asks filmmakers, actors and artists, to trust their courage, imagination and determination by making a 7-minute film in just 24 hours. The challenge and skill involved becomes evident with the list of required technical, material, and timing 'rules' for creating the films.



Sign-up online at <http://www.theshootoutboulder.com> or in person starting at 6 PM in front of the Boulder County Court House on Friday, October 12, 2007. The actual event kicks off at 9 PM when the filmmakers are given their list of items. Support you local artists and come downtown to view their films!

The rest of the events this Weekend in Downtown Boulder::
Click on a links below more info or to view the calendar



What Next

Get the Newsletter

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[+ Add to Google](#)

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[+ newsgator](#)

Downtown's Bloggers

[Gerard](#)

[Lib](#)

[Jenn](#)

Search this blog:

Social Network Landscape

Travel “Social” Networks

Social Network	Description	Monthly Uniques
Tripadvisor.com	Travel intermediary and community network with more than 5 million unbiased reviews and opinions, covering 250,000+ hotels and attractions. Accepts performance-based and display advertising programs, partnerships and the ability to post unique content.	20 million
Gusto.com	Gusto is a Travel network giving the consumer tools to experience better travel through better information. Read and write reviews and blogs, upload and store photos and check out others' photos, and use the Gusto! Grabber to bookmark Gusto content and other Web sites. Accepts advertising, partnerships and upload of unique content.	500,000
Travelistic.com	This site hosts all kinds of travel videos, including user uploads, professional content, and tourist board videos. Accepts video streaming advertising and allows you to post unique content and “tag” a specific destination, area or place.	
Where Are You Now (WAYN.com)	Where are you now (WAYN.com) is a global-branded travel site comprised of mostly international visitors age 18-25, and strong in the 35-45 age bracket. Wayn.com is not a free site, members have to pay for community access to trip planners, photo sharing, map, blogging, etc.	7 million from 220 countries

Mobile Media

- There are an estimated 249.3 million mobile media users
- The projected number of mobile media users in 2008 is 269.2 million.
- More than 1/4th of mobile web users access the internet via an openwave browser.

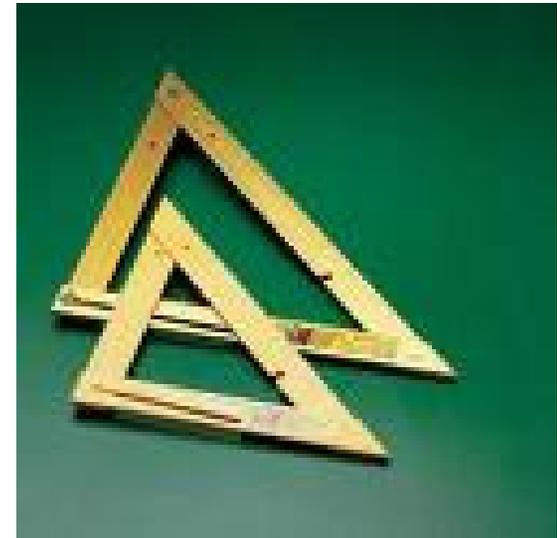
Mobile Media

- The top mobile websites are
- Yahoo! Mail
- The Weather Channel
- ESPN
- Google Search
- MSN Hotmail
- MapQuest
- AOL Mail
- CNN
- Yahoo! Weather
- Yahoo! Search

Target the Method:

Use the right tools

- Visual Identity
- Advertising
- Media Partnerships
- Public relations
- Community relations
- Sales promotions and events
- Customer Service
- Online
- **Alternative and Buzz**



Alternative and Buzzzzzzzz

- No rules.
- No set price or range: depends on scale.
- One great buzz idea can generate millions in ROI.
- One bad buzz can severely damage a brand.

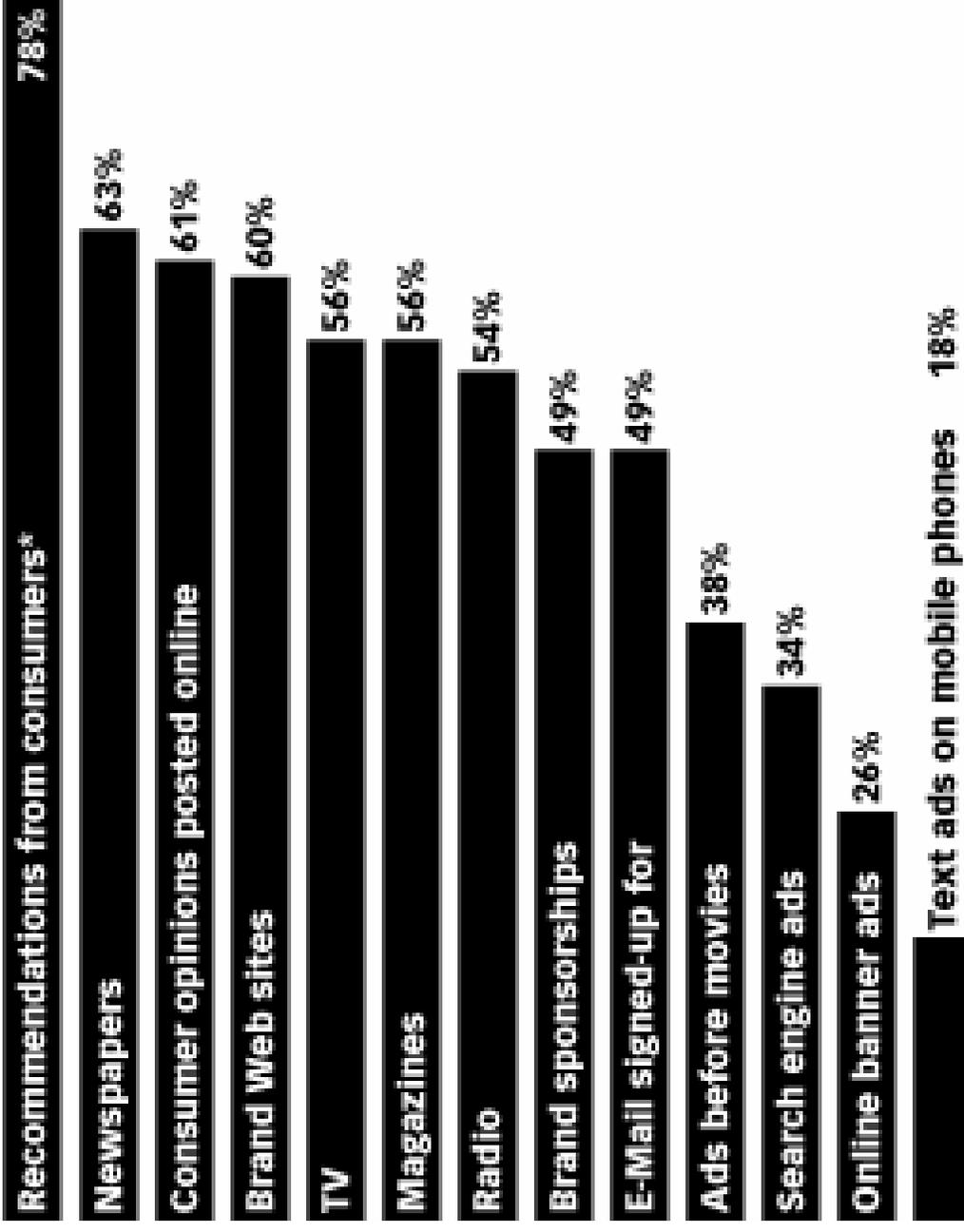


People prefer ***“to hear it from the horse’s mouth”***

- Users trust **user generated content** and reviews more than expert reviews by a factor of **6 to 1**
- **51%** of Internet users of **all ages** interested in user generated content
- **82%** of users visit a site because of a **recommendation** from a friend

Source: *Center for Media Research*

Types of Advertising Trusted by Internet Users Worldwide, April 2007 (% of respondents)



Note: n=26,486; *le word of mouth
Source: The Nielsen Company, "Online Global Consumer Study" as cited in press release, October 1, 2007

Most Trustworthy Source for Purchase Ideas and Information according to Consumers in the US and Worldwide, 2006 (% of respondents)

	US	Worldwide
Word of mouth	81%	70%
Editorial content	56%	55%
Advertising	55%	59%
Online	24%	18%

Source: GfK Roper Consulting. "Global Word-of-Mouth Study." June 2006

073971

www.eMarketer.com

Sources that Influence US Adult Internet Users to Purchase a Product or Service, by Gender, July 2006 (% of respondents)

	Male	Female
Recommendation of a friend	92%	95%
Online ad	54%	44%
Magazine ad	70%	75%
Billboard or other outdoor ad	47%	44%
TV ad	69%	74%

Note: n=6,121 ages 18+; includes respondents who said they do this activity "all the time," "frequently" or "sometimes"

Source: DoubleClick, January 2007

CU Flyers



**Welcome Back
Students!**

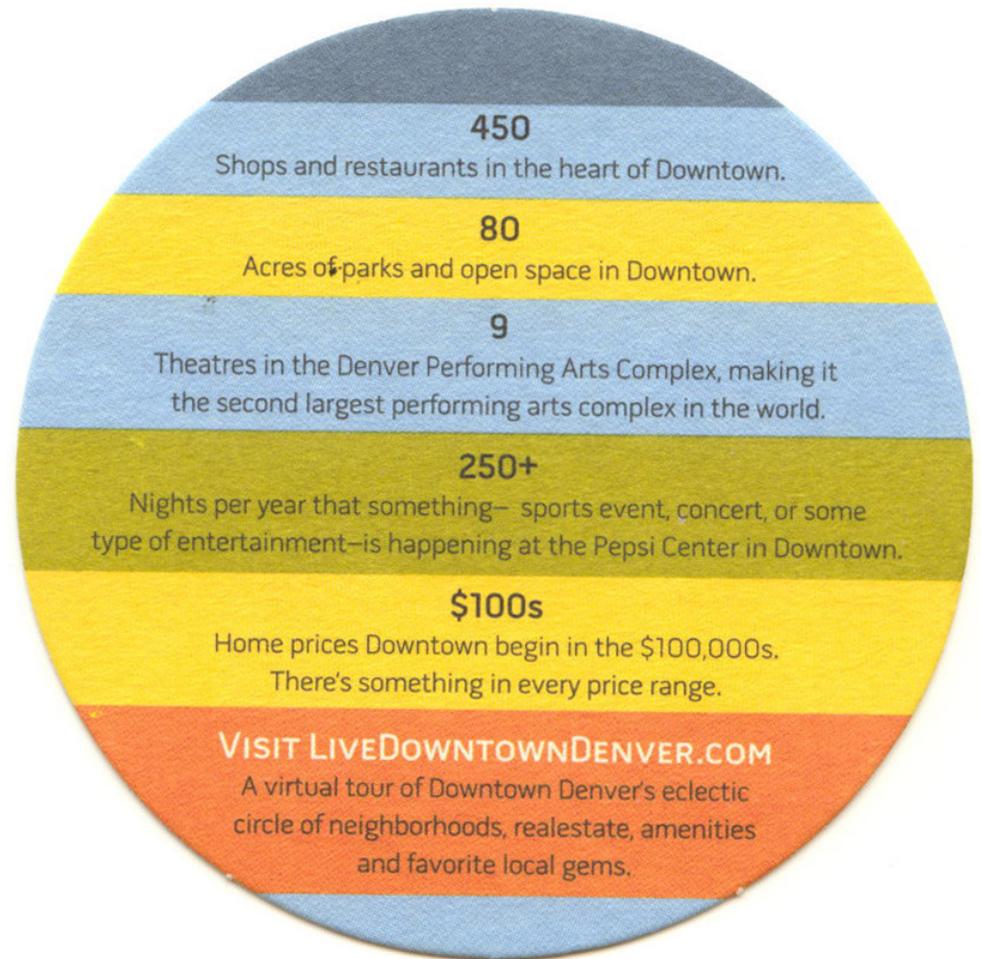


**Congratulations
Class of 2007!**



Truck Magnets





Coasters

Summer Concert Series

Magnet Mailer

Front

Downtown Boulder
Summer Concert Series

BANDS ON THE BRICKS | WEDNESDAYS 7-9PM

6/13 The Legendary Nikators 60s, 70s
 6/20 17th Avenue Allstars & AOA R&B
 6/27 Hazel Miller Funk & Soul
 7/11 Onda Latin Groove
 7/18 Chris Daniels & The Kings Swing
 7/25 Soul School Funk
 8/1 Wendy Woo Acoustic/ Pop Rock
 8/8 DeJa Blu Dance Band
 8/15 Pearl Rock
 8/22 Funkiphino Funk

NOON TUNES | FRIDAYS Noon-1:30PM

6/8 Soul Sacrifice Santana Tribute
 6/15 Mojomama Groove
 6/22 Felonius Smith Acoustic Blues
 6/29 Lorrie Singer & Bradley Kopp Texan
 7/6 Faces of Eve Band Rootsy Folk
 7/13 Coles Whalen Pop Rock
 7/20 Beloved Invaders Surf Music
 7/27 The Indulgents Celtic, Irish Rock
 8/3 Arthur Lee Land Band Afrograss, Folk
 8/10 BtraC Rock
 8/17 Boulder Philharmonic Classical
 8/24 Jockamo Zydeco, Bluesiana

 First National Bank of Colorado
 KELLER-WILLIAMS
 FRONT RANGE PROPERTIES LLC
 DOWNTOWN Boulder
 City of Boulder PARKING SERVICES
 Camera
 KBCO 97.3
www.boulderdowntown.com | 303.449.3774
 No pets, please

Back- postage side



WIN A \$500
 GIFT CARD!

Sign-up or have a friend sign-up for Downtown Boulder's newsletter and you will be entered in a drawing to win a \$500 Downtown Boulder gift card.

For details, visit
boulderdowntown.com/band500

I'M A MAGNET!
 Put me on your fridge!
boulderdowntown.com

Mini Summer Calendars

Downtown Milwaukee



Target the Resources:

Increase your promotions budget

- Assessment Revenue
- Memberships
- Sponsorships
- Fundraising (Events or other)
- Partnership Opportunities
- Fee for service

Communications with Downtown Businesses

- Newsletters
- Personal visits
- E-Mails
- Must be constant and on-going
- Tell them what you are doing for them
- Find out what they want you to do for them
- Tell them how they can support your efforts
- Educate them on how to get **MAXIMUM** advantage from an event or promotion
- **LISTEN!!**

Professional Marketing Resources

- Define the service you **need**
 - Branding and Strategic Marketing Planning
 - Full Service Agency
 - Design Services (Agency, Design Firm, Freelancer)
 - Online/Web
 - Special project consultants
- Define your **budget** and be open about it
- Only work with resources you can **trust**

Target the Connections: Putting the Pieces Together

