



# DESIGNING A MARKETING PLAN





## ABOUT THE SOLUTION CENTER

The Main Street Solution Center is a free access portal to resources for communities and organizations working to revitalize and strengthen their local economies. The Solution Center's curated resources are designed to help guide and inspire local leaders and advocates as they navigate the complexities of downtown and neighborhood business district revitalization and economic growth.

## ABOUT THE PARTNERSHIP

This Main Street Solution Center publication was underwritten by Michigan Main Street and Main Street Iowa. Their generous support demonstrates a shared vision and ongoing commitment to freely share knowledge, experience, tools, and best practices to fuel revitalization and economic growth in their own communities, and in locales spanning the nation.

## ABOUT THE CREATORS

**Leigh Young, AICP** is Senior Main Street Specialist with Michigan Main Street and a driving force behind the creation of the Main Street Solution Center. Her deep passion for planning, placemaking, community engagement, and sustainable urban development is evident in her work to advance the cause for revitalization and economic development in downtown and neighborhood business districts across Michigan.

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**Ben Muldrow** is a partner at Arnett Muldrow & Associates, a consultancy renowned for its creative approach to economic development, branding, and marketing strategies for small towns and cities across the nation. He brings an innovative mindset and a deep understanding of the unique dynamics of community branding to each engagement, blending traditional community values with modern marketing techniques to help communities and districts unlock their potential.



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# MARKETING PLAN FOR MAIN STREET

Developing a marketing plan for a Main Street Organization involves a strategic approach that encompasses understanding the community, setting clear objectives, and outlining the tactics to achieve these goals. Here is a step-by-step guide to creating an effective marketing plan:

## 1. Conduct a Situational Analysis

**Market Research:** Gather data on the local economy, demographics, consumer behavior, and competitor activities.

**SWOT Analysis:** Identify the district's Strengths, Weaknesses, Opportunities, and Threats.

**Community Engagement:** Engage with community members and local businesses to understand their needs and perceptions.

## 2. Define Your Target Audience

**Demographics:** Age, gender, income, occupation.

**Psychographics:** Interests, lifestyles, values.

**Behavioral Factors:** Shopping habits, brand loyalty, product usage rates.

## 3. Establish Clear Goals and Objectives

**SMART Objectives:** Ensure goals are Specific, Measurable, Achievable, Relevant, and Time-bound.

**Alignment:** Objectives should align with the broader goals of the organization.

## 4. Develop Branding and Positioning Strategies

**Brand Identity:** Create a strong brand identity that resonates with the community.

**Positioning Statement:** Develop a clear statement that articulates the organization's unique value proposition.

## 5. Outline Your Marketing Strategies

**4 Ps of Marketing:** Product, Price, Place, and Promotion – customize these for your Main Street organization's needs.

**Content Strategy:** Develop a content strategy for digital marketing efforts.

**Community Engagement:** Plan for events and activities that promote local businesses and community interests.

## 6. Choose Marketing Channels

**Digital Marketing:** Websites, social media, email marketing.

**Traditional Marketing:** Print media, direct mail, radio, community bulletin boards.

**Partnerships:** Collaborate with local businesses, schools, and other organizations.

## 7. Set a Budget

**Cost Analysis:** Determine the cost for each marketing activity.

**Funding Sources:** Identify potential funding sources, including sponsorships and grants.

**ROI Forecast:** Estimate the return on investment for each marketing initiative.

## 8. Develop an Action Plan

**Timeline:** Create a detailed timeline for the implementation of marketing activities.

**Roles and Responsibilities:** Assign clear roles and responsibilities to team members.

## 9. Measure and Evaluate

**KPIs:** Establish Key Performance Indicators to measure the success of marketing efforts.

**Feedback Loops:** Set up mechanisms to gather feedback from the community and local businesses.

**Adjustments:** Be prepared to make adjustments to the plan based on performance data.

## 10. Create an Implementation Schedule

**Calendar:** Develop a marketing calendar with key dates and milestones.

**Checkpoints:** Set regular check-in points to assess progress.

## 11. Monitor and Control

**Regular Reviews:** Conduct regular reviews of the marketing plan to ensure it remains on track.

**Crisis Management:** Have a plan in place for managing any potential crises or negative publicity.

## 12. Documentation and Reporting

**Reports:** Generate regular reports to share with stakeholders.

**Documentation:** Keep thorough documentation of strategies, campaigns, and results.

## 13. Continual Improvement

**Learning:** Incorporate lessons learned into future planning.

**Innovation:** Stay open to new ideas and innovative approaches to marketing.

Developing a marketing plan is an ongoing process that requires flexibility and responsiveness to change. A Main Street Organization should aim to create a living document that evolves with the community's needs and market dynamics.



# SAMPLE CONTENTS FOR AN ORGANIZATION MARKETING PLAN

## Executive Summary

**Mission Statement:** Enhance the economic vitality and cultural vibrancy of [Main Street Name] through collaborative marketing efforts that benefit local businesses and the community at large.

**Vision Statement:** Position [Main Street Name] as a premier destination for shopping, dining, and cultural experiences in [City/Region].

## Situational Analysis

**Current Market Position:** Main Street is home to a diverse array of independent businesses but is facing competition from online retailers and nearby shopping centers.

### SWOT Analysis:

**Strengths:** Historic charm, loyal local customer base, unique businesses

**Weaknesses:** Limited marketing budget, low social media engagement

**Opportunities:** Growing tourism, potential for more community events

**Threats:** Economic downturn, rising rent costs for retail spaces

## Target Market

**Primary Audience:** Local residents within a 20-mile radius, ages 25-60, interested in supporting local businesses and community events.

**Secondary Audience:** Tourists and visitors interested in unique shopping and cultural experiences.

## Objectives

- Increase foot traffic on Main Street by 20% within the next year.
- Boost social media following by 50% across all platforms in 6 months.
- Organize and promote at least four major community events throughout the year to attract visitors and locals.

## Branding and Positioning

**Brand Identity:** "The Heartbeat of [City/Region]" – emphasizing the role of Main Street as the lifeblood of the community.

**Positioning Statement:** For those who value community, culture, and unique local experiences, Main Street is the go-to destination that offers a personal touch unlike any other.

## Marketing Strategies

**Content Marketing:** Develop a monthly blog featuring local businesses, upcoming events, and community stories.

**Social Media Campaigns:** Regular posts featuring "Business of the Week," interactive polls, and user-generated content.

**Email Marketing:** Monthly newsletters with event calendars, special promotions, and Main Street news.

**Community Events:** Seasonal festivals, farmers' markets, and cultural events to draw crowds and media attention.

## Marketing Channels

**Digital:** Website, Facebook, Instagram, Twitter, and email.

**Traditional:** Local newspapers, community bulletin boards, and radio spots.

**Partnerships:** Collaboration with local schools, nonprofits, and business associations.

## Budget

**Total Marketing Budget:** \$20,000 for the fiscal year.

**Breakdown:** Digital (\$8,000), Traditional (\$7,000), Events (\$5,000).





# ORGANIZATION MARKETING PLAN

## 1. Executive Summary

MISSION STATEMENT

VISION STATEMENT

KEY OBJECTIVES

## 2. Situational Analysis

**Market Research:** Analysis of the current market environment, including demographic data, visitor trends, and competitive analysis of other districts or attractions.

**SWOT Analysis:** Evaluation of the district's Strengths, Weaknesses, Opportunities, and Threats.

**Stakeholder Analysis:** Identification and analysis of key stakeholders including businesses, local government, community organizations, and residents.

## 3. Marketing Goals and Objectives

SPECIFIC GOALS

DONORS

OWNERS

PUBLIC

VOLUNTEERS

GOVERNMENT

## 4. Marketing Strategies and Tactics

**Branding:** Development of a unique brand identity for the downtown or district, including messaging, logos, and visual elements that reflect its character and appeal.

**Digital Marketing:** Utilization of digital channels such as social media, email newsletters, and the organization's website to promote the district and engage with the community.

**Public Relations:** Strategies for generating positive media coverage of the district's events, developments, and success stories.

**Events and Promotions:** Planning and promotion of special events, festivals, and other activities to attract visitors and enhance community engagement.

**Partnerships:** Collaboration with local businesses, schools, cultural institutions, and other organizations to cross-promote activities and leverage resources.

## 5. Budget

**Detailed Budget:** A breakdown of the marketing budget, including projected costs for each marketing activity and source of funds.



# MANAGING YOUR MARKETING PLAN

## Action Plan

Q1: Website redesign, initial social media campaign launch, first community event.

Q2: Email newsletter rollout, seasonal festival, continued social media engagement.

Q3: Back-to-school promotional event, local business highlights series.

Q4: Holiday marketing campaign, year-end community celebration event.

## Measurement and Evaluation

**KPIs:** Website traffic, social media metrics, event attendance, sales data from participating businesses.

**Feedback Mechanisms:** Surveys, focus groups, and comment cards.

## Implementation Schedule

**Weekly:** Social media updates, blog posts, and email content creation.

**Monthly:** Newsletter distribution, marketing meetings, KPI reviews.

## Monitoring and Control

**Monthly Review Meetings:** Assess campaign effectiveness, budget use, and adjust strategies as needed.

## Documentation and Reporting

**Quarterly Reports:** Detailing campaign results, budget status, and KPI progress. Continual Improvement

**Annual Review:** Full marketing strategy evaluation and planning for the following year.

## MAIN5 COMMUNICATION CHANNELS

### SOCIAL

	BOARD	DESIGN	PROMOTION	ORGANIZATION	ECONOMIC VITALITY	WEEKLY	MONTHLY	ANNUAL	DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT
Facebook Page													
Facebook Merchant Group Page													
Facebook Volunteer Group Page													
Instagram													
Instagram Stories													
Twitter													
Pinterest Product Catalog													
Pinterest Sweet Shot Catalog													
Tik Tok													

### WEB/PRINT

	BOARD	DESIGN	PROMOTION	ORGANIZATION	ECONOMIC VITALITY	WEEKLY	MONTHLY	ANNUAL	DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT
Paid Print													
Earned Media													
Press Releases													
Web Updates													
Blog Posts													
Newsletters													
IMPACT Tool													

### RELATION & PRESENTATION

	BOARD	DESIGN	PROMOTION	ORGANIZATION	ECONOMIC VITALITY	WEEKLY	MONTHLY	ANNUAL	DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT
Council Update													
Council Presentation													
Organizations Presentation													
Volunteer Campaign													
Donor Campaign													
Sponsorship Single Ask													
Building Owner Visits													
Business Owner Visits													

