

THE CITY OF INKSTER
MARKETING
Playbook

STRATEGIES FOR BECOMING A
REDEVELOPMENT-READY COMMUNITY



www.cityofinkster.com



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Building a Legacy, Embracing the Future. As we look ahead, we are excited to explore new opportunities that will allow us to continue making a positive impact in our industry and community.

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HELLO, I'M THE

Marketing Playbook

The City of Inkster

PREPARED BY

aMedia Studio

PREPARED FOR

The City of Inkster

The City of Inkster aims to strengthen its community identity, attract investment, and enhance its reputation as a vibrant, growing city.

Inkster, MI, is a historic and culturally rich city with strong community ties. While facing economic challenges, it has unique assets, including strategic location near Metro Airport, Lower Rouge River, and a resilient base of residents and business owners.

Marketing Plan Goals

This marketing plan serves as a **playbook for transformation**, guiding strategic efforts to:

01

Brand

Strengthen Inkster's Identity through branding, storytelling, and engagement.

02

Attract

Attract and retain business, residents, and investors by highlighting the city's assets and opportunities.

03

Unite

Unite the community under a shared vision of progress, pride, and revitalization.

Design For People

Inkster's Marketing Playbook is created using the Design Thinking framework, a human-centered approach that ensures our marketing efforts are authentic, strategic, and impactful. We can deeply understand community needs, craft a compelling brand identity, and implement creative solutions that drive engagement and investment by following the five phases below:

Empathize

01

This stage involves understanding the needs and perspectives of the people we are marketing to. It requires empathy and immersion in their experiences to gain insights into their problems and aspirations. The City may conduct interviews, observations, or surveys to gather qualitative data about users' behaviors and preferences.

Define

02

Creative design thinking is an approach to problem-solving that prioritizes empathy, creativity, and innovation. It involves understanding the needs of users, generating diverse ideas, prototyping solutions, and iterating based on feedback. This iterative and human-centered process encourages collaboration, experimentation, and a bias toward action to address complex challenges effectively.

Ideate

03

Ideation is about generating a wide range of creative solutions to address the problems defined in the previous stage. Designers brainstorm, sketch, and explore various concepts without judgment, aiming for quantity and diversity of ideas. Techniques such as brainstorming sessions, mind mapping, or SCAMPER (Substitute, Combine, Modify, Put to another use, Eliminate) can stimulate creativity.

Prototype

04

These can range from low-fidelity sketches or wireframes to high-fidelity prototypes that closely resemble the final product

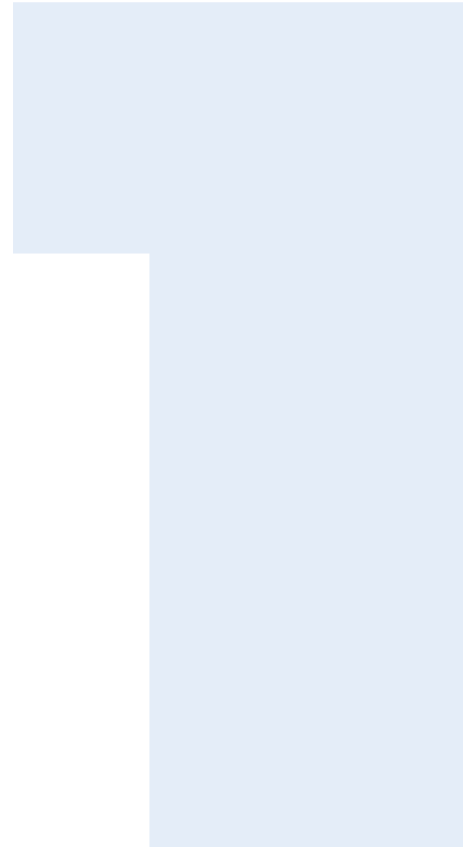
Testing

05

In the testing stage, designers gather feedback on the prototypes from users, stakeholders, and other relevant parties. This feedback is used to evaluate the effectiveness of the design solutions in addressing the defined problems and meeting the users' needs. Testing may involve usability testing, user interviews, or A/B testing to validate assumptions.



To build a thriving community, we must first listen to its heartbeat



Phase One
Empathize

Empathize

empathy



/empəTHÉ/ noun

the ability to understand and share the feelings of another.
"he has a total lack of empathy for anybody"

BRAND DISCOVERY

We must establish a deep understanding of Inkster's past, present, and future to create a brand that is authentic, meaningful, and forward thinking.



History & Legacy

Inkster's identity is shaped by key moments in civil rights, industry, and migration. It's cultural legacy is defined by the contributions of long standing families, artists, entrepreneurs, and community leaders who have enriched the city's character. This strong generational impact continues to shape Inkster's present and future, fostering a sense of resilience, pride, and aspiration for growth.



Strengths & Assests

- Prime location between Detroit & Ann Arbor, with direct access to major highways (I-94, I-275, US-12).
- Home to rich civil rights history, including it's role in the Great Migration and Black labor movements.
- Parks, trails, and proximity to the lower rouge river provide residents with green space and recreational assets.
- Affordable & Scalable Development potential with available land, commercial space, and lower cost of living compared to neighboring cities.



Perceptions & Challenges

- How do residents feel about living and working in Inkster?
- What are the key concerns & hopes for the future?
- What do businesses need to succeed in Inkster?
- What factors impact economic development and outside investment?
- How does Inkster compare to similar cities in Michigan?



Research & Insights

The Inkster Master Plan 2025 provides key insights into the city's challenges, opportunities, and strategic priorities for sustainable growth including but not limited to:

- **Population Trends** - Inkster's population has stabilized but needs revitalization efforts to attract new residents and retain families.
- A mix of older housing stock and vacant properties presents opportunities for rehabilitation and new development.
- **Sustainability & Infrastructure Upgrades** - Green initiatives, transportation improvements, and smart growth strategies will support long term success.

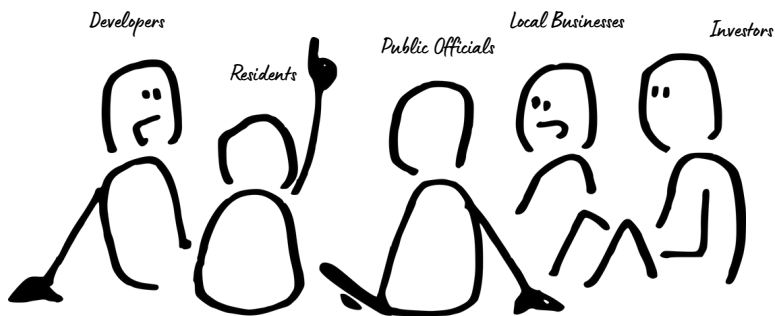
Empathize

BRAND AUDIENCE

Understanding our audience means identifying their needs, values, and motivations to tailor messages that resonate. It ensures effective communication, engagement, and action by addressing their concerns, aspirations, and interests in a way that feels relevant and meaningful.

What Are We Trying to Achieve (goals)?

- Enhance**
Enhance Inkster's reputation as a vibrant, growing community with investment and potential.
- Engage**
Increase community engagement by fostering a sense of pride and participation in the city's development.
- Encourage**
Attract stakeholders, including residents, businesses, developers, and local organizations to actively contribute and support our initiatives.



Steps to Empathy:

Analyze Existing Data

Use the Inkster Master Plan 2025 and demographic reports to understand trends, strengths, and challenges.

Map the Experience

Identify key perceptions (e.g., economic opportunities, city reputation) and aspirations (e.g., growth, cultural pride) to inform our messaging and strategies.

Engage on the Ground

Host and attend community events and interact on social media.

Challenge Assumptions

Avoid making broad generalizations about the communities' needs.

Synthesize Insights into Action

Translate community feedback into clear messaging initiatives.



Clarity fuels progress



Phase Two
Define

Define

BRAND PURPOSE



Vision

Showcasing Inkster's rich culture, untapped potential, and vision for sustainable growth to attract development and foster engagement.

Our vision is our roadmap.

A strong vision shapes our community's narrative, highlighting what makes Inkster unique and valuable. It's more than an aspirational statement - it's a roadmap that aligns identity, engagement, and growth for Inkster's future.



Brand Position

Inkster is a historically significant, legacy rich, and opportunity driven city that welcomes growth, investment, and new residents while honoring its past.

Our brand purpose

Our brand exists to elevate Inkster's identity by honoring its history, community, and future potential.



Brand Voice

Our brand voice is **authentic, aspirational,** and **community driven.** Its designed to inspire, engage and unite residents, businesses and stakeholders while shaping a positive forward thinking narrative.

Define

CORE BRAND MESSAGES



Core Messages

Core messages translate this vision into clear, actionable statements that inspire residents, businesses and stakeholders to work toward a shared thriving future.

"Be Part of the Future!"

Translating the vision into compelling, actionable statements.

General Messages

"Be Proud. Be Bold. Be Inkster"

Inkster's strength lies in its people, history, and vision for the future.

"A Bold Vision for a Bright Future"

Inkster is transforming with new energy, investment, and opportunity.

Residents & Community

"Your City, Your Voice, Your Future"

Every resident and stakeholder has a role in shaping Inkster's progress.

"Investing in Inkster Means Investing in Ourselves"

Supporting local businesses, beautification projects, and civic initiatives benefits everyone.

Businesses & Investors

"Inkster is Open for Business"

New opportunities and room for growth make Inkster a smart investment.

"Your Next Business Starts Here"

Affordable real estate, strategic location, and community driven growth makes Inkster an attractive market.

Media & Regional

"Beyond the Headlines"

The real story of Inkster. A city filled with culture and opportunity.

"Will the Real Inkster Please Stand Up"

Highlighting growth, innovation, and resilience in Inkster.

Define

CHALLENGES & OPPORTUNITIES

We must address key branding and engagement challenges while leveraging Inkster's strengths. As we lay the groundwork for a sustainable branding strategy, we must ensure that our efforts are inclusive, transparent, and adaptable to the evolving needs of our community.

Challenges	Opportunities
Limited external awareness of Inkster's strengths.	Promotes success stories through digital and traditional media.
Economic development barriers.	Highlight local business and create engagement programs.
Outdated or negative perceptions.	Rebrand Inkster with a fresh, unified identity.
Lack of centralized storytelling.	Build a strong online presence and community driven narratives.

Campaign Goals



Increase community engagement

Inspire participation through events storytelling, and digital interaction.



Enhance Inksters Reputation

Shift perceptions by showcasing success stories and cultural strengths. Increase positive media coverage and digital engagement by 30% in 12 months.



Attract Business and Investment

Position Inkster as a city with potential, encouraging economic growth. Secure at least 5 new business partnerships or investments in commercial development within the next two years.



Strengthen Local Pride & Unity

Foster a movement that residents and businesses feel proud to support. Increase community event participation by at least 40% over the next year.



Lay the foundation for Long-Term Branding

Create a sustainable marketing approach that continues beyond the campaign launch.



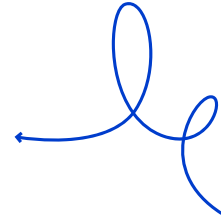
Inkster Pride



Big ideas spark change



Phase Three
Ideate



DEVELOPING CREATIVE STRATEGIES

In this phase, we translate our insights into concrete ideas, themes, and communication strategies that bring Inkster's brand identity to life.

01 Brand Strategies & Channels

Platforms

Facebook, Instagram, YouTube, & City branded website.

Content Focus

Community Spotlights, business success stories, events promotions, and city updates.

Engagement Strategies

Live Q&A sessions, user-generated content campaigns, interactive polls, and behind-the-scenes content.

02 In-Person & Community Events

City Festivals & Gatherings

Leverage existing community events to showcase Inkster's culture and vision (e.g., Memorial Day, Juneteenth, etc.).

Workshops & Townhalls

Engage residents in discussions on city development and business opportunities.

Regional & Statewide Partnerships

Align with regional and neighboring city economic development programs to attract funding and visibility.

03 Strategy Partnerships

Local Businesses & Organizations

Collaborate on marketing initiatives that promote Inkster's economic strengths.

Schools & Youth Programs

Engage the next generation through mentorship and educational projects.

04 Content & Storytelling

Residents & Business Features

Highlight long standing families, small business owners, and community leaders.

Future Vision & Aspirations

"Voices of Inkster" Campaign: Showcase testimonials from residents and businesses about why they stay and invest in the city.



Turn ideas into action



Phase Four
Prototype

Prototype

THE "BE INKSTER": CAMPAIGN

Now, in the Prototype stage, we can bring the brand to life by introducing "Be Inkster" as the campaign that embodies and activates the brand strategy. This stage is where ideas are transformed into tangible, testable initiatives before full-scale implementation. In this phase, we develop small-scale versions of branding elements, community programs, digital campaigns, and engagement strategies.

Creative Elements



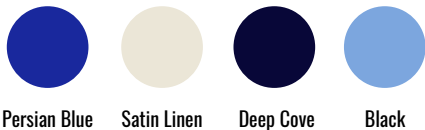
Logo

A recognizable symbol that reflects Inkster's culture and resilience.



Wordmark

A logo that consists of the brand's name, designed in a specific typeface, focusing on typography.



Color Palette



ICON



*expression of
identity and
community pride.*



*symbolizes
belonging and
home.*

BE INKSTER



Messaging & Tone

Bold, optimistic, and community-driven, with a mix of swag and forward thinking.



Photography & Videography

A brand is most powerful when people see themselves in it. Capturing Inkster's essence through authentic visuals makes the brand relatable (e.g., highlighting residents, short films celebrating local stories and city progress).



Public Art & Placemaking

- Consistent city branding on banners, welcome signs, and district markers.
- Interactive installations of QR code and storytelling kiosks.
- Community driven art installations of art reflecting history and identity.



Digital & Social Media Presence

- City Website/App
- Unified social media branding across platforms.
- Hashtag campaigns encouraging user-generated content through community-driven hashtags.



Prototype

COMMUNITY PROGRAMS

Community programs are essential for fostering pride, engagement, and participation in Inkster's brand and vision. These initiatives ensure that the Be Inkster campaign is more than just messaging—it becomes an active movement that residents, businesses, and stakeholders can experience, contribute to, and champion.

1 Resident Engagement



Community Ambassador Program

Bold, optimistic, and community-driven, with a mix of swag and forward thinking.

Digital Community Space

Central online platform where residents, businesses, and stakeholders can connect, learn, and engage.

2 Business & Entrepreneur Support

Small Business Spotlight Program

Promoting Local businesses through social media, video features, and city led events.

Be Inkster Champion Program

Spotlighting businesses that drive community success and meet city criteria (e.g., regulations, ethical, demonstrates commitment to hiring locally or supporting community initiatives).

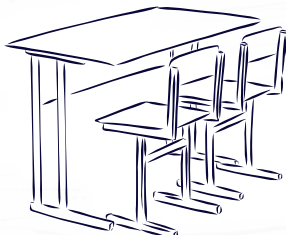
3 Youth & Education Initiatives

Cradle to Career Pipeline

A comprehensive approach to education and workforce development, ensuring Inkster residents have the support, skills, and opportunities to succeed at every stage of life.

Branded School Events

Sponsorship activities that reinforce Inkster's identity, such as entrepreneurship fairs or cultural celebrations.



4 Digital & Social Media Presence

Website & Landing Pages

A hub for city branding, news, and engagement opportunities.

Social Media Branding

Unified Design and messaging across platforms.

Hashtag Campaigns

Encouraging user generated content through community driven hashtags.



MEDIA

ADVERTISING



FOR CAMPAIGN

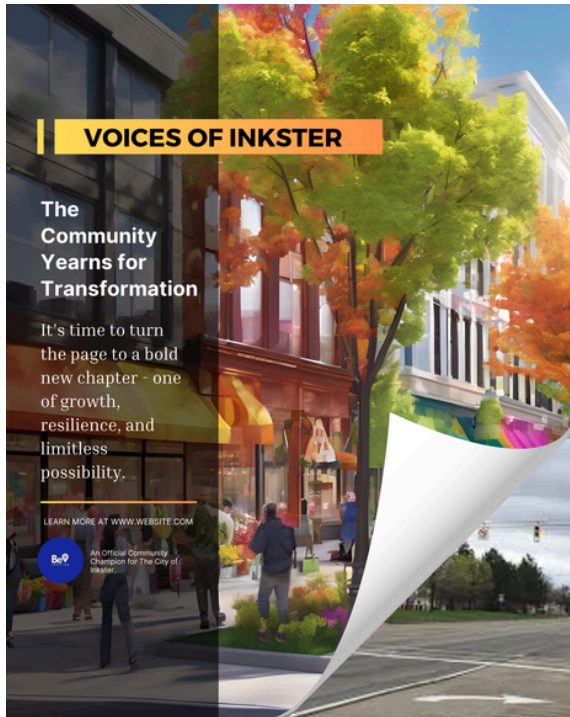
targeted marketing & social media

are an effective way
to reach our target
audiences with
engaging content.





Digital campaigns are a powerful way to engage residents, attract investment, and promote Inkster's brand identity. By leveraging multiple online platforms, we can share stories, highlight opportunities, and foster community pride in a way that's accessible, interactive, and scalable.



Business Changers



As part of the Be Inkster campaign, Voices of Inkster amplifies the stories of residents, business and leaders who embody the city's spirit, resilience, and vision for the future.



Generational Storytelling

Prototype
Bring ideas to life with
digital campaigns

Social media sample calendar

Month	Theme	Content Focus	Example Post	Platform(s)
June	Juneteenth & Homecoming	Festival Highlights & Culture	"Join us the for the Inkster Freedom & Family Fest!"	Facebook, City Website, and event information page
July	Proud to Be Inkster	Civic Engagement & City Initiatives	"What makes you #ProudToBeInkster?"	Facebook, Instagram, City Website
August	Youth & Education	School Spotlights & Youth Programs	"Empowering Inkster's next generation"	Facebook, Instagram
September	Neighborhood & Housing	Neighborhood & Housing Development & Homeownership Stories	Investing in Inkster: What's next for our neighborhoods?"	Facebook, Instagram, City Website



A social media or posting schedule ensures consistency, strategy, and engagement, aligning content with key events, maximizing impact, and tracking performance for community connection.



Priority Sites

Building a Legacy, Embracing the Future

Marketing priority sites is about showcasing their unique potential, creating compelling narrative that attracts investment and development. By focusing on the strengths and opportunities of each location, we can position these areas as prime destinations for growth, innovation, and community-driven projects.

Redevelopment sites can be:

- Vacant land
- Surface parking lots
- Former industrial sites
- Brownfields
- Historic rehab or adaptive reuse
- Vacant storefronts
- Vacant upper stories

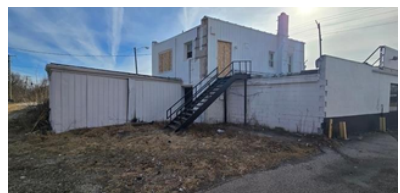
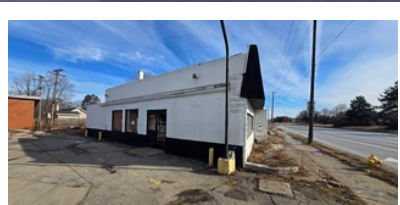
PROPERTY FOR SALE

EXCLUSIVE COMMERCIAL REAL ESTATE

29230 MICHIGAN AVE
INKSTER, MI 48141

PRICE

\$319K



ABOUT THE PROPERTY

This is a sample promotional flyer highlighting priority properties that are perfect for development across the city. Additional methods to promote these priority properties include: Create a dedicated webpage to market priority sites. Developing a property information package.

PROPERTY DETAIL



2 FLOORS



PARKING



DOWNTOWN VIEW

GET IN TOUCH

+123-456-7890

www.cityofinkster.com/priority sites

26215 Trowbridge St,
Inkster, MI 48141



Turn ideas into action



Phase Five
Test



Test

MARKETING CAMPAIGNS

The Test Phase is where we evaluate, refine, and optimize the Be Inkster campaign based on real world engagement and feedback. This ensures that our strategies are effective, resonate with the community, and achieve meaningful impact.

Leading with Vision, Inspiring Success

Community Feedback & Engagement Highlights

Conduct listening sessions with residents, business owners, and stakeholders to assess brand perception.

Digital & Social Media Performance Metrics

Analyze website traffic track shares and likes on social media, and evaluate campaign participation.

In-Person Event Activation Analysis

Assess attendance and participation in community events and collect direct feedback from attendees. Are people more engaging, volunteering, or supporting local initiatives?

Business & Partnership Growth

Measure partnership effectiveness - Are schools, organizations and businesses amplifying the brand?

Refinement & Next Steps

Strengthen Outreach Strategies

Identify which engagement channels are most effective and refine efforts.

Expand Successful Initiatives

Scale high-impact program like storytelling campaigns, ambassador programs, and youth engagement.

Sustain the Momentum

Implement long-term strategies to keep Be Inkster evolving and growing.

Unity, and Continued Success



PLANNING COMMISSION

Byron Nolen (Mayor)
Steven Chisholm (Chair)
Tonia Williams (Vice Chair)
Ashley Williams (Secretary)
Darryl Davis (City Appointee)
Norma McDaniel
Sheryl Hayes-Bradford
Tavan Hall

PLANNING & COMMUNITY DEVELOPMENT

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