

MARKETING DDA DISTRICT

Goal: Market the entire Downtown DDA District to visitors, residents, and investors by strengthening the brand identity and image for the Downtown by promoting its amenities, business mix, culture and art through a consistent marketing plan driving awareness and economic growth to Downtown.

Areas of Focus:

- Marketing and Promotions of Downtown – Drive Retail/Business/Revenue
- Marketing Programs and Activities and Marketing Communications

| Project | Overview | Notes |
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| Marketing & Promotions | | |
| <ul style="list-style-type: none"> • Consistent Marketing/Adv Plan for Downtown Delray Beach | <ul style="list-style-type: none"> ➤ Enhance the inbound marketing with building online content, blogger and influencer relations, and organic SEO ➤ Continue to advertise locally keeping the Downtown Top of Mind to both residents and visitors – PROMOTE THE NEIGHBORHOODS ➤ Annual Advertising and Marketing program - Enhance the creative design and messaging showcasing the experience and authenticity of the Downtown – Create New Marketing Campaign for FY17 | Priority #2 |
| <ul style="list-style-type: none"> • Grow Online and Digital marketing | <ul style="list-style-type: none"> ➤ Build site content and promote the Downtowndelraybeach.com site which will increase online engagement while increasing the business engagement ➤ Robust web presence: Go to source for all things Downtown ➤ Continue to grow the Video library and production of the Downtown series that captures the neighborhoods/districts, merchant testimony and authenticity of the Downtown ➤ Digital signage platform | Priority #2B |
| <ul style="list-style-type: none"> • Social Media – Stronger Voice | <ul style="list-style-type: none"> ➤ Build Fan engagement and Strengthen the customer relationship with Downtown ➤ Continue the strong and positive message driving awareness of the downtown businesses and increasing action and Build all platforms and promote results ➤ Reach 60,000 Fans | |
| Marketing Programs & Activities | | |
| <ul style="list-style-type: none"> • Build and Strengthen Marketing Programs | <ul style="list-style-type: none"> ➤ Enhance and increase engagement within all program/activity areas <ul style="list-style-type: none"> - Programs and Activities (Shop Small, Holidays, Fashion Week, Savor, Orchid Giveaway, Small Biz Month, Summer Downtown, Health and Wellness, Art and Culture, Restaurant Week) Promote the Neighborhoods ➤ Create more Shopping Opportunities – promote the Daytime! | Priority #1B |

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| | <ul style="list-style-type: none"> ➤ Enhance the Guide to Downtown that will better promote and tell the story of Downtown | |
| <ul style="list-style-type: none"> • Downtown Events | <ul style="list-style-type: none"> ➤ Advocate and promote the Downtown Businesses to all event attendees – Downtown Merchants welcome you program ➤ Build the DDA/Merchant 2017 Fashion Week program through targeted efforts and build awareness of Downtown Delray as a unique Fashion and Beauty Destination ➤ Continue promoting downtown events both online and through social media | |
| <ul style="list-style-type: none"> • Visitor Information | <ul style="list-style-type: none"> ➤ Enhance the Visitor Information Center program tools and information turning leads into customers ➤ Robust collateral and digital signage that will promote the Downtown businesses and activities ➤ Partner with Team Delray and Discover the Palm Beaches to create a State recognized Visitor Center driving local and visitor traffic to the Downtown Businesses | Priority #1 |
| Marketing Communications | | |
| <ul style="list-style-type: none"> • Messaging/PR | <ul style="list-style-type: none"> ➤ Build the communication strategy and plan that encompasses DDA projects and programs ➤ Continue to Grow PR program and engage media on all DDA programs ➤ Enhance and produce strategic <u>email</u> messaging that will target the specific audience both internally and externally while building database | CVB Partnership and work with the DBMC |
| <ul style="list-style-type: none"> • Distribution • | <ul style="list-style-type: none"> ➤ Develop a strong distribution plan for all program materials ➤ Strengthen the Block Leader program | |