



**MAIN STREET AMERICA®**

Nationally recognized.  
Locally powered.™



# PROMOTION 101

## Main Street Approach Series

**Presented by**

Jackie Swihart, Program Officer  
Main Street America

**Offered by**

Nancy Williams, Coordinator  
Tennessee Main Street



QUESTION...  
Why are YOU part of Main Street?



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## PROMOTION

Main Street Programs provide communities with the tools to bring people back to the community center by positioning the downtown as a center of activity, marketing the district’s unique characteristics, and fostering its positive image.

TRAVEL > TENNESSEE

### Charming Tennessee Towns Everyone Should Visit This Year

By [Southern Living Editors](#) | Updated on September 14, 2022

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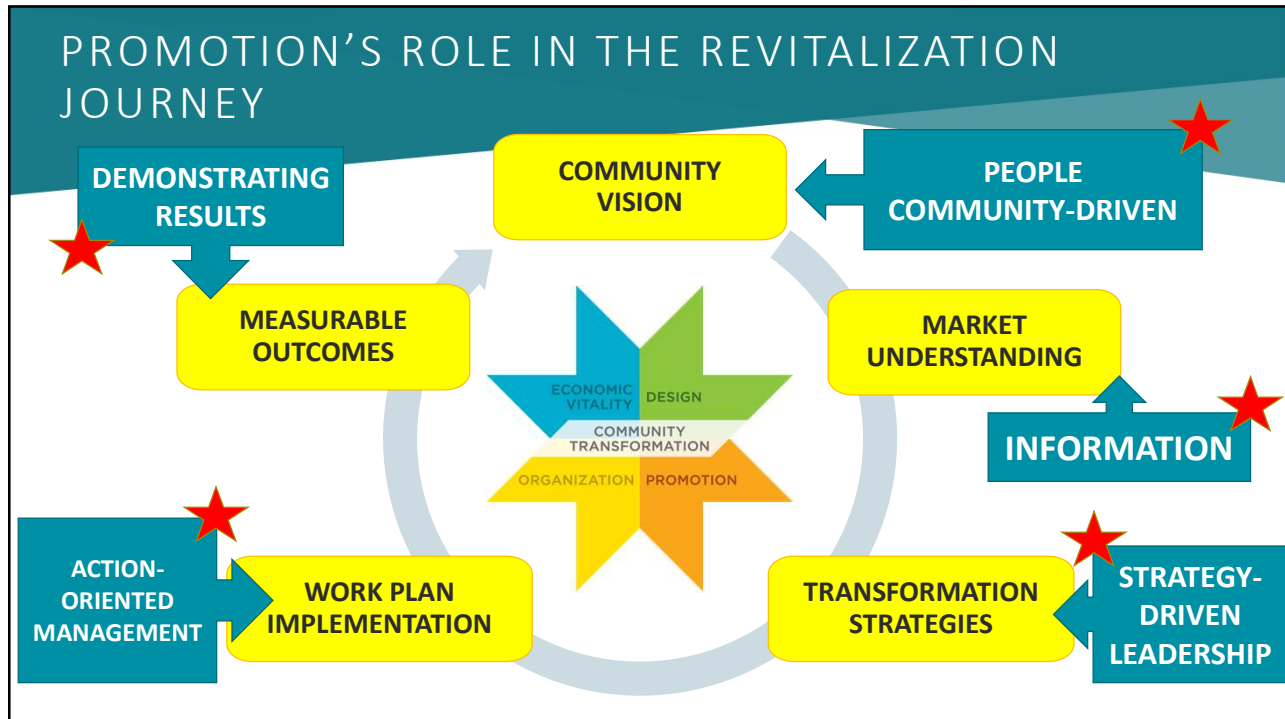


PHOTO: PAUL HARRIS/GETTY IMAGES

IF YOU ONLY REMEMBER ONE THING...

“Promotion” does not equal events 😊



# MAIN STREET: A TWO-FOLD COMMITMENT

## SUSTAINABLE DISTRICT TRANSFORMATION



## EFFECTIVE REVITALIZATION PROGRAM



# RECOGNIZING OUR ASSETS

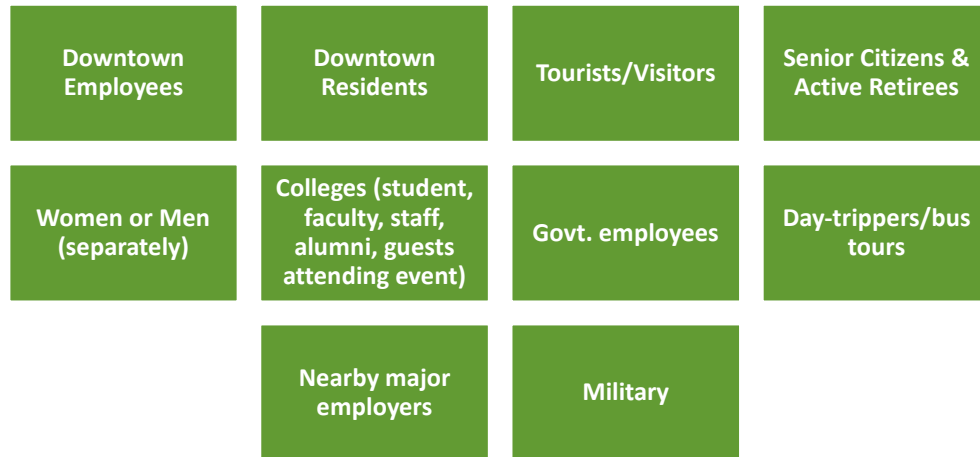
- ❖ **Historic Character** – building stock, atmosphere,
  - Builds sense of place, community identity
- ❖ **Heritage** – people, sites, cultural values
- ❖ **Gathering Places** – riverfront, parks/plazas, recreation facilities, pedestrian friendly streets, etc.
- ❖ **Government & Civic Facilities** - City Hall, County court, Post office, library, etc.
- ❖ **People, Products & Services** – personable, unique niches, regular comforts, etc.

### ABOUT MAIN STREET GREENSBURG

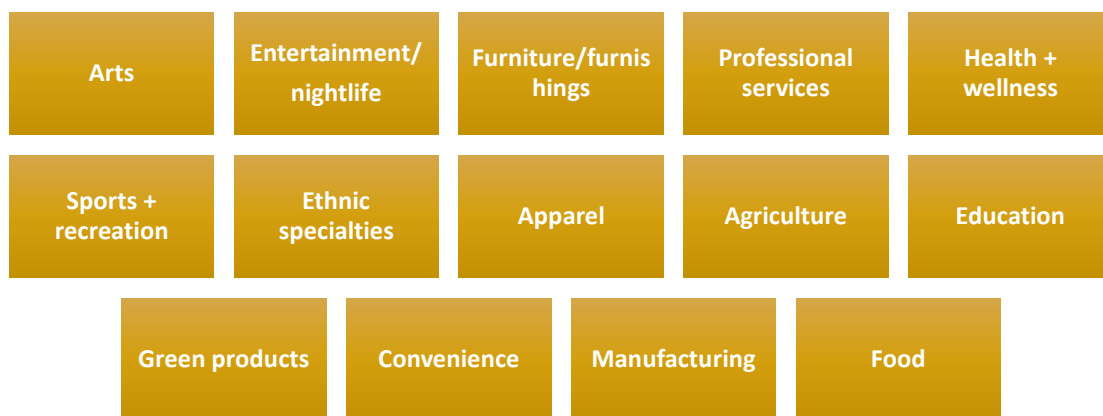
Main Street Greensburg promotes and serves Greensburg's iconic downtown by honoring its unique history, strengthening its economic vitality, and cultivating growth while remaining rooted by the famous Decatur County Courthouse tower tree.



## STRATEGIC MARKETING – TO YOUR DOWNTOWNS' SPECIFIC CONSUMER



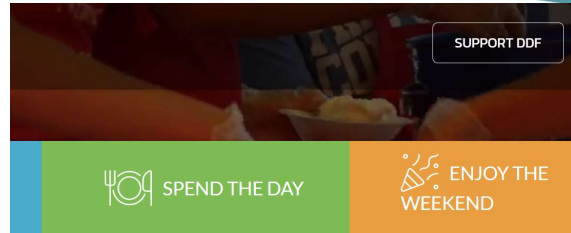
## ...OR FOCUSING YOUR PROMOTIONAL EFFORTS ON PRODUCT STRENGTHS





## PROMOTION: MARKET-BASED STRATEGIES

- ❖ **Image campaigns** accentuate the positives, dispel the negatives
- ❖ **Business promotions** generate immediate sales of the goods and services offered downtown
- ❖ **Special events** generate traffic, activity and positive experiences in the downtown

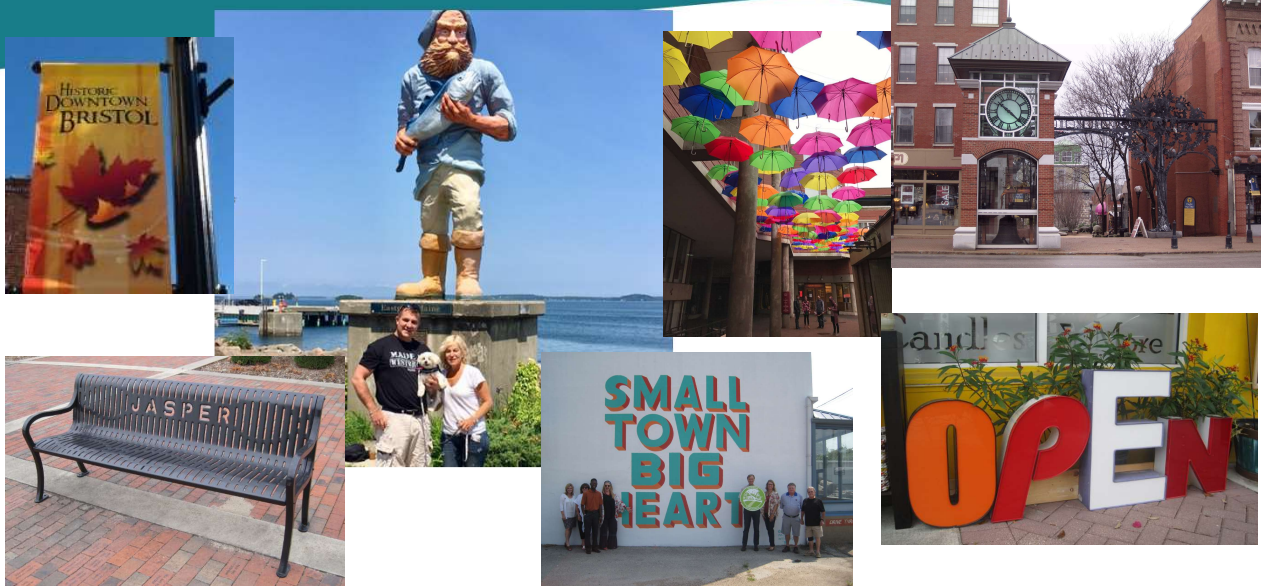


### Alumni, Parents

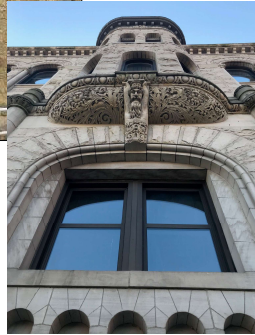
At the Franklin College campus, special events and activities are put together a



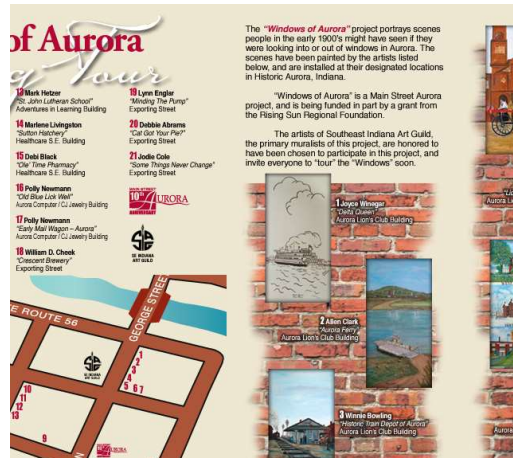
## IMAGE IS EVERYTHING! DO THESE PROMOTE A POSITIVE IMAGE?



# HOW DOWNTOWN LOOKS ESTABLISHES AN IMPRESSION

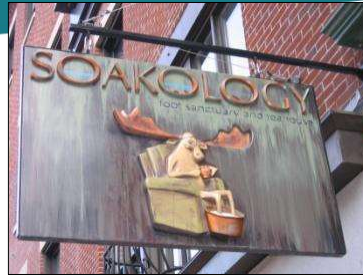


# WINDOWS OF AURORA, IN





## BUSINESS PROMOTE THE IMAGE TOO



## DOWNTOWN IMAGE

### ❖ Online tools / Social media

- Website, email-blast, blogs, Facebook, YouTube, Twitter, etc.

### ❖ Print materials / advertising

- Brochures, newsletters, banners, posters, decals, etc.

### ❖ Media activities / Public Presentations

- Newspaper advertising, council meetings, radio/TV

### ❖ Image building events

- Halloween, Easter Egg Hunts



Savannah Main Street



## INFLUENCING THROUGH BRANDING: TWO WAYS




**IDENTITY BRANDING**




**BRAND AMBASSADORS  
(INFLUENCERS)**

<https://www.nonprofitpro.com/post/why-nonprofit-branding-is-essential-to-your-organizations-mission-and-what-to-do-about-it/#.YrxdUJY51mQ.mailto>
©2022 National Main Street Center


## LEVERAGE IDENTITY BRANDING




Creates the relationship you want to have with your audience



Fosters loyalty and trust



Creates a perception of value and quality



Can translate into acquiring talent (board members and volunteers)

- > Logos
- > Swag
- > Taglines
- > Social media templates
- > Flier templates
- > Decals

<https://www.nonprofitpro.com/post/why-nonprofit-branding-is-essential-to-your-organizations-mission-and-what-to-do-about-it/#.YrxdUJY51mQ.mailto>
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# CULTIVATE BRAND AMBASSADORS (INFLUENCERS)

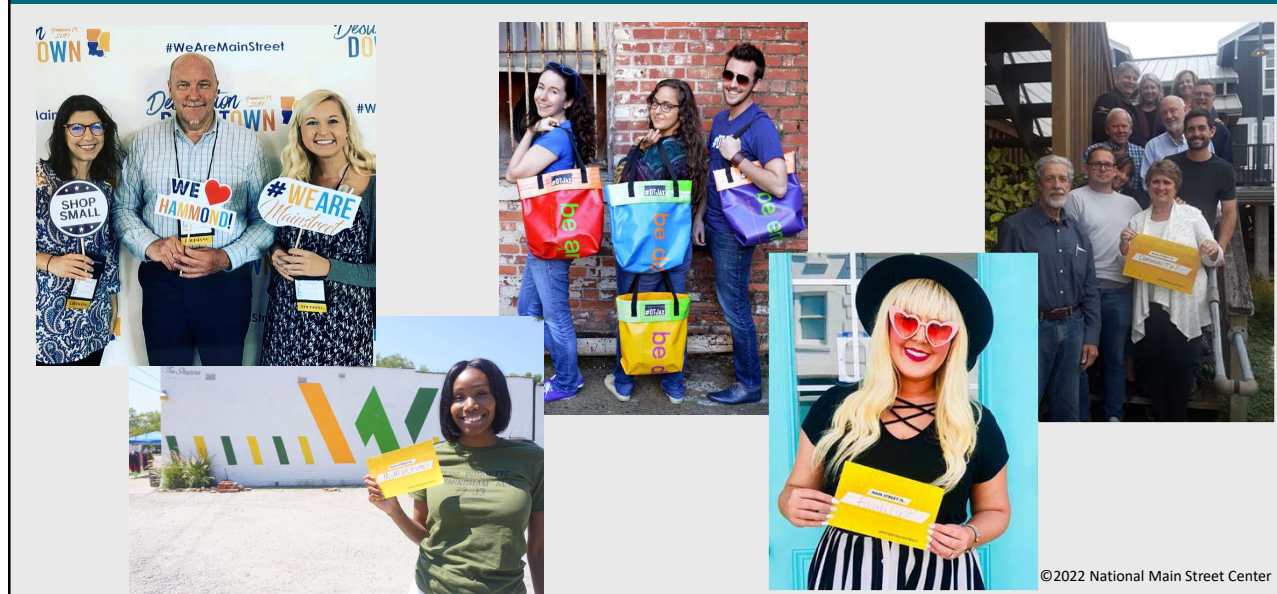
- Promoting People
- Talking Points
- Energy / "Flavor"
- Inspiration
- Community Connection

- + Positivity attracts positivity
- + See possibilities, not problems
- + Fake it till you make it
- + Social media is our reality



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# PUT THE TWO TOGETHER AND...



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# CONTENT D

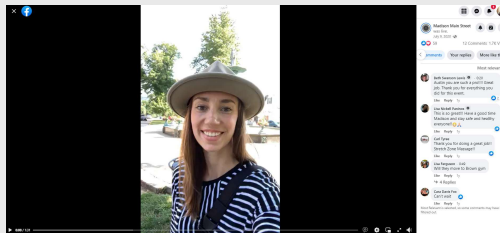


<https://kenected.org/video-engaging/>  
©2022 National Main Street Center

# TELLING YOUR STORY: VIDEOS ARE IN!



Be like Jenni! Jenni loves to volunteer for Batavia MainStreet events. It's a great way to meet people, serve your community, and have tons of fun!!! There are...



<https://kenected.org/video-engaging/>  
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## IMAGE PROMOTION – CHANGES OVER TIME



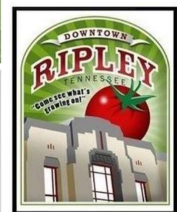
Initial branding



Rebranded in 2019

- + Promote a positive feature of the district to improve the overall image
- + Can be:
  - Ad campaigns
  - Collateral materials
  - Media Relations
  - Logos and Branding

## IMPROVING IMAGE THROUGH SLOGANS





## MAIN STREET'S JOB WITH BUSINESS PROMOTIONS

**It's not Main Streets' job to make people spend money at businesses.**

**It is Main Street's job to:**

- + Market shopping options
- + Bring businesses together to develop promotions



## RETAIL AND BUSINESS PROMOTIONS



## BUSINESS PROMOTIONS - TARGET MARKETING THREE CATEGORIES OF BUSINESS PROMOTIONS

**Cooperative promotions** “sell” businesses in the same category (competitive cluster)

**Cross-business promotions** “sell” businesses with complimentary goods and services

**Niche promotions** focus on the consumer group (including visitors) rather than the goods and services



## SHOP LOCAL, AUTHENTIC, UNIQUE...



### 20 reasons to visit opening weekend of the Downtown Wabash Farmers Market

The market is entering its 15th season in the heart of Downtown Wabash

[READ STORY](#)

DOWNTOWN  
**VABASH** INC.

## Downtown Buzz

story to share? We want to hear it! If you have a story to share about Downtown Wabash, send us an email at [info@downtownwabash.org](mailto:info@downtownwabash.org) or [@downtownwabash.org](https://www.instagram.com/downtownwabash).

## EXTENDING HOURS FOR DOWNTOWN'S CUSTOMERS WHO ARE THEY?



## HOLIDAYS PROMOTION ESSENTIAL

Downtown Maryville

- + Small Business Saturday!
- + More than one open house or tree lighting ceremony
- + Extended Hours
- + Co-op Ads
- + Themed Events
- + Common Image
- + In-store "experience" shopping
- + Open Houses
- + **Outstanding Customer Service**





# HELP BUSINESSES SELL ONLINE



## Annual Retail Trade Survey Shows Impact of Online Shopping on Retail Sales During COVID-19 Pandemic



SMALL BUSINESS STRATEGY

### E-Commerce Has Been A Lifeline For Small Businesses During The Pandemic. Where Do They Go From Here?

John Caplan Contributor @

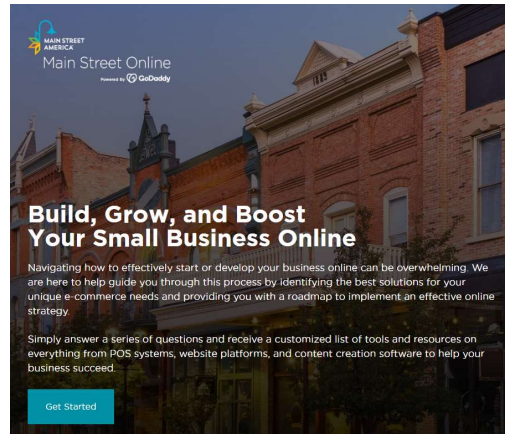
I cover building, transforming and digitizing small businesses and teams

May 3, 2021, 12:30pm EDT

April 27, 2022

Written by: Mayumi Brewster

Follow



**Main Street Online**  
powered by GoDaddy

### Build, Grow, and Boost Your Small Business Online

Navigating how to effectively start or develop your business online can be overwhelming. We are here to help guide you through this process by identifying the best solutions for your unique e-commerce needs and providing you with a roadmap to implement an effective online strategy.

Simply answer a series of questions and receive a customized list of tools and resources on everything from POS systems, website platforms, and content creation software to help your business succeed.

[Get Started](#)





# SPECIAL EVENTS CAN BE BUILT AROUND:

SOCIAL ACTIVITY – HERITAGE OR HOLIDAYS



Should highlight assets, culture, unusual features, etc.

## ...EVEN STRETCHING FOR UNIQUE EVENTS

# MULE DAY



Columbia, TN  
2022

*The Mules are Back In Town!*

### MULE SHOWS

- Mini Mania Show/Miniature Donkeys & Mules Thursday 12:00 Noon
- Log Pulling Competition Thursday 12:00 Noon
- Feed Time Race Thursday 2:00 PM
- Driving Mule Show Friday 12:00 Noon
- Gaited Mule Tennessee State Championship Friday 6:00 PM
- Pony Mule Pulling Saturday 12:00 Noon
- Mule Pulling Tennessee State Championship Saturday 2:00 PM

Guinness World Records has confirmed that Main Street Skowhegan and the Town of Skowhegan set the new world record for the most people moose calling simultaneously!

## PROMOTING DOWNTOWN HISTORY



### Heritage Celebrations

- Mill tours
- Cemetery Tours
- House Tours
- Studio Tours
- Historic Walking Tours



## SPECIAL EVENTS RESOURCE INTENSIVE

- + **Revenue Generators**
- + **Sources of Event Funding:**
  - admissions
  - activity fees
  - booth fees
  - entry fees
  - merchandise sales
  - raffles
  - sponsorships
  - donations



# SPONSORSHIPS

Find a way to meet the potential sponsor's needs

- Exposure to targeted audiences
- General visibility
- Affiliation with your group
- Mending fences
- Don't just ask for their money – ask for their time and secure volunteers

**Frankfort Main Street, Inc.**  
Sponsorship/Membership 2022 Pledge

Name: \_\_\_\_\_  
 Business: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State/Zip: \_\_\_\_\_

COMMUNITY CARES CAMPAIGN		MEMBERSHIP LEVEL	
<input type="checkbox"/> Mega Dog	\$10,000	<input type="checkbox"/> Downtown Business-1-4 FTE*	\$100
<input type="checkbox"/> Over the TOP	\$ 5,000	<input type="checkbox"/> Downtown Business- 5-9 FTE*	\$300
<input type="checkbox"/> Top Dog	\$ 2,500	<input type="checkbox"/> Downtown Business 10 + FTE*	\$500
<input type="checkbox"/> Big Dog	\$ 1,000	<input type="checkbox"/> Business – 1-4 FTE*	\$100
<input type="checkbox"/> Best of Show	\$ 500	<input type="checkbox"/> Business – 5-9 FTE*	\$200
<input type="checkbox"/> Pick of Litter	\$ 250	<input type="checkbox"/> Business 10 + FTE*	\$400
Event/Program Sponsor:		<input type="checkbox"/> Individual – Friend of Main Street	\$ 50
Name: _____		<input type="checkbox"/> Family (includes spouse/children)	\$100
Sponsor Level: _____			
Amount: \$ _____			

\*An FTE is the hours worked by one employee on a full-time basis. The concept is used to convert the hours worked by several part-time employees into the hours worked by full-time employees. On an annual basis, an FTE is considered to be 2,080 hours, which is calculated as: 8 hours per day, x 5 work days per week.

**Payment**

Payment Amount: \_\_\_\_\_  
 Payment:  Check  Cash  Credit Card

Make check payable to:  
**Frankfort Main Street, Inc.**  
 62 N Main Street  
 Frankfort, IN 46041

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Frankfort Main Street, Inc. is a 501(c)3 not-for-profit organization. All or a portion of your donation may be tax deductible, governed by the regulations of the Indiana Department of Revenue Service. Consult a tax preparation service or advisor for exact amounts allowable by law. Frankfort Main Street can provide donation documentation upon request.  
 I would like to volunteer!

# PARTNERS AND VOLUNTEERS WITH EVENTS

- Assistance in Planning
- Enhancing events with activities
- Fundraising Opportunity
- Community Involvement
- Volunteer Army



## HELP YOUR BUSINESSES TRACK THEIR BUSINESS – FROM BUSINESS PROMOTIONS AND SPECIAL EVENTS

### Total tickets

- Total dollar value
- Total transactions
- Average sale amount

### Sales compared to sales on the same day the year before

### Conversion rate (the % of shoppers who become buyers)

### Time spent shopping per store visit

## EVENT MANAGEMENT STRATEGIES FOR SPECIAL EVENTS

- Create reasons for people to come back downtown after the event – how have they been introduced to downtown
- Foster, over time, new behaviors and attitudes – with local businesses and attendees
- Use attendance numbers, testimonials, economic impact data, etc., in recruitment activities
- Create backdrop for ongoing economic development





## ARE YOU CONNECTING PEOPLE TO BUSINESSES?



Pecan Street Festival, Austin TX

Tempe Festival of the Arts



**Which layout will make your businesses happiest?**

## IMPACT MEASUREMENTS FOR EVENTS

### Measurable metrics:

- Audience reached
- New partnerships
- Volunteers engaged
- Increased sales
- Foot traffic
- Media attention
- Business exposure
- Cost + money generated into community

## ALIGN PROMOTIONS WITH OVERALL ECONOMIC STRATEGY



### + Targeting Your Customers/Consumer Group Helps:

- Ring the cash register – immediate sales
- Increase foot traffic
- Build customer base – long term – and bring them back more often
- Target more people that are “like” your current customers
- Promote positive image
- Know your target audience: downtown workers, residents, tourists, families, etc.



Questions?

**JACKIE SWIHART**

Program Officer

Main Street America

[JSwihart@savingplaces.org](mailto:JSwihart@savingplaces.org)