



Setting the Scene

Successfully marketing your downtown

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The following is a reprint from *Downtown New Jersey's* newsletter.

New Jersey's downtowns are reaping the benefits of implementing robust branding, marketing, and public relations campaigns. No matter the size of the town, promoting its unique assets spurs economic development, tourism, new business, and job growth.

Each town offers a specific set of rich assets that sets them apart from other destinations. These assets may include shopping, dining, attractions, local culture, or distinct experiences.

A downtown, like any place that delivers an experience, should have a strong brand that is consistently pulled through all marketing platforms, from advertising campaigns to wayfinding signage. Most successful branding initiatives involve community members and downtown business owners.

Here's a handy list of several of the top marketing and PR initiatives to consider:

Brand Discovery

Distinguishing a town from the rest is the first step in marketing and branding what it has to offer. Whether offerings include attractions, recreational opportunities, events, dining, shopping, arts/historic/educational experiences, tours, or entertainment venues, initiating a brand discovery process will assist with uncovering all your town's jewels. Also, consider convenience-oriented amenities including transit, major highway access, schools, overall quality of life, parking, and outdoor physical recreation such as walking, running, and biking as well as pet-friendly areas.

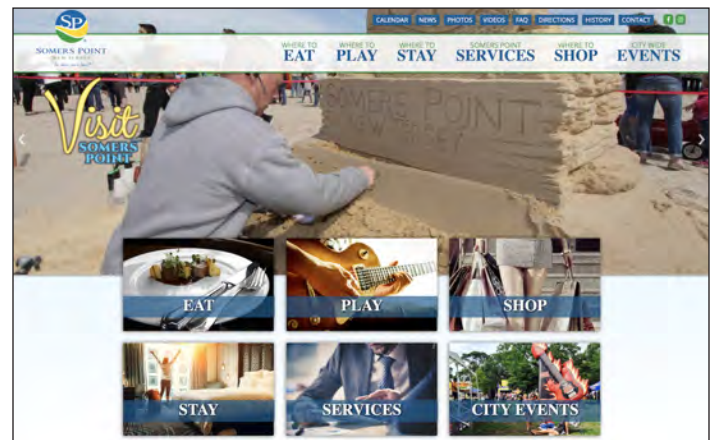
Successful branding also includes a storytelling narrative that has been properly vetted and will serve as the script across all channels, including the website, social media, newsletters, advertising, and marketing.



Logo & Tagline

Once brand discovery is complete, logo and tagline creation often are the next projects in the process. A town can be unified with a common theme that starts with a simple logo design. Keep in mind that a great logo will follow the simple KISS rule (Keep It Simple Sweetheart) and may be reflective of the town's signature asset.

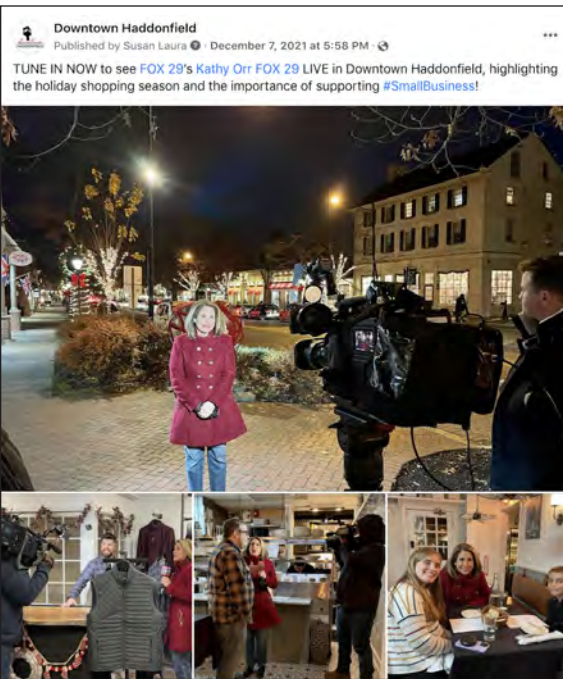
Taglines should be exclusive to a location; avoid anything generic like 'It's all here' or 'There is something for everyone.' The tagline should convey something specifically compelling about a location and spark visitor's imagination as well as pride among the local residents.



Websites

A website showcasing a town should be rich with visuals and information. Maintain a sense of cohesive and robust aesthetics throughout each page. The website design should be mobile friendly (easily view and navigate the website from a phone) and include search engine optimization and key words to describe your town's locations, activities, events, hotels, restaurants, and other highlights.

Some other popular options to consider are mobile apps, blogs, video/photo galleries, FAQs and event calendars. The website serves as a window to the world and should integrate the brand and highlight all your town's unique assets. Don't forget to add Google Analytics to track website visitors and acquire additional information.



Social Media

With billions of daily users, many people now depend on Facebook as their primary source of information every day. Instagram, Twitter, YouTube, TikTok and LinkedIn are also popular platforms used to establish an engaging social media presence. Each social media platform maintains a different tone and is used by

different demographics. To engage with your audience, customize content for each platform that will ensure maximum performance for each post. Keep in mind that after establishing a social media presence, it must be maintained and monitored daily. Video is incredibly important in developing a robust social media presence.

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★ OCT 15 ★
11AM TO 9PM!

GIRLS' DAY OUT

DOWNTOWN HADDONFIELD

A FULL DAY OF IN-STORE EVENTS PROMOTIONS & GIVEAWAYS!

Let's go to the Beach!

Jersey Shore Destinations



Vacation Planning: Escape to The Wildwoods

Planning an action-packed getaway? Just want to lie on the beach and soak in the sun? Both adventure and serenity await at The Wildwoods, NJ. And the best part? The spacious beaches and over 160 fun events and festivals are completely free.

Five miles of white-sand beaches are the perfect spot for swimming, kayaking, fishing, body surfing, or just relaxing and soaking up the summer sun. For those looking for some adventure, the beaches also serve as an ideal location for surfing, boogie boarding, power boating, jet skiing, sailing, kayaking and whale and dolphin watching. Home to numerous events throughout the summer season, our vast beaches are the perfect venue for free concerts, festivals, youth sporting events, main-

ster truck beach courses, and vintage car and motorcycle drag races.

After a day on the beach, stretch your legs on the iconic boardwalk featuring 100 rides and attractions and summertime treats, including frozen custard and saltwater taffy. Those looking to sightsee will find breathtaking views along several bike paths or tour the historic Hereford Inlet



Lighthouse and English Gardens and the George F. Boyer Museum. New events this year including the WildwoodStock Festival in May, the East Coast Music Hall of Fame Awards Gala and Concert in June, the Wildfest



Food Truck and Music Festival: British Invasion Edition in July and the Parrothead Festival in August. All summer long, Byrne Plaza hosts more than 100 events, and kids of all ages can hop on the new



Runaway Tram Coaster at Monoy's Piers for a ride full of twists and turns.

People may not know that The Wildwoods are home to the country's largest concentration of mid-century Doo-Wop architecture. The bright neon

nj Travel

Destination West Orange

A great place to visit, shop, stay, & explore

Robert D. Parisi, Mayor, West Orange

Catch the Energy in West Orange! The Watchung Mountain ridges and Manhattan skyline are backdrops for our Essex County enclave, where 48,000 people live within the 12.5 square miles that make up this historic suburb, also home to five-star golf courses, 12 beautiful public parks, an outdoor amphitheater, a dine-in multi-screen movie theater, a state-of-the-art public recreation center, a waterfront recreation complex, a zoo, and a skating arena.

Marketing & Advertising Campaigns

With clearly defined objectives, targets, and tactics, an ongoing marketing and advertising campaign will help maintain sustained public messaging. Today, online digital marketing, streaming, geofencing and Google AdWords campaigns are often combined with traditional advertising strategies, like billboards, to achieve the desired impact.

In summary, establishing your town's brand and communicating its unique story to visitors, residents, investors, and business owners will keep your town top-of-mind.

Public Relations Campaigns

Don't underestimate the power of PR. A well-strategized public relations campaign communicates key brand

messages. Ongoing press releases, promotional events and tours will keep a town top-of-mind in the media and public eye.

Using the script established during the brand discovery process, a PR campaign can be developed and launched, focusing on assets, events, and personalities. An intensive program pitching media and media immersion events are pivotal for a successful PR strategy. 📌

With offices in Somers Point & Haddonfield, NJ, Suasion Communications Group stands ready to assist New Jersey's downtowns with customized branding, public relations, digital marketing, website design and communications campaigns. Suasion is an award-winning certified Woman-Owned Small Business Enterprise (WBE/SBE), celebrating its 15th anniversary in 2022. Visit suasionmarketing.com or call 609-653-0400, ext. 103.