



Tourism Tools for Local Economic Development



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● Start Up Guide

Brand Discovery

Logo & Tagline

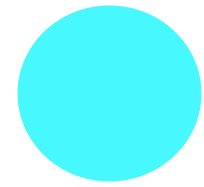
Websites & Apps

Social Media

E-Newsletters

Public Relations Campaigns

Marketing & Advertising
Campaigns



Brand Discovery

Distinguishing a town from the rest is the first step in marketing and branding.

Initiating a **brand discovery process** to pinpoint your town's jewels.

Assets may include:

- Attractions
- Recreational Opportunities
- Dining, Shopping & Downtowns
- Places to Stay
- Beverage Tourism
- Arts/Historic/Architectural/Educational Experiences
- Tours & Entertainment Venues





Brand Discovery

Promote All Assets

Convenience Amenities

- Transit
- Major highway access
- Schools
- Parks
- Overall quality of life

Successful Branding Communicates Storytelling Narrative

Communicate narrative via
omni-channel approach:
PR, Digital, Marketing, Social
E-Newsletters, Website

● Logo & Tagline

- A town can be unified under a common branding concept that is captured in its logo design.
- Keep in mind that a great logo will follow the simple **KISS rule: *Keep It Simple Sweetheart.***
- **Taglines should be exclusive**
 - Avoid generic sayings such as 'It's all here' or 'There is something for everyone.'
- Taglines should **convey something compelling about a location** and spark visitor's **imagination and pride** among the residents.



● Websites & Apps

Showcase towns with rich visuals and updated information

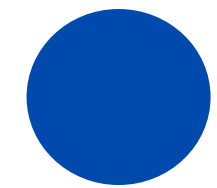
Maintain cohesive and robust aesthetics.

Website design should be mobile-friendly (easily viewed and navigated from hand-held devices).

Include search engine optimization and keywords:

- Locations
- Activities
- Events
- Hotels
- Restaurants & other highlights





Website Buzz

**The website serves as
a window to the world
and should integrate
the brand and
highlight all unique
assets**

**FAQs
Event Calendars
Blogs
Video/Photo
SEO
Galleries
Mobile Apps**

**Google Analytics
tracks website visitors &
additional information**



● **Experiential Tourism**

Portray your destination as an experience to generate well-rounded economic growth.

Highlight assets such as favorite local spots, public parks, local transit, architecture, and the character of the local community as elements of your brand identity.

Promote your brand as a multi-faceted destination offering a dynamic lifestyle that 'must be experienced'.

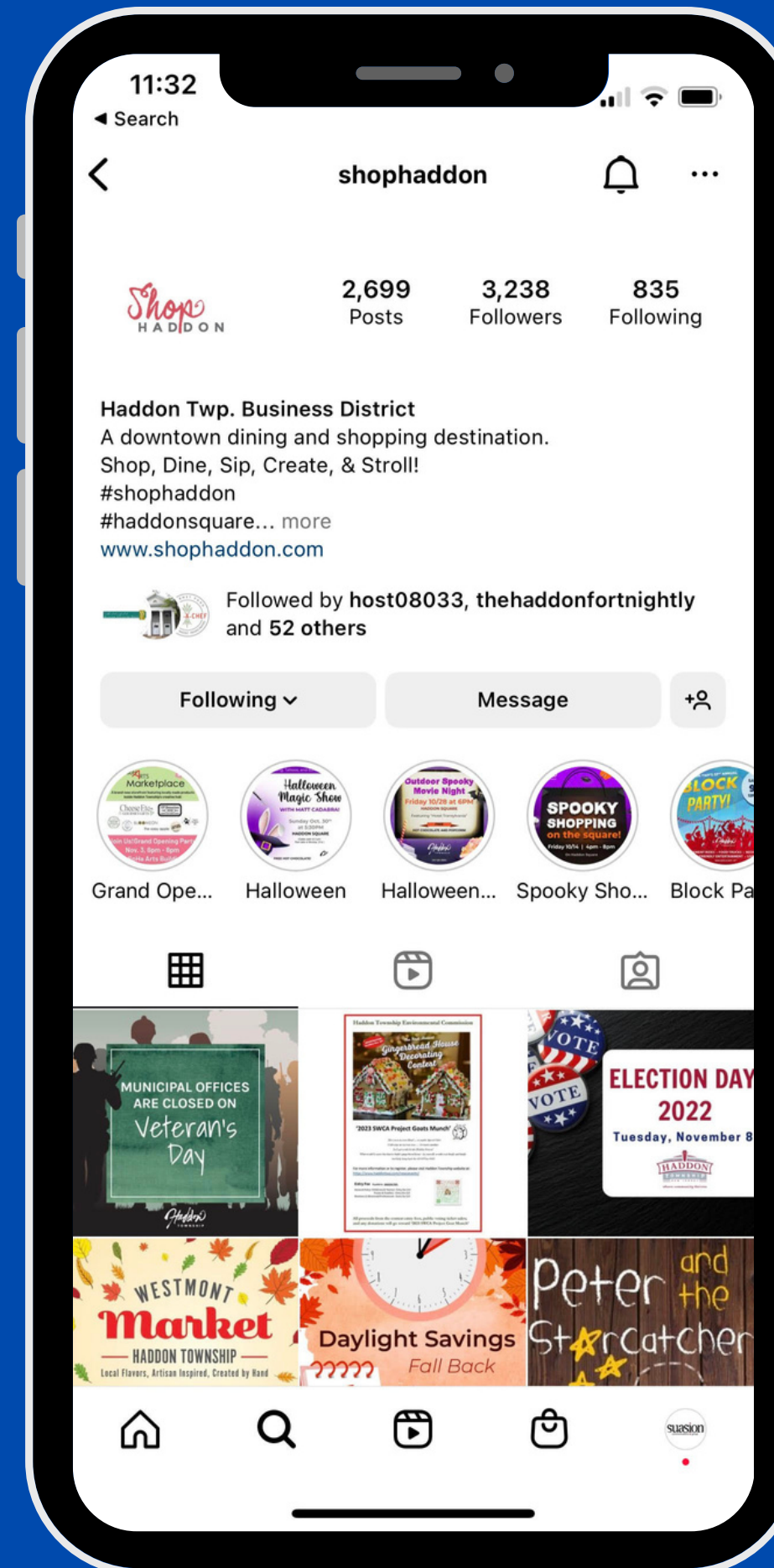
● Ideas to Keep in Mind

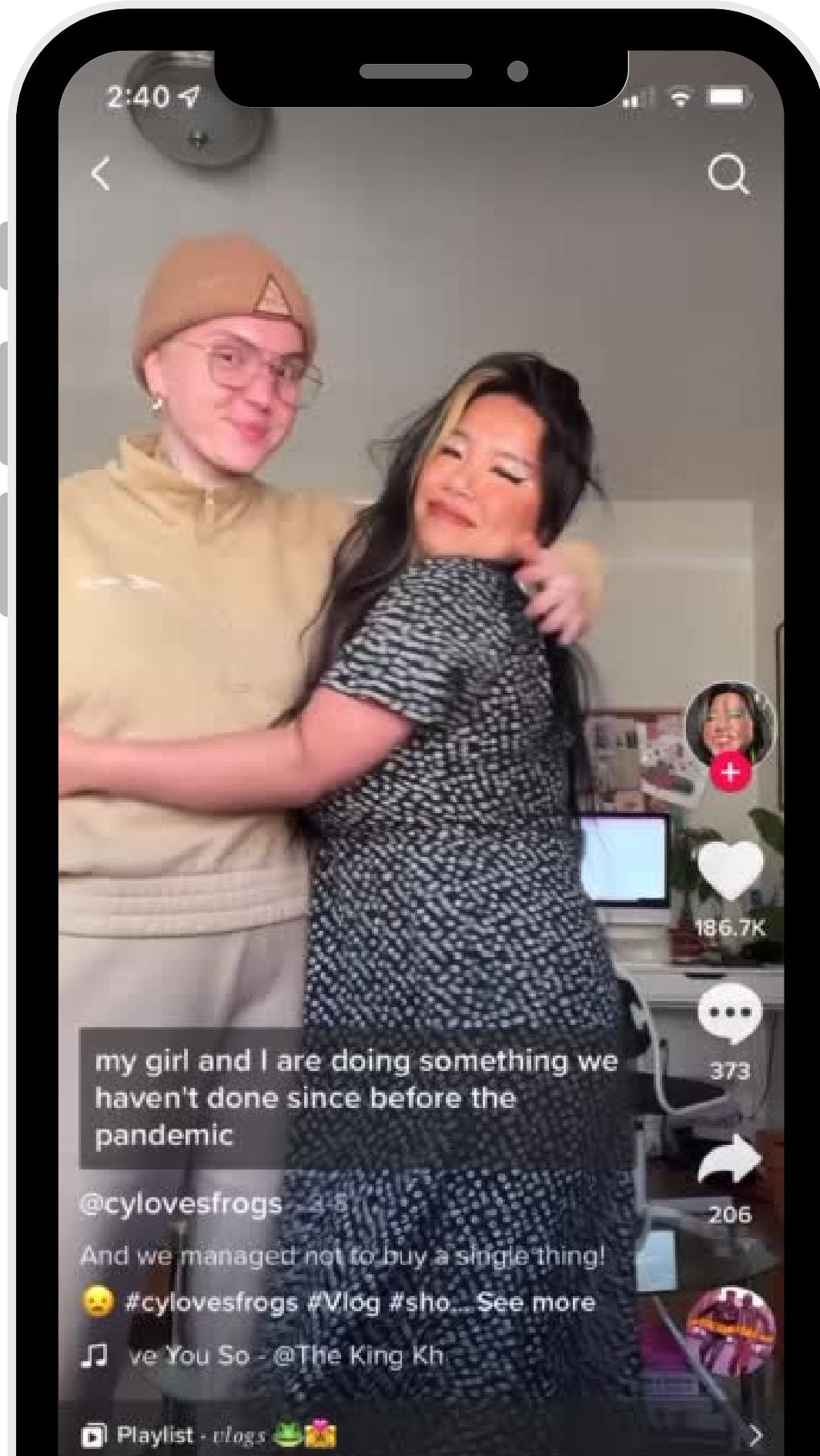
- Strong connection to neighbors and the overall well-being of the community.
- Highlight events, helpful resources for residents, current committees, and ongoing projects.
- Create a strong emphasis on town pride.
 - Consider investing in branded merchandise for purchase at community events.
- Provide opportunities for residents to become a part of the community by promoting new neighbor meet-ups, family events, and free workshops.



Social Media

- Many depend on Facebook and other social platforms as their primary source of information.
- Instagram, YouTube, TikTok, Twitter 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.



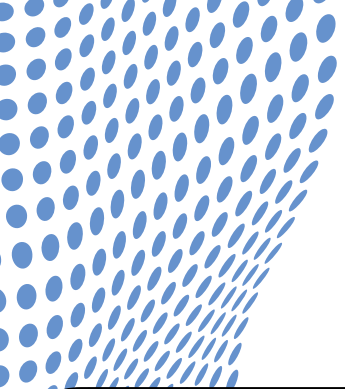


Social Media

To engage with your audience, customize content for each platform that will ensure maximum performance for each post.

After establishing a social media presence, it must be maintained and monitored daily.

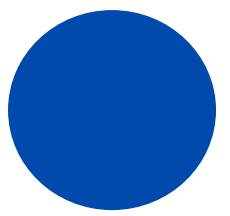
Video is essential in developing a robust social media presence.



Welcome to the November edition of the Downtown West Orange Alliance Newsletter! Our goal is to keep you up to date on Downtown happenings, information, upcoming events and more!

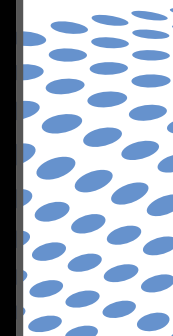
It's Daylight Savings Time!

Reminder: Daylight Saving Time ends this Sunday, November 6. Set your clocks back one hour on Saturday night – and enjoy an extra hour of sleep!



E-Newsletters

Municipal and Downtown E-Newsletters help to keep residents and visitors up-to-date on happenings, information, events and construction projects.



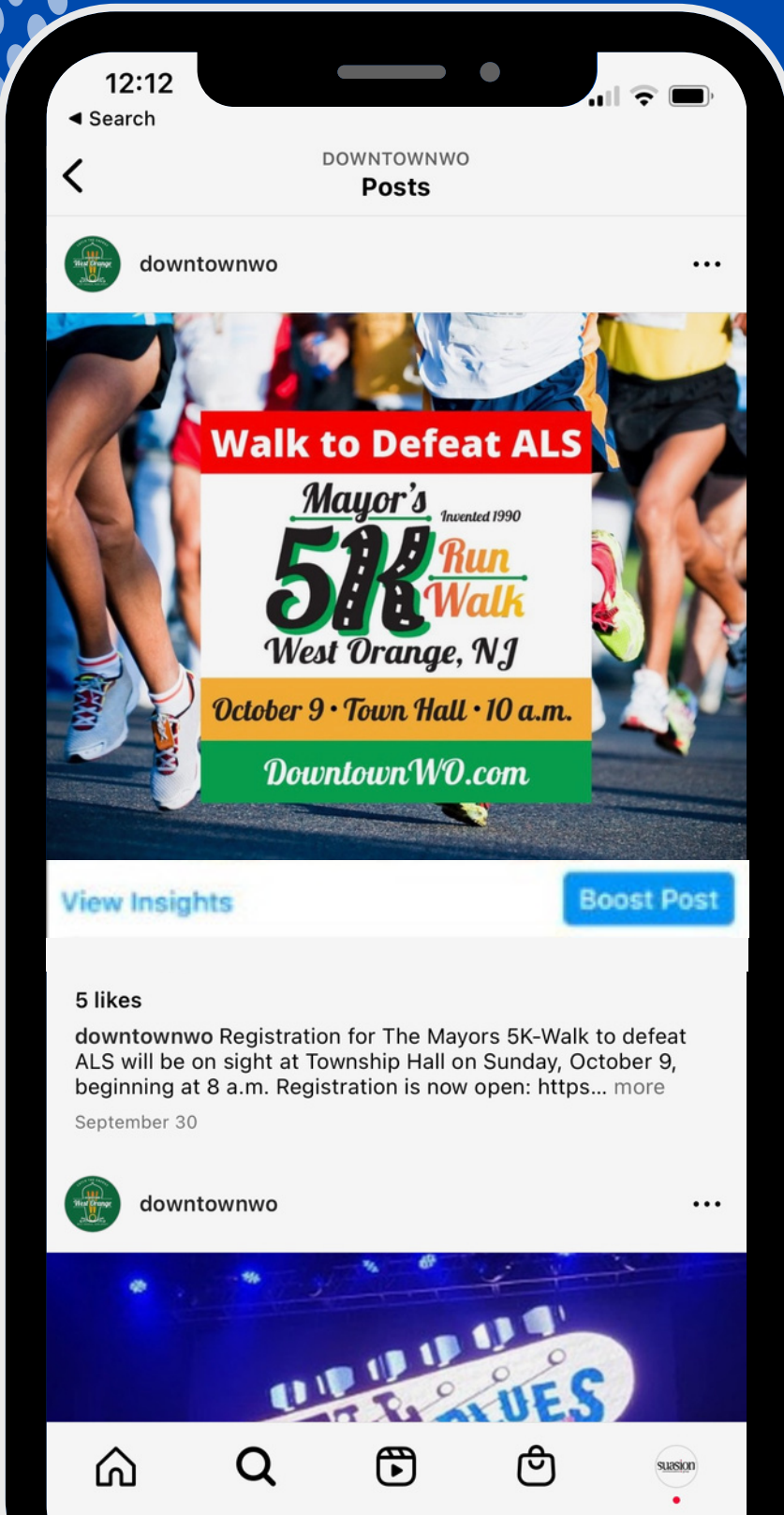
Public Relations Campaigns

Don't underestimate the power of PR

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



Marketing & Advertising Campaigns



- Clearly defined objectives, targets, and tactics will help maintain sustained messaging.
- Online digital marketing, ad streaming, geofencing and Google AdWords campaigns are often combined with traditional advertising strategies, like billboards, to achieve the desired impact.
- Establishing your town's brand and communicating its unique story to visitors, residents, investors, and business owners will keep your town top-of-mind.



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Setting the Scene

Successfully marketing your downtown

Susan Adelizzi-Schmidt, MBA, President,
Suasion Communications Group

View NJLOM Magazine Article from June 2022:

Successfully Marketing Your Downtown

