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Recovery Marketing

August 18, 2020

www.DowntownNJ.com

DOWNTOWN

NEW JERSEY

Education

- Technical Assistance
- Quarterly Newsletters
- Quarterly Round Tables
- Webinars & ZOOM Exchanges
- Annual Conference

Advocacy

- Quarterly Policy Watch
- Real Time Policy Advisories
- Legislative Testimony

Recognition

- Annual Awards
- Quarterly Member Spotlights
- Social Media Shares

www.DowntownNJ.com

Downtown New Jersey is a member-supported non-profit organization.



www.DowntownNJ.com

Save the Date!

DNJ Virtual Conference

December 3rd & 4th

Upcoming Forums:

- September 18: The Retail New Deal
- *Send us your suggestions for future forums...*
info@downtownnj.com

Past Forums:

- July 29: Reinventing Events
- June 26: Commercial District Recovery
- June 19: Re-entry for Retailers
- June 12: Digital Resources for Downtowns
- May 29: NJEDA Phase 2 Small Business Assistance Grants
- May 22: Is Your Downtown Ready to Re-Open for Business?
- May 13: Farmers Markets in the New Normal
- May 8: Getting Back to Business Safely
- April 28: Supporting Local Economies Webinar
- April 24: Downtown Budgeting Now
- April 17: What's next for the Retail Real Estate Market?
- April 4: Survival Marketing Workshop
- March 27: State & Federal Relief Programs
- March 20: Downtown Manager Exchange

Downtown Management Forum: Recovery Marketing

**Presented by:
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COVID-19 Marketing Tips for Downtowns

- Townships & Downtowns are pivoting marketing efforts.
- Make information **readily available** to public:
 - Designated website pages, newsletters, ads, social media messaging.
- Provide the **latest reminders, updates and critical information.**

COVID-19 Marketing Tips for Downtowns

Step One: Review the Impact

- Review how the pandemic has affected *all* of your stakeholders.
- Receive feedback often.
 - Pivot services, marketing and messaging to better serve them.



FIVE Types of Customers

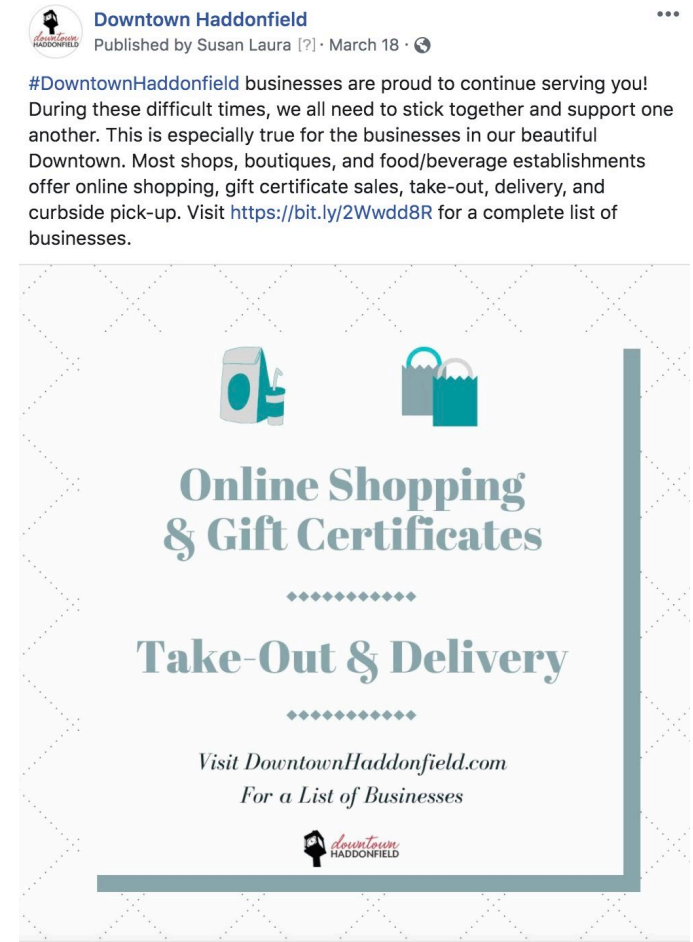
- **Worrier**: Seniors, not leaving the home, avoiding crowds
- **Individualist**: Not afraid, non-conformist, desires freedom
- **Rationalist**: Wears a mask, follows guidelines
- **Activist**: Scolds all who don't wear masks, post frequent COVID-19 facts, plays a role to 'change behavior'
- **Indifferent**: Wants normality, thinks all is fine and has been blown out of proportion

What type best describes YOUR Downtown customers?

COVID-19 Marketing Tips for Downtowns

Step Two: Assess Current Messaging

- Determine what needs to be eliminated or changed.
- Reminder: Look at what is in your promotional pipeline:
 - Scheduled ads, digital campaigns, social media, direct mail, etc.



COVID-19 Marketing Tips for Downtowns

Step Three: Determine What to Pause/Change Immediately

- Pause campaigns when content is inappropriate.
- Hold onto paused campaigns until outbreak subsides.



COVID-19 Marketing Tips for Downtowns

Step Four: Develop Current/COVID-19 Marketing & PR Campaigns

- Create new plans for communicating what's happening in your Downtown.
- Modify methods of communication.
- Clearly communicate assets to visitors, residents and stakeholders.

New Marketing Campaigns



Downtown Haddonfield

Published by Susan Adelizzi-Schmidt [?] · April 9 · 🌐

Shop Downtown Haddonfield safely online or with delivery service!

Visit: <https://downtownhaddonfield.com/events/open/>

#ShopHaddonfield #InThisTogether #CommunityLove
#SupportLocalBusiness #ShopSmall #SupportLocalSafely #Takeout
#Shopping



DOWNTOWNHADDONFIELD.COM

Haddonfield Is Open for Business During COVID-19 | Downtown Haddonfield

Haddonfield Is Open for Business During COVID-19 As our everyday lives continue to be altered during these challenging times, Haddonfield...

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New Marketing Campaigns



Downtown Haddonfield

Published by Susan Laura [?] · June 15 · 🌐

#DowntownHaddonfield welcomes you back! Our businesses and food/beverage establishments re-open for in-store shopping and outdoor dining TODAY.



Downtown Haddonfield

Published by Susan Laura [?] · May 22 · 🌐

Check out our 'Shop Haddonfield' campaign banner hanging over Kings Highway! Shop #DowntownHaddonfield safely with online, takeout, delivery, and now curbside pickup services. Visit: <https://downtownhaddonfield.com/events/open/> #ShopHaddonfield #InThisTogether #CommunityLove #SupportLocalBusiness #ShopSmall #SupportLocalSafely



Downtown Haddonfield

Published by Susan Laura [?] · May 16 · 🌐

Support #DowntownHaddonfield businesses with a special "Haddonfield Here for Good" graphic T-shirt! Available for \$20, 50% of each sale goes to the business of the buyer's choice. All proceeds benefit Haddonfield's small businesses as whole ❤️ Visit: <https://bit.ly/3fKAhrw> #SupportSmall #ShopLocal #CommunityLove #SupportLocalSafely



New Marketing Campaigns



Downtown Haddonfield

Published by Susan Laura [?] · July 28 · 🌐

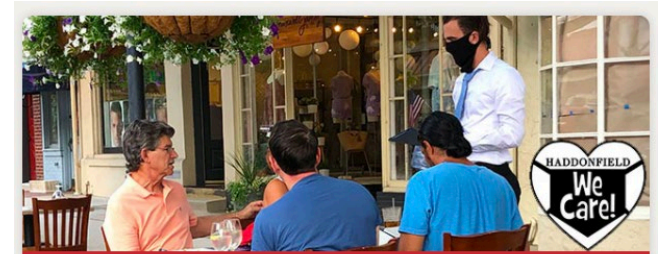
This month, [#DowntownHaddonfield](#) launched our 'Haddonfield Cares' campaign, which highlights all measures being taken to keep everyone safe while shopping and dining in our beautiful Downtown ❤️ Learn more at the link below. [#HaddonfieldCares](#) [#CommunityLove](#)



DOWNTOWNHADDONFIELD.COM

Haddonfield Cares! | Downtown Haddonfield

Downtown Haddonfield announces its new campaign, highlighting measures to keep everyone safe while shopping and dining "We...



HADDONFIELD CARES!

For the safety of our visitors and business owners, our new campaign focuses on the importance of wearing masks while in the Downtown, practicing social distancing, and frequent hand sanitizing

Read More

Creative Social Media Messaging



Creative Social Media Messaging



The day is finally here! Stop by and shop in #DowntownHaddonfield! In-store shopping is now available at participating businesses. #ShopSmall #SupportLocal



Enjoy outdoor dining at participating #DowntownHaddonfield food/beverage establishments beginning Monday, June 15! Learn more at <https://bit.ly/2AhMzrt>. #ShopLocal #SupportLocal #ShopSmall #SupportSmall #CommunityLove #SupportLocalSafely



SHOP DINE DISCOVER
**Downtown Haddonfield
Outdoor Dining Begins
Monday, June 15**

Visit DowntownHaddonfield.com For List of Participating Businesses



Our food/beverage establishments are ready to serve you! Dine outdoors in #DowntownHaddonfield at participating businesses. #OutdoorDining #AlFrescoDining #SupportLocal



Dynamic Public Relations

Business booming in Haddonfield as stores reopen after shutdown

By Jennifer Joyce | Published June 18 | Updated June 19 | Coronavirus | FOX 29 Philadelphia



Business booming in Haddonfield as stores reopen after shutdown

FOX 29's Jennifer Joyce reports.

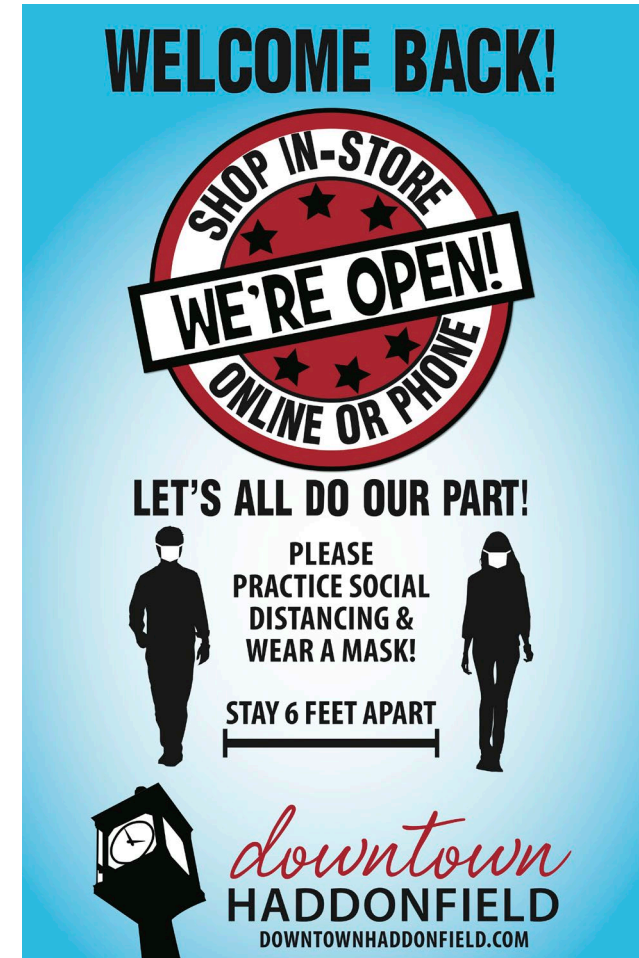
HADDONFIELD, N.J. - Businesses are reopening after a three-month-long



COVID-19 Marketing Tips for Downtowns

Step Five: Convert Your Print Messaging

- Digital, Video and Social ads are getting the most attention.
- Convert print ads to digital and use strategic marketing campaigns.
 - Google AdWords



COVID-19 Marketing Tips for Downtowns

Step Six: Interact with Downtown Customers

- Utilize Zoom and other online platforms.
- Connect with downtown customers: presentations, Downtown updates, meetings.



COVID-19 Marketing Tips for Downtowns

Step Seven: Send Regular Informative E-Mail Messages

- Utilize email marketing campaigns.
- Capture online audiences with crafted messaging.



COVID-19 Marketing Tips for Downtowns

Step Eight: Check In on Your Stakeholders

- Seek feedback on experience and improvements.
- Update individuals on status of your Downtown:
 - Precautions, messaging, protocols.

COVID-19 Marketing Tips for Downtowns

Step Nine: Go Direct with Direct Mail

- Add messaging by use of direct mail.
- Posters, fliers, postcards and other creative communication.

Marketing Your Downtown



Marketing Your Downtown

 **Downtown Haddonfield**
Published by Susan Laura [?] · July 25 · 🌐

Thank you to all who have shown support to our businesses by shopping in-store and online, buying gift certificates, taking part in virtual experience classes, or choosing outdoor dining and/or take-out or delivery from our food and beverage establishments.

💙 Partnership for Haddonfield
#CommunityLove #SupportSmallBusiness #ShopLocal #DineLocal
#SupportLocal #DowntownHaddonfield



 **Downtown Haddonfield**
Published by Susan Laura [?] · July 15 · 🌐

Beautiful day to dine al fresco in #DowntownHaddonfield ☀️
#OutdoorDining #SummerDining



 **Downtown Haddonfield**
Published by Susan Laura [?] · July 31 · 🌐

Make #DowntownHaddonfield a part of your dining plans this weekend
❤️ Takeout, delivery, and outdoor dining available at participating restaurants. #OutdoorDining #AlFrescoDining #SummerDining



ENJOY AL FRESCO DINING IN

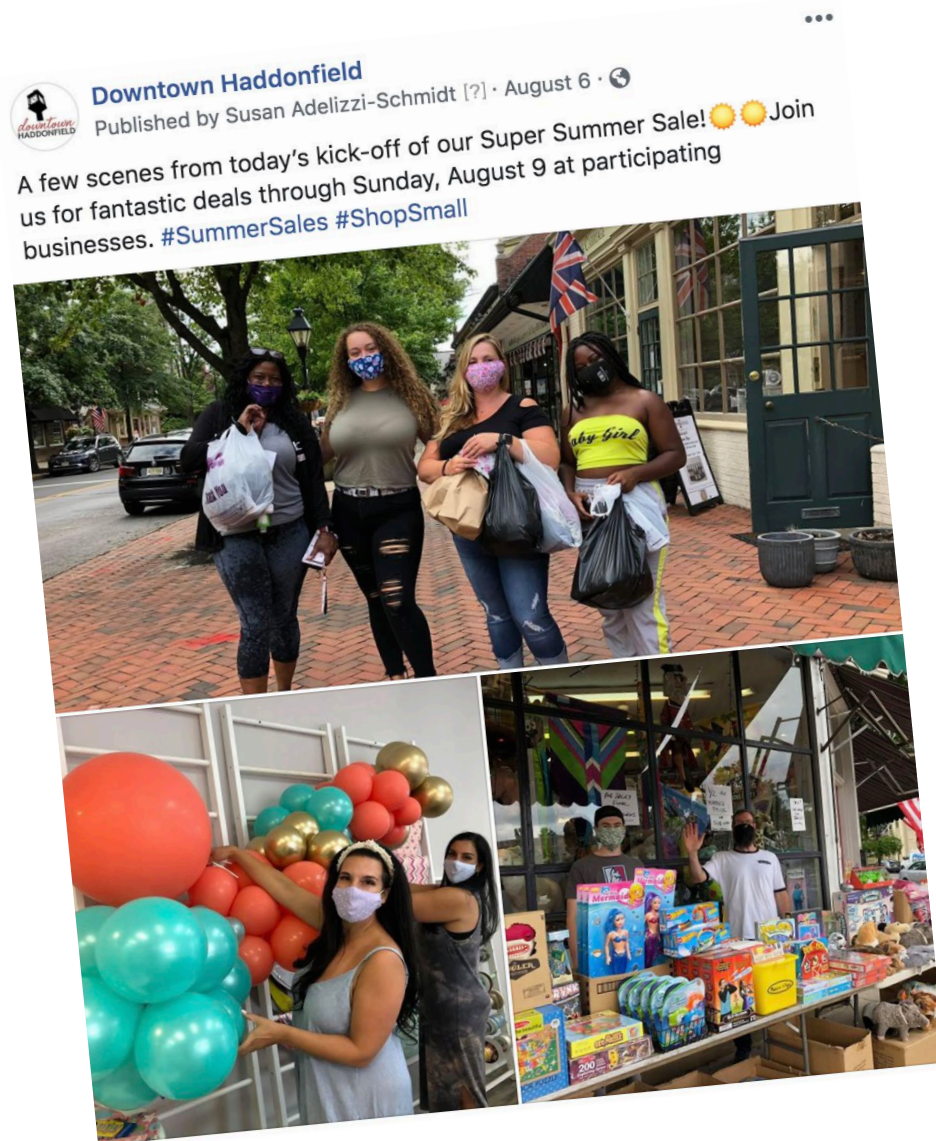
*Downtown
Haddonfield*



For a list of participating businesses, visit DowntownHaddonfield.com

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communications ■ group

Marketing Your Downtown



Connect With **Suasion**SM

communications ■ group

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QUESTIONS?





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