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# Welcome

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# Overview

Part

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Our Agency

Research

Insights

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The Campaign

Objectives

Tactics

Part

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Media Strategy

Campaign Metrics

Other Suggestions

# LooneyWright Communications

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**Different done right.**

We combine our diverse skills, backgrounds and beliefs to produce effective communications that are both strategic and creative in nature.

## MEET THE TEAM



GINGER LOONEY

ACCOUNT  
DIRECTOR



MAGGIE WRIGHT

MEDIA & ENGAGEMENT  
DIRECTOR



SAM GLASSMAN

CREATIVE DIRECTOR



JOE HENRY-PENROSE

RESEARCH &  
PLANNING DIRECTOR

## Secondary Research Findings

The highest percentage of Burlington residents are middle aged, white, women with some college education

Rural citizens are more community (family & friends) oriented than material oriented

40 percent of Burlington residents are between the ages of 25 and 65

### Top 3 Interests:

Music

Food

Travel

67% of adults under the age of 30 use Instagram as of 2019

The median household income is \$49,732

## Primary Research Findings

Residents like the idea of new amenities, but they, “want their small town to stay small”

Nervous about growth in population and their favorite places going out of business

Residents use Facebook groups and NextDoor to stay up to date on local issues

Typical news sources: Times News, ABC11, and Fox8

Most popular social network is Facebook, Instagram is growing



# YOUR CURRENT CHALLENGES

- A need for more efficient and effective ways to promote positive change.
- Facing a great deal of public pushback and resistance
- A lack of understanding of what the BDC's efforts entail.







# YOUR CURRENT OPPORTUNITIES

- It is common for organizations run by the community to facilitate involvement in small cities  
Utilizing the reach of social media to garner more
- positive support and awareness





# Meet Jenny...

Jenny is a 30-year-old stay at home mom

She is family focused, but is looking for more ways to get connected in her community.

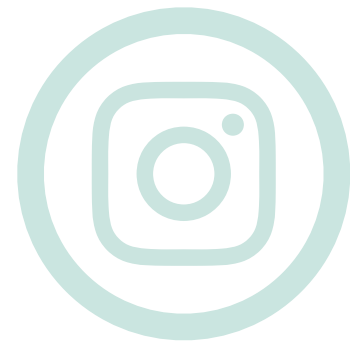
Wants to add interest to her days and serve her town, but doesn't know how



# PERSONAL MEDIA NETWORK



Facebook and NextDoor groups so she can keep up to date on her community.



Follows a variety of mommy bloggers who face similar challenges as her on Instagram



She also uses Pinterest to discover new crafts to do with her kids, or recipes



She finds new restaurants and businesses in the area but doesn't always know where to find more things to do in her free time, and would love to connect with other moms in the area.

# BRAND MANIFESTO

Your small town is your home.

You want the best for your community.

You want to see it cared for and grow into the best version of itself.

The Burlington Downtown Corporation knows that our community needs to be nurtured.

And it's time to let Burlington grow into all that it can be.

The BDC wants to emphasize community growth and innovation.

It is dedicated to bringing up your community to be a successful part of Burlington's future.

The BDC helps Burlington Bloom.



“

To plant a garden is to believe in tomorrow

”

- Audrey Hepburn

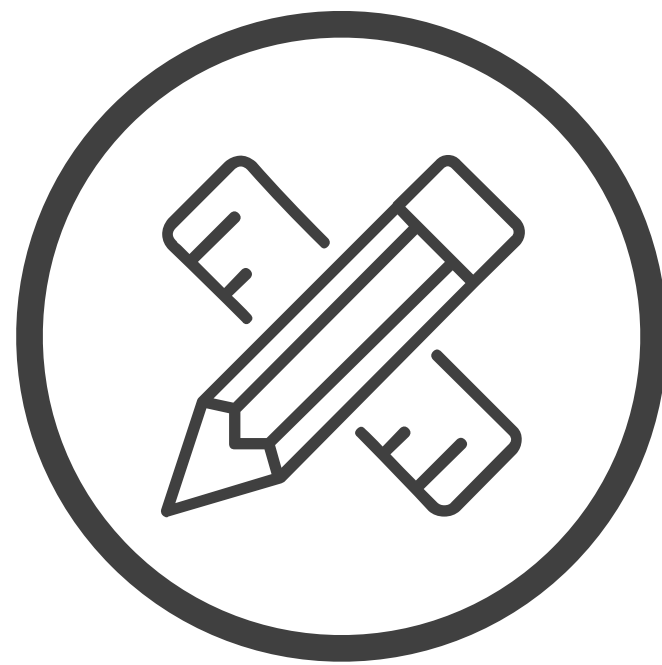
# Blooming with Burlington

# Single Most Important Idea

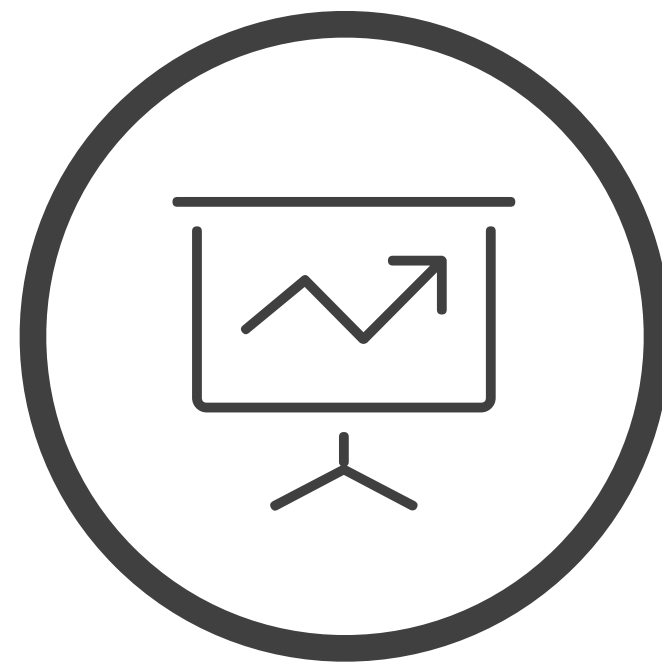
The BDC will transform the negative perception around change and gain more enthusiastic support from the Burlington community through shifting the language of rejuvenation.



## OBJECTIVES



EDUCATE THE  
COMMUNITY



EMBOLDEN LOCAL  
BUSINESSES



ENCOURAGE COMMUNITY  
ENGAGEMENT

# Educate our Community



## Highlight Rational Benefits

Provide easy access to rational benefits of the 7-in-7 plan, so that the average Burlington citizen is informed about why there are changes taking place

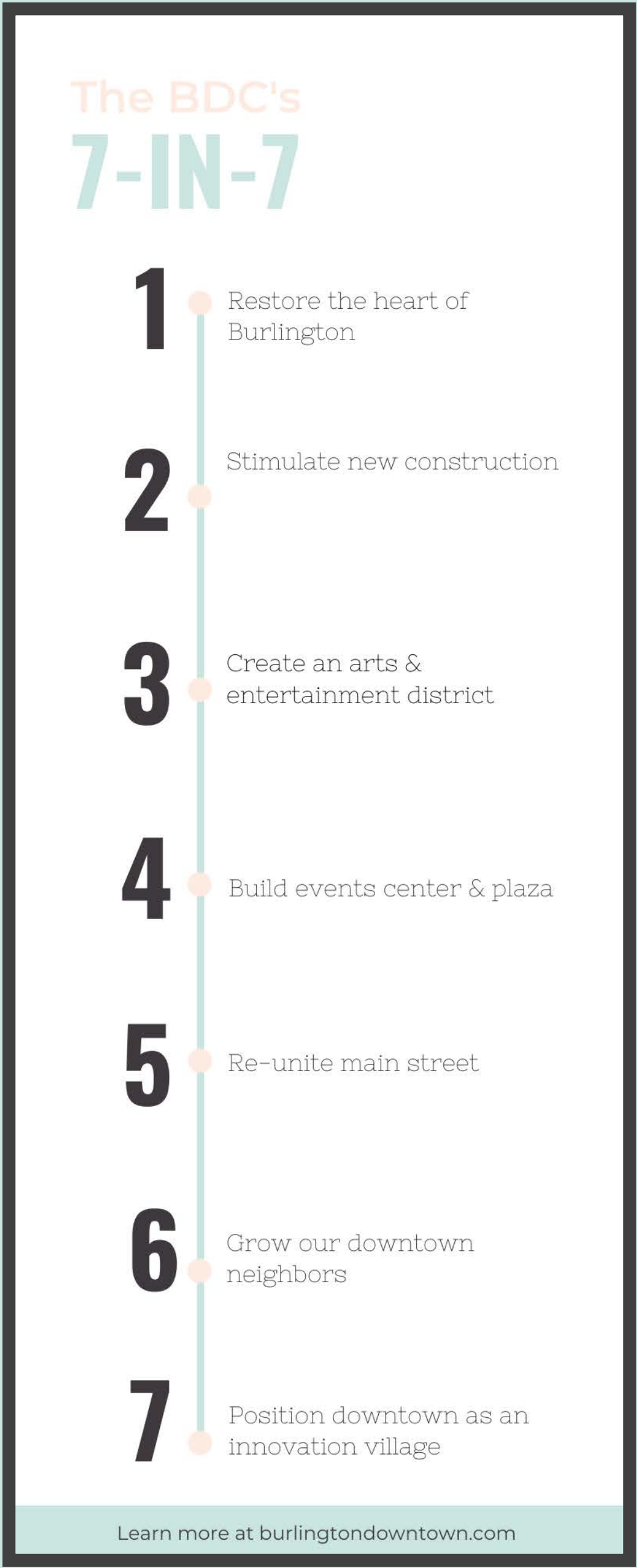


## Emphasize Emotional Benefits

Emphasize the emotional benefits of the 7-in-7 plan to show Burlington citizens why this plan will help them and support community growth

# Create & Share Infographic

This infographic will be shared on all social media and will be present on the BDC’s website, increasing transparency and understanding of both the rational and emotional effects of the 7-in-in-7 plan.







# Interactive Instagram Story

Post about one of the 7-in-7 monthly, on the 7th

Use a poll or quiz on instagram to increase engagement and generate excitement surrounding the plan.

# Informative Banners Downtown

- Replace the lamp post banners around Burlington to show the rational benefits of a healthy downtown
- For rational informational banners use statistics like "More Businesses Downtown Will Increase Available Jobs By \_\_\_\_\_%"
- For emotional informational banners say something like "A Blooming Burlington Means More Date Nights"

# Embolden Local Businesses



## Promote Small Businesses

Promote and support small entrepreneurs to show local residents that the BDC is committed to supporting local residents and the BDC's goal is help grow local business, not replace them



## Encourage Innovation

Empower local residents to try new hobbies and take advantage of resources within the downtown community to show what opportunities a vibrant downtown affords





# Business Spotlight

- Posts every other Thursday to encourage visiting businesses over the weekend

Consider a "What's Buzzing in

- Burlington" Instagram Story Takeover

Biweekly post can cover up-and-coming entrepreneurs as well







# Local Business Spotlight

“

Burlington is an incredible place to build a business. The city wants you here, the people and workforce are willing to work and create quality, crafted items, and there's always people who know how to maintain and fix industrial equipment, no matter how niche.

I'm surprised that more businesses aren't here because everything is ready to go. Plus, to get this level of space and equipment for the price we pay is astonishing. This would never happen in Raleigh, Durham or even Saxapahaw.

”

Mark Warren  
Co-Founder & Creative Director | Haand Pottery



## Show Off Business Initiatives

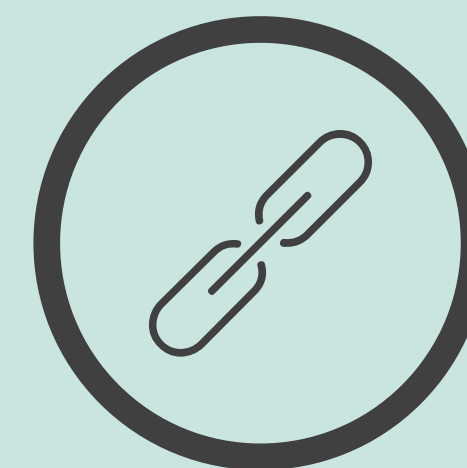
- Times-News article covering the popup shop space including information about how to apply for using the space
- Social Media post highlighting the exciting things done in the MakerSpace, including art made, people using it and equipment available in it
- Facebook Group called "Creative Seedlings" for people wanting to learn new creative skills and can meet in the MakerSpace to learn

# Encourage Community Involvement



## Inform Community on Events

Better inform residents about events and involvement opportunities that connect people with the community, which will also increase attendance and participation in downtown events



## Inspire Community Connections

Encourage families and all Burlington residents to come together for greater causes within their community, creating a more positive and welcoming environment in the downtown area





# What's Blooming in Burlington?

monthly publication of the BDC

## Bloom with Burlington

### COMMUNITY GARDEN SET TO BLOOM APRIL 4TH

Join us downtown to help set up and plant seeds for “Bloom with Burlington” our new community garden initiative to involve the entire Burlington community in a celebration of togetherness, growth, and prosperity. Bring your family and friends to plant your seeds. Burlington can’t bloom without YOU.

Calendar of Upcoming Events						
April 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

## Community Member Spotlight

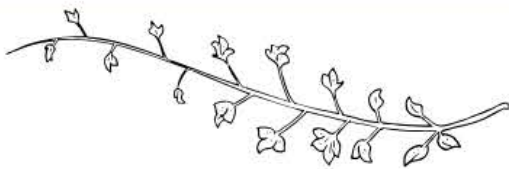
### HIGHLIGHTING THE ROOTS OF OUR COMMUNITY

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image of person here

### Message from the BDC:

LOREM IPSUM DOLOR SIT  
AMET, CONSECTETUR  
ADIPISCING ELIT, SED DO  
EIUSMOD TEMPOR  
INCIDIDUNT UT



# "What's Blooming in Burlington?" Newsletter

- Monthly newsletter with information about what is happening in downtown Burlington
- We will establish a template including: tone of voice, things to include and visuals
- Calendar of upcoming events. This will provide greater transparency for the events happening in the community

## COMMUNITY ROOTS: MEET ED



*"Gardening is one of my many hobbies. Burlington has many resources and wonderful people to help me foster it."*

ED DALTON

# Social Media Spotlight

- Increased focus on highlighting community members on the BDC social media pages.

## Monthly spotlight

- Gives residents a chance to connect and
- collaborate.



# Community Garden

- Increased focus on highlighting community members on the BDC social media page with monthly spotlights
- Website popup
- Gives residents a chance to connect and collaborate.



## BLOOM WITH BURLINGTON

Community Garden



Set to bloom **APRIL 4TH**

Join us downtown to help set up and plant seeds for “Bloom with Burlington” our new community garden. Bring your family and friends to plant your seeds because Burlington can’t bloom without YOU.

sign up for a plot

Let's Grow



Together.

Swipe Up to Learn More

“  
To plant a  
garden is to  
believe in  
tomorrow



- AUDREY HEPBURN





# Promotional Seed Packets

- Handed out in local businesses and the community garden
- Builds rapport with locals
- Can be used in Downtown's Blooming Boxes, at home, or in the community garden!





# Media Plan

Use stories and posts consistently to create a more personal connection with the community

Use Facebook as  
informational platform and  
Instagram as personable  
platform

The key is to create routine without making posts mundane

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Monthly Newsletter Release Post	Post spotlight citizen	Burlington Buds Story	New business/entrepreneur spotlight post		Story showing off local business	
Post upcoming Events		Informative 7-in-7 Post  Interactive Story (i.e. poll/question)		Post highlighting a local business		Post highlighting garden
Post upcoming Events	Post spotlight citizen	Burlington Buds Story	New business/entrepreneur spotlight post		Story showing off local business	
Next Month Calendar post		Informative 7-in-7 Post  Interactive Story (i.e. poll/question)		Post highlighting a local business		Post highlighting garden

Key: Instagram Facebook



# In-Campaign Metrics

## AWARENESS

Surveyed Burlington residents are aware of the BDC's 7-in-7 plan



## SUPPORT

Local businesses are supporting and evangelizing change



## ENGAGEMENT

Increase in the BDC's social media presence



## ATTENDANCE

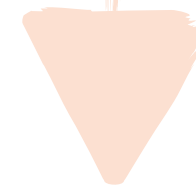
Boost in attendance at downtown Burlington events



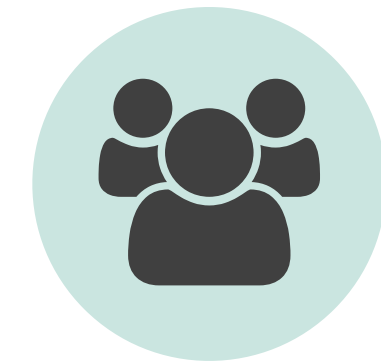


### AFFINITY

Increase in the BDC's social media  
presence



# POST-CAMPAIGN TRACKING



### AWARENESS

Boost in attendance at downtown  
Burlington events

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# Thank You

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