



Shop Here On Purpose Denton

Communication and Social Media Marketing Plan for the
Shop Here On Purpose (SHOP) Denton program, including Small
Business Saturday and National Small Business Week

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Executive Summary

Introduction

The Shop Here On Purpose (SHOP) Denton program was a collaboration between the Economic Development and Public Communication departments in 2009 as a way to educate City employees on the importance of shopping where they work and/or live. The significance of the connection between sales tax collection and city services was too big to ignore, and staff expanded the program to include the community. Dividing the community into two specific groups to help focus the message of shopping locally, both consumer and business messages were formed. In the second year of the SHOP Denton program, we found that small businesses truly benefited from the shop local campaign and that further assistance was needed. The program was handed over to Economic Development in 2012, where staff has coordinated local small businesses in participating in the American Express Shop Small Saturday annual event. In 2017, staff coordinated participation in the SBA National Small Business Week by selecting seven small businesses to profile and hosting a small business full-day educational workshop. To continue growing the SHOP program and to align it with the Economic Development Strategic Plan, a communications and social media plan is needed. The first year's plan will include August and September of FY 16/17.

This marketing plan is an Action Step in support of Goal Two (entrepreneurship) of Economic Development's departmental Strategic Plan for May 2017 - Sept. 2018

Goals

The goal is to make a direct connection between the SHOP Denton program and increased sales tax collection, which supports the City's ability to provide services for our growing community.

Objective

The five overarching objectives are:

- Educate the community and small businesses about why shopping local is essential to a robust community.
- Provide small businesses with tools to help them succeed through special events, educational programming, and social media.
- Increase participation in the SHOP Denton program, participation in other events, and attendance at educational programming.
- Become a trusted resource for small businesses in all areas of Denton and cultivate relationships with small businesses.

- Encourage more people to SHOP Denton to increase sale tax collection which enhances the City's ability to provide services.

FY 17/18 Milestones

To gauge the success of the communication and social media plan, the following milestones will be met:

- Identify a baseline of participation and interaction of the SHOP Denton program with small businesses and the community on social media and/or special events.
- Increase of 10 percent in participation by small businesses in events and educational programs from the established baseline.
- Increase of 20 percent in "Likes" on Facebook from the established baseline.
- Increase of 10 percent in "followers" on Instagram from the established baseline.
- Creation of a SHOP program participant list that focuses on businesses located outside of the DTIP area.
- Update existing SHOP program webpage and materials, and creation of new materials, including video.

The internal Customer Relationship Manager (CRM), social media analytics, and event attendance will be used to track the program's progress.

Plan Detail

This first year's communication and social media plan will include August and September of FY 16/17 and will continue with the new fiscal year. The first quarter, referred to as fourth quarter (Aug. and Sep.), will be the most intense, as it sets up and initiates the plan for the new fiscal year.

Fourth Quarter (Aug. and Sep.)

This first year's plan will include August, and September of FY 16/17.

Objectives

1. Have a communication and social media plan that aligns with Economic Development's Strategic Plan for FY 17/18. (Aug.)
2. Have effective tools in place that automate and/or streamline the social media processes. (Aug.)
3. Have updated marketing materials and webpage. (Sep.)
4. Have a drafted plan for Shop Small Saturday 2017. (Sep.)
5. Have video/mini-videos that illustrate SHOP Denton to use in social media, DTV, and outside media markets. (Sep.)
6. Have a budget for marketing (social media, events, promotional items, digital marketing events). (Sep.)

Strategies

1. Write a draft communication and social media plan that follows the established Social Media Guidelines and rules. Provide draft for review and discussion with Director.
2. Contact DTV to discuss ideas and make a plan for creating video(s) to promote SHOP Denton.
3. Review current printed marketing materials and webpage to determine if they are relevant, effective, and a good use of resources.
4. Review and select effective applications and tools that streamline posting, collection of content, and provide analytics.
5. Review the American Express marketing materials for the 2017 Shop Small Saturday event. Outline a draft plan that includes selecting a campaign, a timeline of events, budget, and a prospective team for the event.
6. Draft a subject focus schedule (content calendar) of regular posts/shares/content to increase brand awareness.

7. New app will assist with this strategy.
8. Finalize and implement the communication and social media plan.

Tracking Progress

- Have in-hand an approved communication and social media plan for the SHOP Denton program.
- Use CRM to track new participants in the SHOP Denton Program and events.
- Review and track social media analytics using dashboard application with reporting option.
- Provide quarterly updates to Economic Development Director.

First Quarter (Oct., Nov., and Dec.)

Objectives

1. Complete any outstanding Fourth Quarter FY 16/17 goals. (Oct.)
2. Begin using new tools to automate and/or streamline posts in social media and collecting analytics. (Oct.)
3. Finalize drafted plan for Shop Small Saturday 2017 and execute plan. (Oct.-Nov.)

Strategies

1. Complete any of the previous quarter's goals. Seek assistance as needed.
2. Using new social media tools, plan and post content following the subject focus schedule for the quarter.
3. Execute the American Express 2017 Shop Small Saturday event plan.
4. Track all activity for the Shop Small Saturday event.

Tracking Progress

- Use CRM to track new participants in the SHOP Denton Program and Shop Small Event.
- Review and track social media analytics using dashboard application with reporting option.
- Provide quarterly report to Economic Development Director.

Second Quarter (Jan., Feb., and Mar.)

Objectives

1. Complete any outstanding First Quarter FY 17/18 goals. (Jan.)
2. Review and adjust use of tools selected to automate and/or streamline posts in social media and collecting analytics. (Feb.)
3. Have a plan for TCB in Lil'd Small Business Workshop that includes selecting presenters, a timeline of events, budget, a prospective team for the event, and how to attract attendees. (Mar.)
4. Provide an 8 month activity report for Economic Development Director to assist with the budget process. (Mar.)

Strategies

1. Complete any of the previous quarter's goals. Seek assistance as needed.
2. Review and adjust use of tools selected to automate and/or streamline posts in social media and collecting analytics.
3. Outline a draft plan for TCB in Lil'd Small Business Workshop that includes selecting presenters, a timeline of events, budget, a prospective team for the event, and how to attract attendees. Review with Director.
4. Finalize TCB in Lil'd Small Business Workshop plan. Begin early tasks to meet plan goals.
5. Using new social media tools, plan and post content following the subject focus schedule for the quarter.
6. Provide an 8 month activity report to Economic Development Director highlighting the goals and milestones reached.

Tracking Progress

- Use CRM to track new participants in the SHOP Denton Program and Shop Small Event.
- Review and track social media analytics using dashboard application with reporting option.
- Provide quarterly report to Economic Development Director.

Third Quarter (Apr., May, and Jun.)

Objectives

1. Complete any outstanding Second Quarter FY 17/18 goals. (Apr.)
2. Execute the TCB in Lil'd Small Business Workshop event plan. (Apr. - May)

Strategies

1. Complete any of the previous quarter's goals. Seek assistance as needed.
2. Hold the TCB in Lil'd Small Business Workshop event as planned.
3. Track all activity for the TCB in Lil'd Small Business Workshop event. Provide update to Director.
4. Using new social media tools, plan and post content following the subject focus schedule for the quarter.

Tracking Progress

- Use CRM to track new participants in the TCB in Lil'd Small Business Workshop Event.
- Review and track social media analytics using dashboard application with reporting option.

Fourth Quarter (Jul., Aug, and Sep.)

Objectives

1. Complete any outstanding Third Quarter FY 17/18 goals. (Jul.)
2. Have a communication and social media plan that aligns with Economic Development's Strategic Plan for FY 18/19. (Sep.)
3. Have a drafted plan for Shop Small Saturday 2018. (Sep.)

Strategies

1. Update the FY 17/18 SHOP Denton communication and social media plan.
2. Using new social media tools, plan and post content following the subject focus schedule for the quarter.
3. Provide quarterly report to Economic Development Director.

Tracking Progress

- Use CRM to track new participants in the TCB in Lil'd Small Business Workshop Event.
- Review and track social media analytics using dashboard application with reporting option.

Appendix

Subject-Focused Scheduling

This schedule will assist in social media content management for the first year of the SHOP Denton Communication and Social Media Marketing plan. It is not exact, but is to be used as a guide to take the guesswork out of what subject to post about and when.

Subject Focus Schedule for FY 17/18

September

- Theme: Work/Life Balance
- Save the Date - Shop Small Saturday 2017

October

- Theme: Autumn Activities
- Plan ahead for Shop Small Saturday 2017
- Retail busy time of the year
- How do non-retail businesses compete

November

- Theme: Giving Thanks
- Happening now - Shop Small Saturday 2017
- Holiday shopping in high-gear
- How do non-retail businesses compete

December

- Theme: Winter holidays
- Holiday shopping in high-gear
- How do non-retail businesses compete

January

- Theme: Health
- New year, fresh start
- After-holiday crash

February

- Theme: Getting Organized
- Love is in the air

March

- Theme: Get ready for Spring
- Save the Date - TCB in Lil' d
- Tax deadline approaching

April

- Theme: Spring
- Happening now - TCB in Lil'd
- Making plans for summer

May

- Theme: Physical Fitness
- Surviving Summer and Student exodus

June

- Theme: Outdoors fun
- Planning for back to school

July

- Theme: 4th of July
- Surviving the heat

August

- Theme: Back to school
- The students return

September

- Theme: Work/life balance
- Save the Date - Shop Small Saturday 2018