

# Small Town Marketing Strategy

Monday, August 28, 2023 10:14 AM

## New Store

Marketing Initiative	Dates of the Initiative	Goal of the Initiative	Steps of the Initiative	Department Responsible for Each Step Of the Initiative
Grand Opening	2-4 Weeks after Opening	To generate excitement in the community for the opening.	<ol style="list-style-type: none"> <li>1. Schedule a date &amp; time for the event</li> <li>2. Plan and Coordinate with Chamber of Commerce</li> <li>3. Plan &amp; Order Event Giveaways/Promotions</li> <li>4. Set up Advertising for the Event</li> <li>5. Contact Local Media for the Event</li> <li>6. Set Up &amp; Execution of the Event</li> </ol>	<ol style="list-style-type: none"> <li>1. Marketing will work with Ops on selecting date</li> <li>2. Local Area Coach can handle relationships with the chamber pending Marketings Approval on Expense</li> <li>3. Marketing will handle event giveaways and promotions</li> <li>4. Marketing will handle advertising for the event</li> <li>5. Marketing will handle local media for the event</li> <li>6. The event will be handled majority by Ops will marketing assist</li> </ol>
Advertising Signage	Day of Opening	To raise awareness that the store is open for business.	<ol style="list-style-type: none"> <li>1. Order/Send Advertising Flags/Banners OR order a balloon to be sent to store</li> <li>2. Get permit for signage</li> <li>3. Install at store</li> </ol>	<ol style="list-style-type: none"> <li>1. Marketing will handle getting this scheduled/ordered</li> <li>2. Marketing will handle city permitting with Ops assist if needed.</li> <li>3. Ops is responsible for installing banners/flags &amp; taking them down on permit date</li> </ol>

## Struggling Store -New Competition/No Apparent Reason

Marketing Initiative	Dates of the Initiative	Goal of the Initiative	Steps of the Initiative	Department Responsible for Each Step of the Initiative
Local Sponsorships	As needed	To generate a positive brand image in the community.	<ol style="list-style-type: none"> <li>1. Reach out to local organizations</li> <li>2. Maintain any sponsorships held by the company</li> </ol>	<ol style="list-style-type: none"> <li>1. Marketing will reach out to the local organization and maintain sponsorships</li> <li>2. Ops maybe asked to participate in a sponsorship to help grow the brand image.</li> </ol>
Guest Appreciation Event	4-6 weeks after competition opens/ 4-6 weeks of declining sales with no apparent reason	To show the reengage the community & remind them of your presence.	<ol style="list-style-type: none"> <li>1. Schedule a date &amp; time for the event</li> <li>2. Plan &amp; Order Event Giveaways/Promotions</li> <li>3. Set up Advertising for the Event</li> <li>4. Contact Local Media for the Event</li> <li>5. Set Up &amp; Execution of the Event</li> </ol>	<ol style="list-style-type: none"> <li>1. Marketing will work with Ops</li> <li>2. Marketing will handle event giveaways &amp; promotions</li> <li>3. Marketing will handle advertising for the event</li> <li>4. Marketing will handle local media for the event</li> <li>5. The event will be handled majority by Ops will marketing assist</li> </ol>
Advertising Signage	As needed	To reengage customers to the store front.	<ol style="list-style-type: none"> <li>1. Order/Send Advertising Flags/Banners OR order a balloon to be sent to store</li> <li>2. Get permit for signage</li> <li>3. Install at store</li> </ol>	<ol style="list-style-type: none"> <li>1. Marketing will handle getting this scheduled/ordered</li> <li>2. Marketing will handle city permitting with Ops assist if needed.</li> <li>3. Ops is responsible for installing banners/flags &amp; taking them down on permit date</li> </ol>
Food Drops	As needed	To raise brand awareness and community image.	<ol style="list-style-type: none"> <li>1. Define locations for food drops</li> <li>2. Food drops are delivered to</li> </ol>	<ol style="list-style-type: none"> <li>1. Marketing will define drop locations</li> <li>2. Ops will handle delivering food</li> </ol>

those locations

drops.

### Struggling Store - Post OPS Improvement Plan

Marketing Initiative	Dates of the Initiative	Goal of the Initiative	Steps of the Initiative	Department Responsible for Each Step of the Initiative
Social Media Awareness Ad	As needed	To	1. Set budget, time frame and creative 2. Work with corporate to create an ad 3. Execute the Ad	1. Marketing will handle social media ad
Local Sponsorships	As needed	To generate a positive brand image in the community.	1. Reach out to local organizations 2. Maintain any sponsorships held by the company	1. Marketing will reach out to the local organization and maintain sponsorships 2. Ops maybe asked to participate in a sponsorship to help grow the brand image.
Food Drops	As needed	To raise brand awareness and community image.	1. Define locations for food drops 2. Food drops are delivered to those locations	1. Marketing will define drop locations 2. Ops will handle delivering food drops.
Advertising Signage	As needed	To reengage customers to the store front.	1. Order/Send Advertising Flags/Banners OR order a balloon to be sent to store 2. Get permit for signage 3. Install at store	1. Marketing will handle getting this scheduled/ordered 2. Marketing will handle city permitting with Ops assist if needed. 3. Ops is responsible for installing banners/flags & taking them down on permit date