

# **The Main Street Principles of Promotion**

## **General Overview**

T H R I V E

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*in* **NORTH  
CAROLINA**

N.C. Department of Commerce, Urban Development Division

Elizabeth H. Parham, CMSM Director

# Promotion Philosophy

**Promotion** takes many forms, but the goal is **to create a positive image** that will **rekindle community pride** and **improve consumer and investor confidence** in your commercial district.

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<http://www.preservationnation.org/main-street/about-main-street/the-approach>

# Promotion Philosophy

**Promotion** communicates your commercial district's **unique characteristics, business establishments and activities** to shoppers, investors, potential business and property owners and visitors.

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<http://www.preservationnation.org/main-street/about-main-street/the-approach>

# Promotion

- Promotion is communicating to the public in an attempt to **influence the purchase** or buying your products and/or services.
- The word promotion is also used specifically to refer to a particular activity that is intended to **promote the business, product or service**.

# Promotion

- Promotion is a **broader, all inclusive term** than marketing or advertising.
- Advertising is just one specific action you could take to promote your product or service.
- Promotion includes **all the ways** available to make a product and/or service known with the goal of increased revenues or positive economic impact.

# We Promote an Image with our Actions and our Inactions

This



Charlottesville, VA

Not THIS



# We Promote an Image with the Choices that we Make



Welcome Image



Not So Welcome Image

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# Three Keys to Promotion

- Authentic
- Creative
- Market Driven



Sundial Project in Burnsville,  
N.C.

# Promotion

3 Basic Areas of Focus:

- Image Building Campaigns
- Retail Promotion
- Special Event Development



# Image Building Campaigns

- **Create the Brand**
  - Colors
  - Graphics, Slogans & Taglines
  - Wayfinding, etc.
- **Communicate the Brand**
  - Advertising
  - Collateral Materials
  - Media Kits
  - Image Building Events



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# Develop the Brand



RealDowntown.



Downtown Revitalization Corporation



Marion  
North Carolina



The Town of  
Davidson

College Town. Lake Town. Your Town.



DOWNTOWN  
Statesville  
IT COMES TOGETHER DOWNTOWN



75 Shops, 15 Restaurants...  
One Special Place!

# Develop the Brand



Badin, N.C.

# Communicate the Brand

- **Develop Image Advertising**
  - Use traditional and nontraditional means of advertising to get the message out.
- **Create Collateral Materials**
  - Repeat the logo/graphics on printed materials and public signs



Who Couldn't Use  
a Snow Day?

**Downtown Waynesville**

Shops ~ Galleries ~ Restaurants  
[downtownwaynesville.com](http://downtownwaynesville.com)

**Kids Ski FREE ~ Kids Stay FREE  
Kids Play FREE!**

*Visit [kidsskifree.com](http://kidsskifree.com) for more information*

Funded in part by Haywood Co. TDA  
[visitNCsmokies.com](http://visitNCsmokies.com) | 800.334.9036

Photo by Ed Kelley | [theridgerunner.com](http://theridgerunner.com)

# Communicate the Brand

- **Produce Media Kits**
  - Promote your success to the media through press releases, interviews, etc.
- **Plan Image Building Events**
  - Develop Public Displays and Special Events to reinforce your message.



# Communicate the Brand



© Joe Lawniczak

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Window murals that promote opportunity

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# Communicate the Brand



West Jefferson, N.C. cows promote the cheese production.

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# Retail Promotion



- Getting Customers in the Doors and Encouraging the Cash Registers to Ring
  - Joint Advertising Campaigns
    - Traditional Forms and Web Based Advertising
  - Sidewalk Sales and Shopping Campaigns
  - Marketing and Education about the depth of the goods and services that are available.

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# Successful Retail Promotions

- Planned with merchants in mind (and hopefully participating in the planning)
- Retail events avoid discounting in favor of unique downtown features such as:
  - Convenience
  - Service
  - Variety
  - Familiarity
  - Exclusiveness



# Cooperative Promotion

DOWNTOWN WAKE FOREST

## dining



WAKE FOREST  
downtown

satisfy your appetite

The image shows two iced coffee drinks with whipped cream on a black metal table. In the background, there is a chalkboard menu with items like 'ICE COLD REFRESHING Smoothies CREAMZ' and a potted plant.

DOWNTOWN WAKE FOREST

## shopping



WAKE FOREST  
downtown

find unique treasures

The image shows a colorful garden sculpture with a sun-like face and a patterned body, standing in front of a yellow bench. There are green plants and a small yellow flower sculpture in the foreground.

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# Cooperative Promotion

Additional Examples of Cooperative Promotion:

- Art Crawls
- Destination Downtown Activities

**IT'S HAPPENING DOWNTOWN DOWNTOWN MOORESVILLE**

## BEING A DOWNTOWNIE HAS ITS PRIVILEGES.

**IT'S HAPPENING DOWNTOWN DOWNTOWNIE LIVE IT LOVE IT**

The official seal of anyone who LOVES Downtown.

Every time you dine, shop, drink, play or do business Downtown, ask for a sticker to place in this Downtown Passport. When you get to 20 stickers, we'll send you a permanent **Downtownie Card!** Your Downtownie Card entitles you to special discounts, gifts and treats from participating merchants, every time you enjoy Downtown Mooresville. And, you know, there's always something happening Downtown!

**VISIT DOWNTOWNMOORESVILLE.COM**

1 | 2 | 3 | 4 | 5 | 6

**IT'S HAPPENING DOWNTOWN DOWNTOWN MOORESVILLE**

Enjoy Food & Drink, Shopping, Services and Events Downtown!

### MAKE ME A DOWNTOWNIE!

I've got 20 stickers and a desire to hit Downtown like I own the place! Send me my Downtownie Card!

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

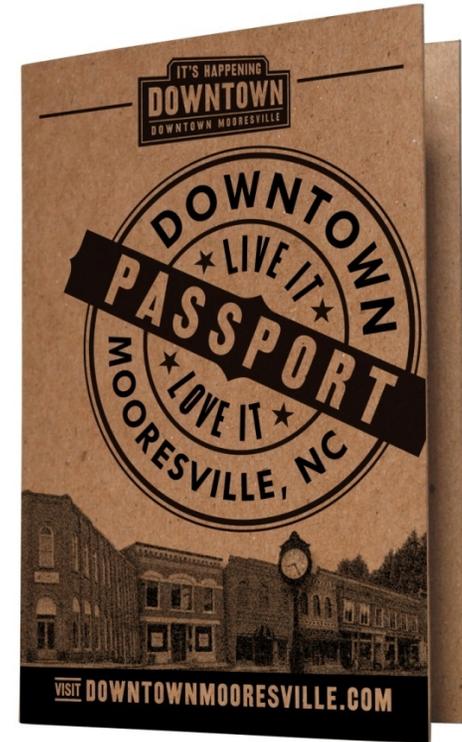
What's your favorite thing to do Downtown? \_\_\_\_\_

What would you like to see Downtown? \_\_\_\_\_

**Getting Your Downtownie Card is Easy as 123:**

1. After a purchase Downtown, collect a sticker for your passport.
2. After collecting 20 stickers, fill in all the details above so we can mail your card and let you know who's participating.
3. Tape your Passport closed, put a stamp on it and send it in!

20 | 19 | 18 | 17 | 16 | 15



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# Cooperative Promotion



Three-course lunch, \$20. Threecourse dinner, \$35. 100+ Restaurants.

*\* Tax, alcohol and gratuity not included.*

Join us every winter and fall for Center City District Restaurant Week presented by TD Bank. [Participating restaurants](#) offer three-course dinners for only \$35\* per person. In addition, many of the participating restaurants will also be offering a threecourse lunch for \$20\*. We'll have dates for the next Restaurant Week soon.

Keep up on Center City District Restaurant Week presented by TD Bank events throughout the year by [following our Twitter feed @PhilaRestWeek](#)

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# Cooperative Retail Promotion



All Restaurants are IRISH on St. Patty's Day in this town

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# 3 Types of Retail Promotions

## Cross Promotion

Groups businesses with complementary goods into one retail event or into coordinated displays.

# Cross Promotion

## Examples of Cross Promotion:

- A coffee shop sells select baked goods from downtown bakery & vice versa



+



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# Cross Promotion

## Examples:

- An upholsterer who displays a bolt of fabric in his store window promoting a local fabric store.
  
- A downtown business hosts a photographer or artist's show by providing "gallery space" for displaying the art work on the business' walls.

# Cross Promotion

- Product companies have been doing cross promotion for years.
- Schools are heavily engaged in cross promotion now:
  - Ball game tickets have a discount coupon on the ticket from sports retailer.



Why not downtown?  
**Truth is – this is a missed opportunity for most downtowns.**

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# 3 Types of Retail Promotions

## Niche Promotion

Focuses attention not on the product mix, but on the specific consumer group targeted through specially distributed flyers, coupons, posters, and/or media ads.

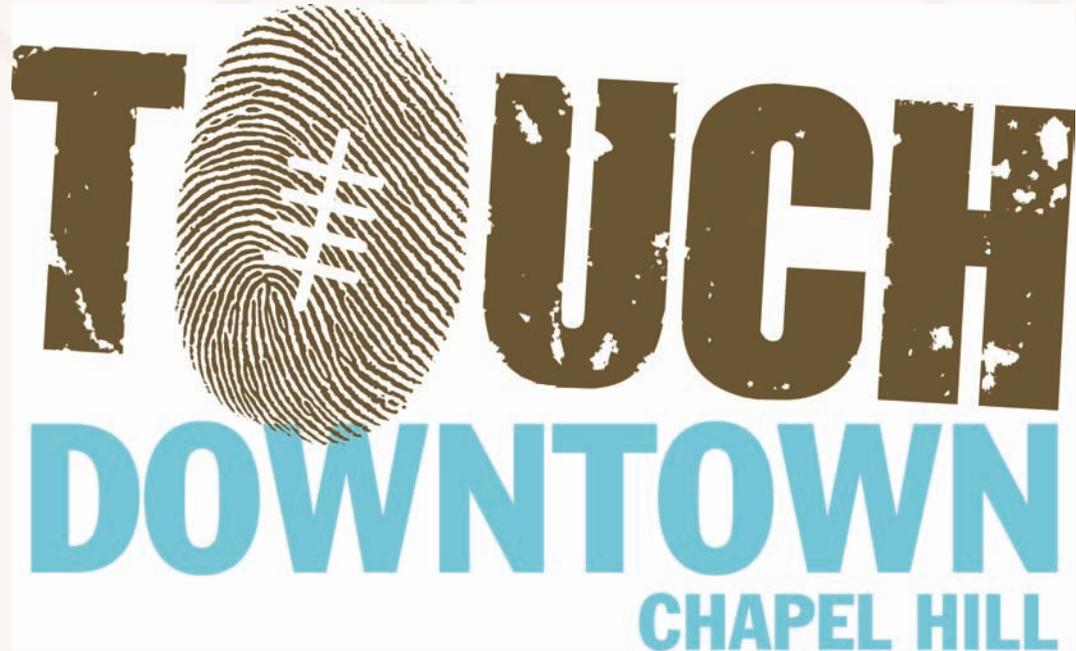
- Targets a very specific audience



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# Niche Promotion

- Children
- Teachers
- Govt.  
Employees
- College  
Students
- Or maybe  
football  
game  
attendees

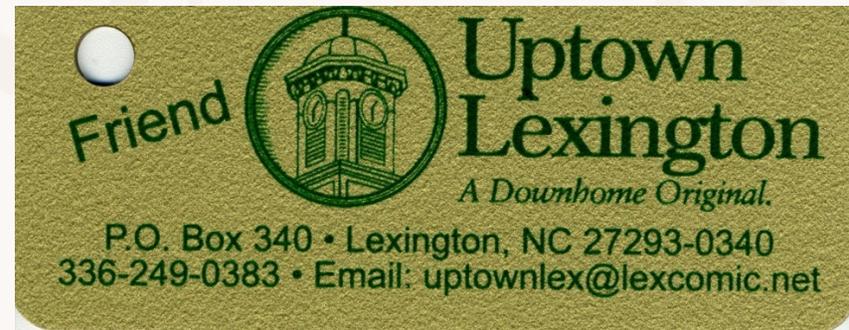


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# Niche Promotion

Examples of Niche Promotion:

- “Appreciation Days” for seniors
- Employee coupons for area workers
- “Celebrate youth day,” etc.
- or a “Friends of Uptown group”



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# Special Events



Special Events create reasons for people to come downtown

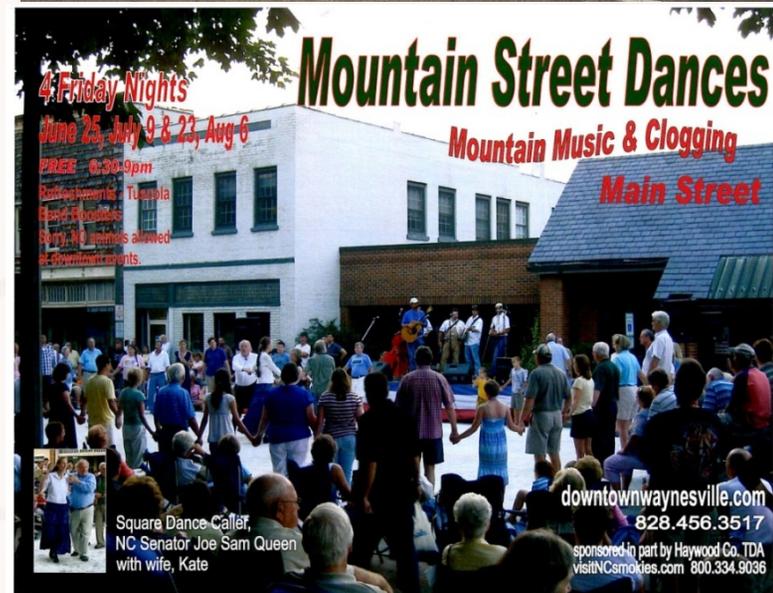


- Community Heritage Events
- Special Holiday Events
- Social Events

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# Community Heritage Events

- These events enhance the unique cultures of the community, such as music, foods, dance, art, indigenous animals, etc.
- They extend the downtown vision and the downtown brand.



# Community Heritage Events

**JOIN US FOR A GREAT TIME!**

**LOCAL SEAFOOD,  
GREAT MUSIC &  
STUNNING SUNSET**

**...ALL ENJOYED ALONG  
THE PAMLICO RIVER**



**AUGUST 20, 2011 ■ 5:30 - 10:00**



**MUSIC BY:  
GINGER  
THOMPSON  
BAND**

**ALL YOU CAN EAT  
CRABS, SHRIMP,  
GRILLED CHICKEN,  
SIDES & DESSERTS  
BY KEYZER CATERING**

**CASH BAR  
BEER & WINE**

**TICKETS \$40.00**  
\$45.00 AFTER AUGUST 12TH

RESERVE A TABLE FOR 10 ONLY \$100.00  
DECORATE YOUR TABLE FOR A CHANCE TO WIN GREAT PRIZES  
**252-946-3969**

ALL PROFITS GO TO SUPPORT:  
WASHINGTON HARBOR DISTRICT ALLIANCE

SPONSORS:



WASHINGTON VISITOR CENTER,  
ROBINSON'S JEWELERS - GREENVILLE  
ONLINE AT WWW.WHDA.ORG



BUY YOUR COMMEMORATIVE POSTER  
AT INNER BANKS ARTISANS CENTER



MerleFest in Wilkesboro

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Pickin' on the Pamlico in  
Washington

# Special Holiday Promotion

- The most common is Christmas or a Winter holiday promotion. Most communities at a minimum are engaged in this type of a special event.
- Holiday celebrations could be a national, state, or local holiday or celebration – traditional or non-traditional.



# Special Holiday Promotion

- They may take the form of parades  
Open House events, festivals, music & food  
celebrations.

Example:



workforce.

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# Special Holiday Promotion

10TH ANNUAL

# BOONE BOO!



**Friday, October 29th**

4:00-4:30pm Storytelling & Goodies  
at the Watauga Library

4:30-5:00pm Parade through the Haunted  
Jones House

4:30-6:30pm Trick or Treating at  
participating Downtown Boone Businesses

Sponsored by the Downtown Boone Development Association

# St. Patrick's DAY

## Pet & Pedal Parade



**Walk Your Pet, Ride Your Bike  
And Wear Your Green!**

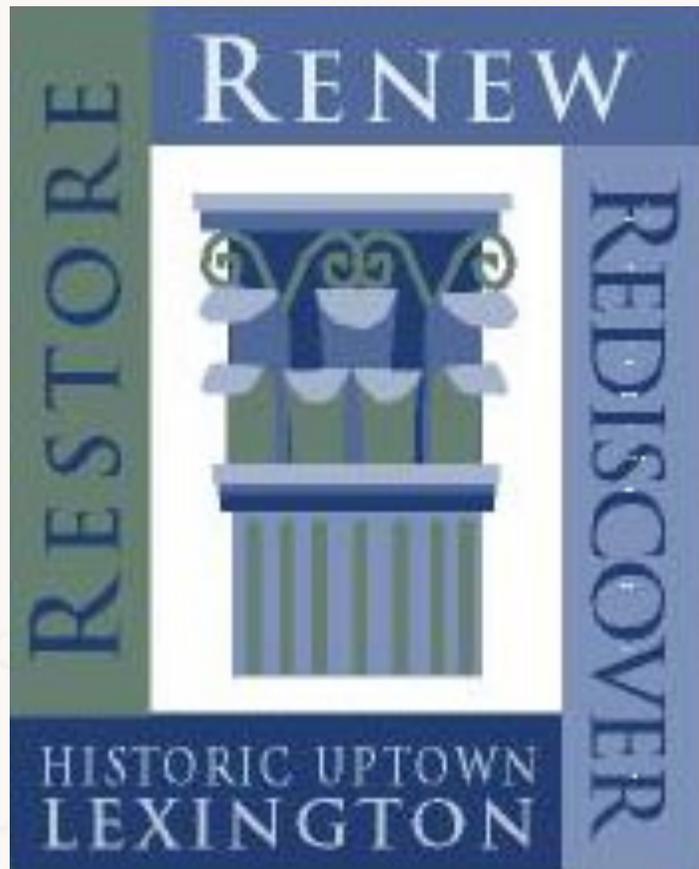
**March 17th, 2005 • 5:30pm**

**\$5.00 ENTRY FEE • PRIZES FOR ALL!**

Sign up at Acoustic Coffee  
or the Edenton-Chowan Recreation Department

Sponsored by: DESTINATION DOWNTOWN EDENTON, INC.

# Special Holiday Events



Look for opportunities to celebrate things that represent the values of your downtown revitalization program – such as National Preservation Month.

# Special Holiday Promotion



Sometimes it's not about creating something new, but enhancing an existing event with something special – small additions that add big impact.

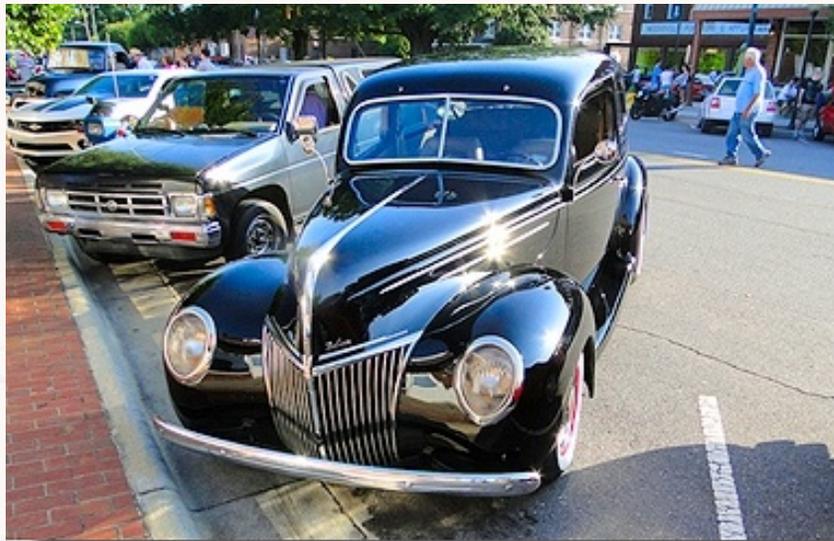
# Social Events

- Social events create reasons for the community or the region to come downtown and be together.
- Downtown is the venue to "meet the neighbors".



# Social Events

They may take the form of a Farmers Market, a music event, a car show, a cook-off, etc.



## Hometown Style

# BLUES JAM

### Concert Series

**SATURDAY, APRIL 30, 11 AM-10 PM**  
Free Admission At The NewtonFest Main Stage!  
Lawn-Chair Festival Seating

**Blues History Workshop**  
Featuring Tampa Blue at the Catowba County Historical Museum - 11 AM

CONCERTS

**Tampa Blue & Snakebite Hoffman**  
1 PM - 2 PM  
Acoustic blues from 19th Century to now. Phenomenal guitar licks and soulful harmonica are great vibes.

**Scott Jeffrey's Band**  
2:20 PM - 3:20 PM  
Local guys gone good and being blue. A harmonica sound that is familiar and fresh at the same time.

**Elliott & The Untouchables**  
3:40 PM - 4:50 PM  
They perform the "real deal" authentic, vintage blues. A reputation as diverse and powerful as the blues itself.

**Mac Arnold & Plate Full O' Blues**  
7 PM - 8:15 PM  
Waddy Watson's former bass player. A true blues legend with a true blues band. Get set for old school, Chicago style!

**Contagious Bluesband**  
8:45 PM - 10 PM  
Blues Jam veterans! The guys are back to pop the top off... again. This is blues with a get down edge!

**We Wanna Get You Into A Jam — One You Will Love!**

The Main Stage is at the Main Ave. and 2nd St. intersection. This year "The Garden" offers wine tasting by two local wineries as well as premium beer on tap. FoodFest provides delicious treats throughout the day for those with a hunger for local and fair-style food. NewtonFest features regional artists, craftspeople, gardeners and landscapers providing a cool place to renew their creative soul. NewtonFest is sponsored by the Downtown Newton Development Association, a non-profit organization charged with the mission to bring tourism and development to Downtown Newton.

For Complete Details:  
[www.downtownnewton.com](http://www.downtownnewton.com)  
828.466.8833

**COME ON HOME TO**  
**NEWTONFEST**

# 3 Keys to Successful Events

1. Music
2. Food
3. Activities for all ages – especially children



Center Street Jam in Goldsboro



Sprinkler Fun Days in Goldsboro

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# Measure the Impact of Your Promotion

## Develop Measurements for your Activities:

- Attendance at an Event
- Increase in Retail Sales
- Number of Returning/Repeat Customers
- Number of New Customers
- Increase in Travel Writer Interest
- Number of Tourists Visiting
- Volunteer Hours and Value

[http://independentsector.org/volunteer\\_time](http://independentsector.org/volunteer_time)

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- Additional Activity Spurred from Promotion

# Main Street Four Point Approach

## ORGANIZATION

Building Human and Financial Resources, through public/private Partnerships, to achieve a common vision.

## PROMOTION

Selling a positive image of downtown based on the authentic, creative assets of the community.

## ECONOMIC RESTRUCTURING

Strengthening the existing economic assets; expanding and diversifying the economic base.

## DESIGN

Improving the physical aspects of downtown.

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# How To Get Started

1. Assess your Community Assets.
2. Assess your Downtown Business Mix, Goods & Services.
3. Assess the Existing Calendar of Activities.
4. Develop a Manageable Promotion Plan based on Image Promotion, Retail Sales Activities & Special Events.
5. Measure the Results.

# Questions?



Pigs in the City in Lexington, N.C.

