

Marketing For Placemaking

For some, placemaking has become an interchangeable term with place-marketing due to its ability to bring life to a community. In order to have a successful place though, you must get the community engaged. Below are some questions, tips and tricks to consider when marketing your placemaking project.

Marketing Considerations:

- What is the purpose of our event?
 - Who is our intended audience?
- (Take Note: “Everyone” cannot be your intended audience, so be sure to focus on commonalities and key groups. Even narrowing the scope from everyone to municipal residents or young families in the Borough will help)
- What advertisement strategies have worked in the past for this audience?
 - What method of communication makes the most sense for our project and our audience?
 - What will we tell them about the project?
 - What do we want from our audience? Do we want them to donate, attend a meeting, come to the grand opening?

Information People are Looking For:

- When is the event?
- How long is the event?
- Where is the event located?
- What are the best methods for getting to our event? Is there parking? Are typical transit routes still going to be open?
- Is there a cost associated with the event?
- Will there be food?
- Are children welcome?
- Are there restrooms?
- What should people bring?
- Are there any guests of honor or performers going to be in attendance?

Other Tips and Ideas:

- Build a relationship: people are more willing to buy from people they feel comfortable with.
- Partner with other organizations and events
- Create a Share Kit to ensure consistency and professionalism while getting the public involved (**Example Attached**)
- Make sure there is a system of checks and balances. Have more than one person check a social media post, newspaper ad, or press release before shipping it out.
- Have a point person and place where people can go for more information, whether it is a website, library kiosk, or information booth.
- Build a brand. Have a set graphic, color-scheme, or catch-phrase to help people remember your event.

Seeing green?...and red...and blue? Keeping consistent color schemes can help with event or brand recognition.

Common Mediums

Print

Flyers, Posters, Brochures

Online

Email, Facebook, Instagram, Twitter, Website, Share Kit

In-Person/ Word of Mouth

Canvassing, Information Booths, Meetings

Professional Media

Community Calendar listings

Community newsletters or blogs

Organization newsletters or announcements

Press release

Paid Advertising (TV, Billboard, Newspaper)

Other

Swag, Novelties, Buttons, etc.



Does this city-scape or paper airplane logo look familiar? We hope so! DCPD has recently pulled its educational initiatives together under the *Planning Beyond Paper* brand! It's workshops focusing on revitalizing downtowns has also earned its own logo, so people stay on the look out for *Energizing Your Downtown* workshops, like our Placemaking Series.