



## DOWNTOWN TEMPE

# Tapping into the Daily Workforce in Downtown Tempe

June 15, Downtown Tempe Authority

**Speakers:**

*Ty James Largo, Awe Collective*

*Ashley Oakes, Zion & Zion*

**Defining the Audience:**

- 32,183 employees within 1 mile of downtown, 122,805 within 3 miles

**Slide Notes:**

**1. Define your audience.**

Who are they. When do you want them to shop with you? Where are they located? What are the employee shifts / hours compared to your hours? Map it out. I promise that overlooked details will surface! Know their schedules, drive time, etc.

**2. Build your list of influencers.**

Build your own database of point people for major employers. Include them in your email marketing. Mark a series quarterly of quarterly visit. These are the gatekeepers and concierges of the area. Invite them to insider events and sales. A random gift card goes a long way!

- 3. Bring bundles of goodies to businesses, regularly.**  
Call ahead and ask your point person to choose which of a select number of goodies they'd like you to drop off this go-around. Small snacks or samples of your product paired with big (co-branded) bouncebacks give employees a peek at your product/service while incentivised to come visit soon. (Make bouncebacks expire quickly, or it will get stuff in a junk drawer!)
- 4. Buddy up with nearby businesses!**  
Partner with a complimentary business to expand your offerings and deals to larger workforces. Think specialty coffee shops + donut shops. By partnering up, you can combine your marketing efforts and save time and money.
- 5. Create regular "We love you" events for employers / employees!**  
Coordinate and host a special event directly for the company that you're targeting. EX: Host a "Chase Happy Hour" event with an dramatic deal to get traffic through the door. "The first drink is on Pedal Haus this week." Important: make sure to collect everyone's email address! Crucial! Work with the employer to determine the most effective way to get the word out to employees. (Fliers, email graphics, newsletters, company announcements and maybe even a Facebook event.)
- 6. Offer a private labeling service, using the businesses' brand.**  
In a nutshell, put their logo on your product. Cookies with the Chase logo. Shirts with "Go Devils" messaging. The target business can use these as corporate gifts or employee giveaways.
- 7. Target businesses with your Facebook advertising.**  
Facebook is one of the world's largest databases, waiting to be mined for advertising. Depending on the target, you do have the ability to add location (Tempe) and employer to target potential customers who work at a Downtown Tempe companies. Be smart about the copy, make sure it speaks directly to them! EX: *"We <3 our Ncounter neighbors at US Airways! Come enjoy a flight of pancakes, on us!"*
- 8. Stalk and connect on LinkedIn and Facebook.**  
Make a permanent, lasting professional connection with your targets within specific organizations. Key people within the nearby businesses are avid about their professional social media profiles. Make sure your personal LinkedIn profiles are updated regularly and that you're interacting with your target influencers on a regular basis.
- 9. Make email marketing a priority. (Over social.)**  
Yup, we said it. An email subscriber is 1,000 x more valuable than a "like" or "follower." You've done all the hard work to induce trial and traffic. You need to keep what you kill,

and that means gathering email addresses. 24

**10. Connect and stay connected with ASU's employees.**

<https://cfo.asu.edu/hr-discounts>

<http://staffcouncil.asu.edu/contact>

**11. Oh, and hire an agency or consultant!**

**Q: What are some tactics that you've done that have worked well in the past?**