BRIGHT
BROTHERS
STRATEGY GROUP
STREETCAR SURVIVAL GUIDE
Making Marketing Work for Your Business
Bright Brothers Strategy Group
January 2019

THANK YOU

Bright Brothers thanks you for your time and attention. We're here to support you and prepare your business for the coming Tempe Streetcar construction.

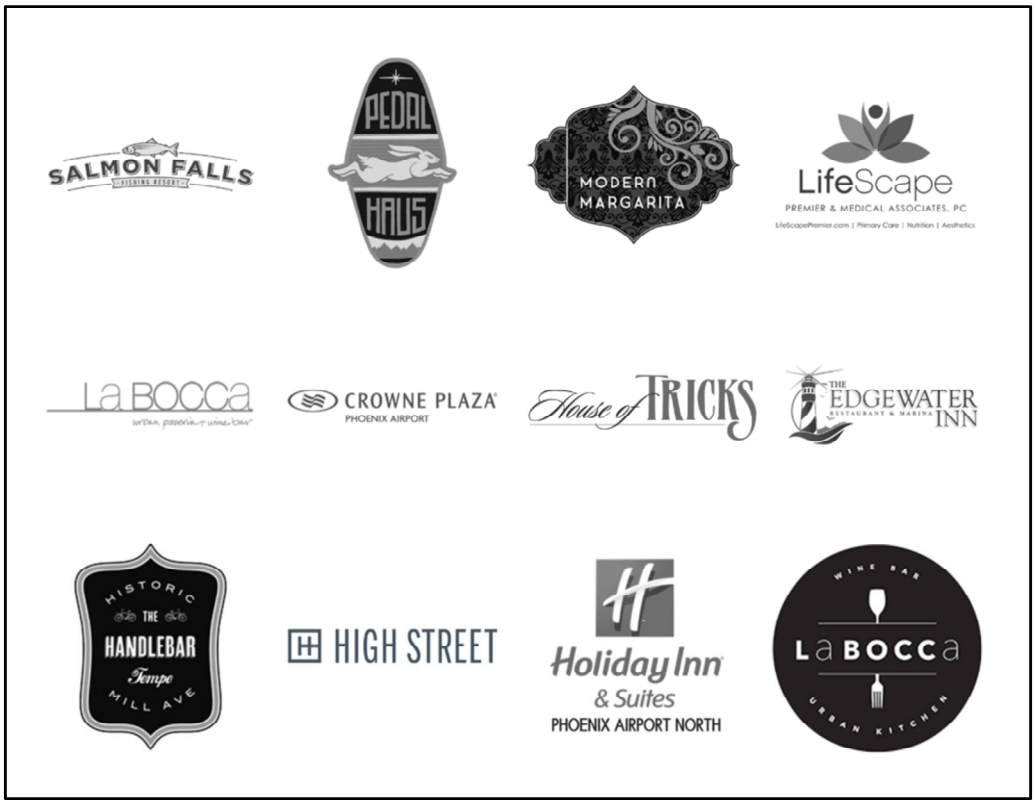
No bones about it. **Streetcar construction will disrupt your business**, your customers' & employees' lives and your livelihood.

Being prepared and taking active measures is the only way to help **mitigate the impact**.

INTRODUCTIONS

Bright Brothers is a strategic consultancy in Philadelphia and Phoenix that develops custom strategies and actionable plans for downtowns, place management districts and destination marketing organizations to meet the needs & wants of your constituents.

We are a **strategy group** at heart with a **full-service agency** underpinning our success. A winning combination of 20 years in marketing, plus fresh, young and innovative insights; Bright Brothers brings you digital native dynamism with honed marketing acumen.



We started off working with mom & pop shops, indie bars, restaurants, breweries and hospitality. We worked hand-in-glove with the business owners and property owners that make up districts before we started working with districts themselves, so we're uniquely positioned to understand all sides of the BID equation. We still work with some of these brands today, but we've really steered our business toward the BID world.

Today we really focus on UPMOs with their marketing and consulting needs. We've worked/work with **Downtown Santa Monica**, **Downtown Dallas Inc**., the **City of Tempe** (Arizona), the **Fairmount CDC** (Philadelphia), and the **International Downtown Association** (IDA) itself in Washington, DC. We are on retainer with the **Tempe Tourism Office** and the **Downtown Norfolk Council**, and we are the Agency of Record for the **Downtown Tempe Authority**.

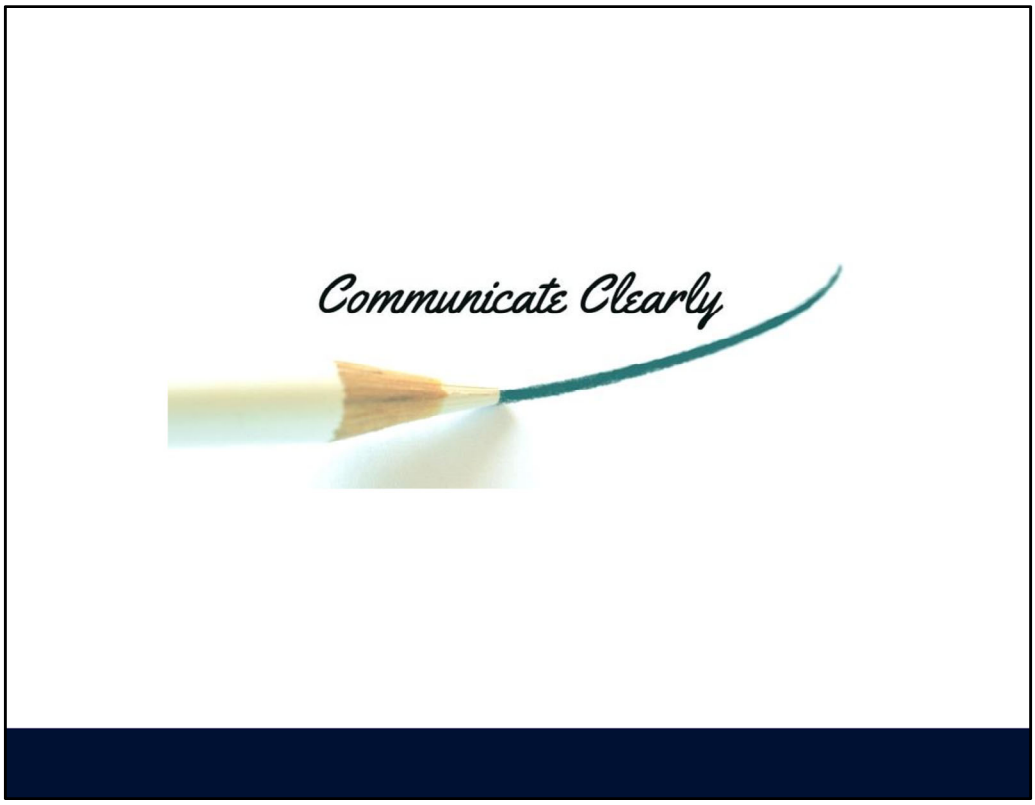
You have a wealth of PARTNERS who have your back during this process, but ultimately your survival sits squarely only with YOU and YOUR BUSINESS and proactive and positive steps YOU take to make it through. This is not gonna be easy, but it's all about the attitude.

So we've met with and researched what many other downtowns have done to survive similar construction projects. Research, reports, case studies, in-person meetings, interviews and best practices.

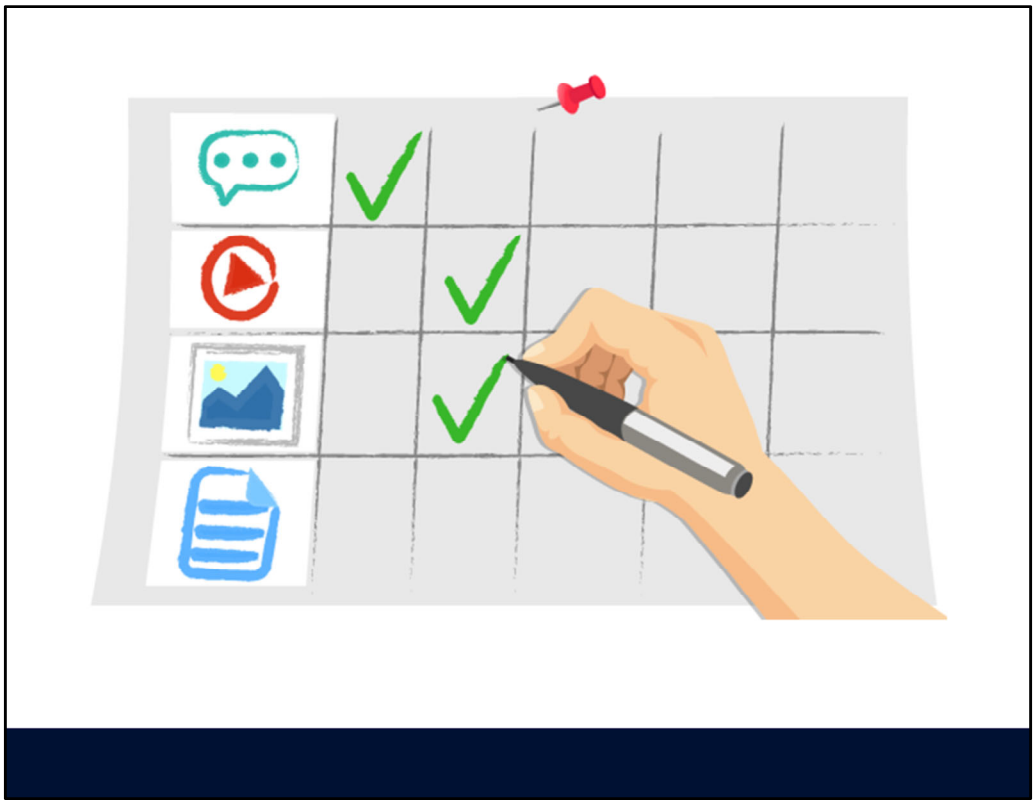
- These are FUN!! And that's the key here. We need to maintain a positive attitude, keep it light, and HAVE FUN with it - -because -- *what else are ya gonna do?!?*

Assign Roles & Responsibilities.

- How many of you have a dedicated marketing person (on staff or outsourced)?
- Determine who owns this task and the scope of work (posting daily updates on social, weekly e-blast, weekly text campaign or flash sales…etc.)
- This should not and cannot be undetermined or say - -”oh, well the host will handle it in between seating people, sidework and wiping off tables”. That ain’t gonna cut it.



Its imperative that you communicate clearly and often what's going on with your customers – whether that's by phone, email, e-blast/newsletter, social media, your online profiles..etc. Don't try to hide it or be sneaky. Customers need to know in advance and you'll end up with bad reviews if you aren't 100% transparent, honest and outward about the construction.

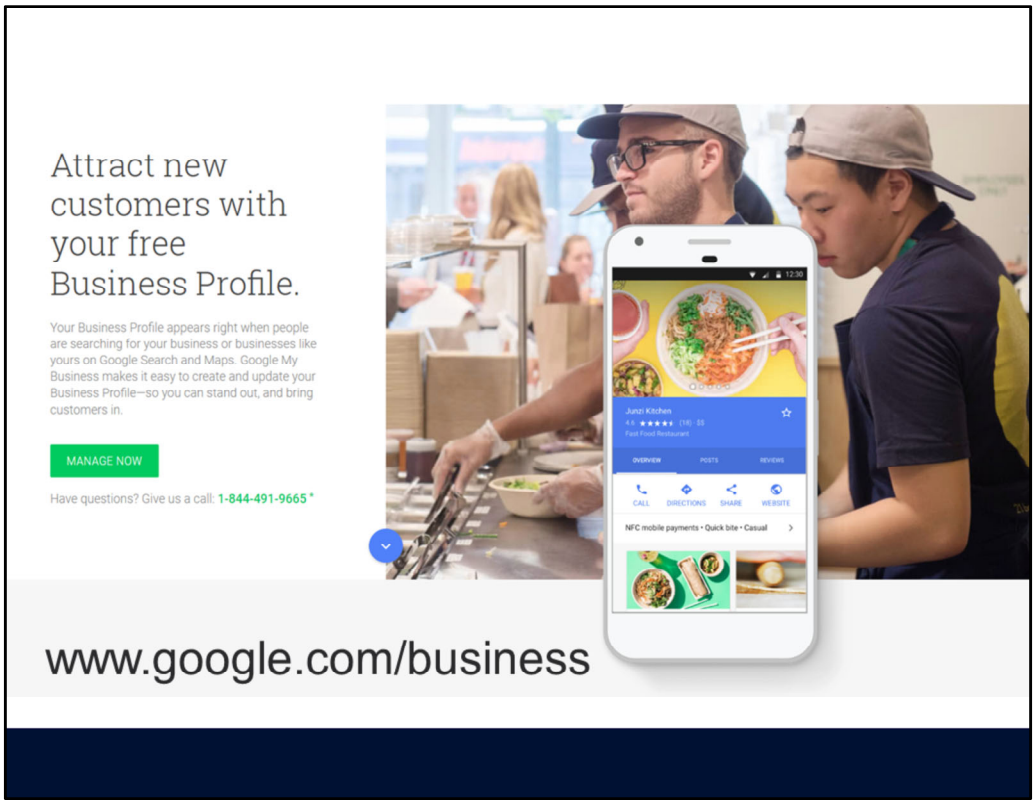


Prepare a content plan:

- Prepare your talking points
- Positive focus – ultimately this will be awesome!
- Gratitude & Acknowledgement – thank each and every customer and ask if there's anything you can do to help them through the inconvenience of construction
- Get creative! "10 cents off for every orange barrel on our block today"
- How the public can help you (e-commerce, delivery, gift cards, subscribe to newsletters, follow your social handles)

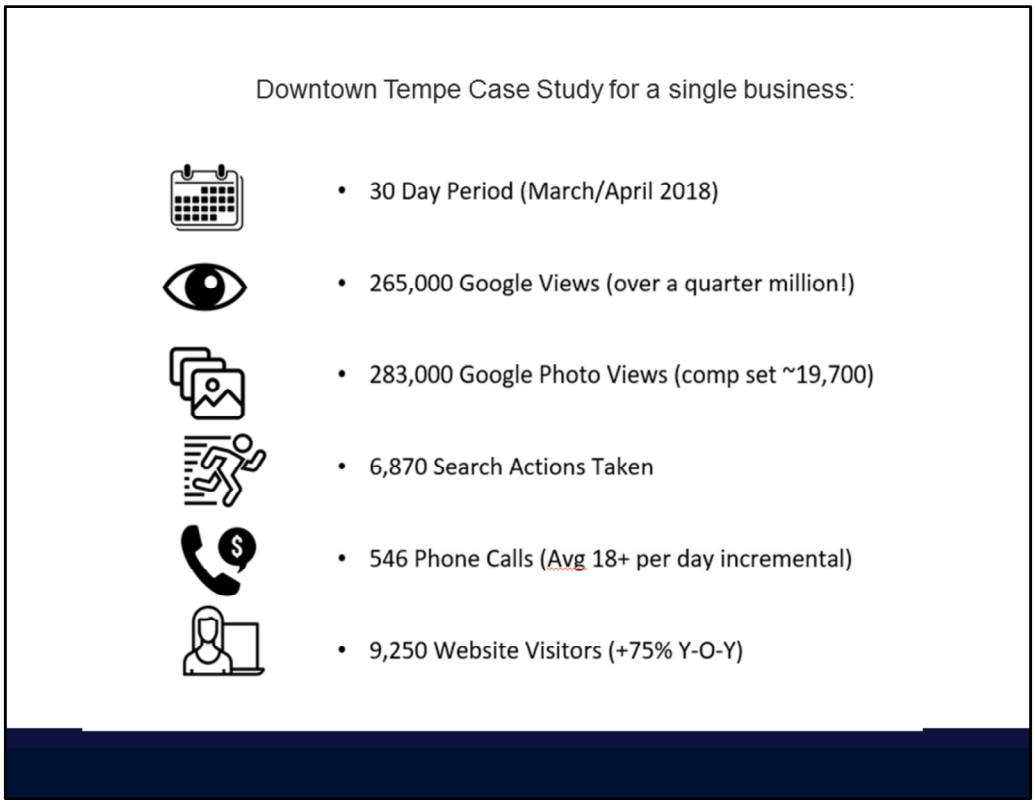
Targeting your best customers:

Identify your most valuable customers. Track the sales revenue from each type of customer. Then segment the customers and focus the majority of your marketing strategies on the most lucrative segment.



1 thing you can do -- Google My Business:

Claim
Manage
Respond to reviews as they come in
Schedule posts
Just launched an app for it
https://www.google.com/business/



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Ratings & Review sites

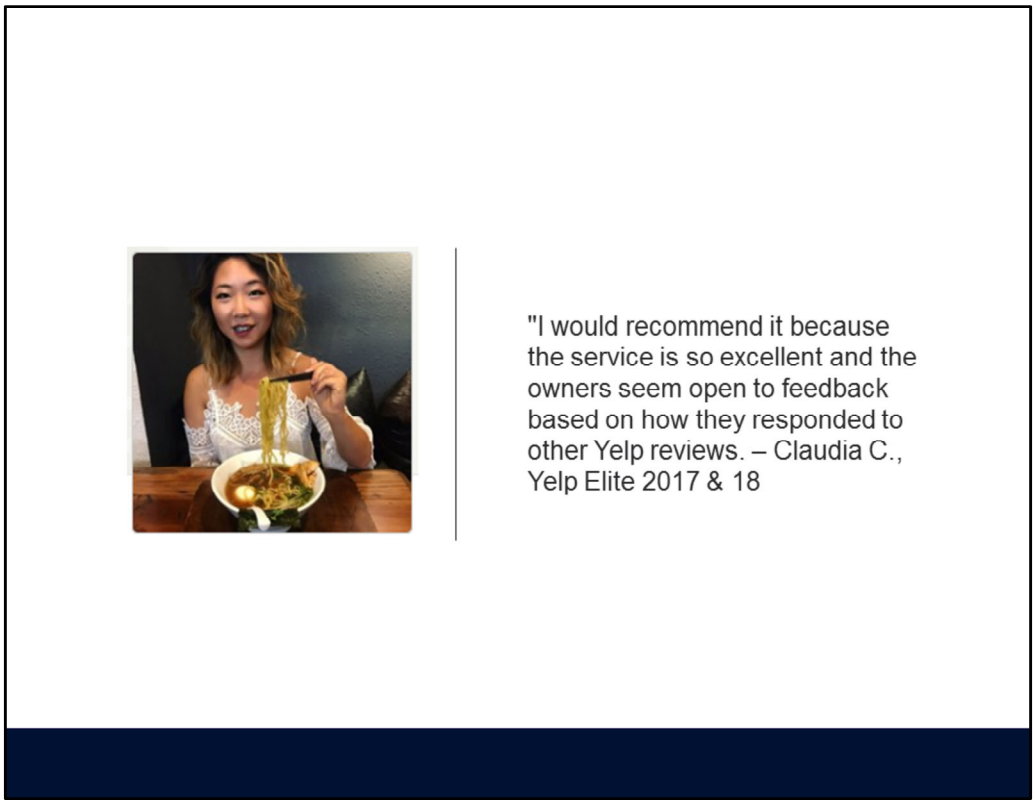
As much as you may hate website and apps like Yelp, TripAdvisor & reviews -- you MUST answer them with a sense of humility and respect. Put yourself in their shoes.

Do NOT become inflammatory

Do not create excuses or point fingers

Do not try to bribe them

Take the conversation offline



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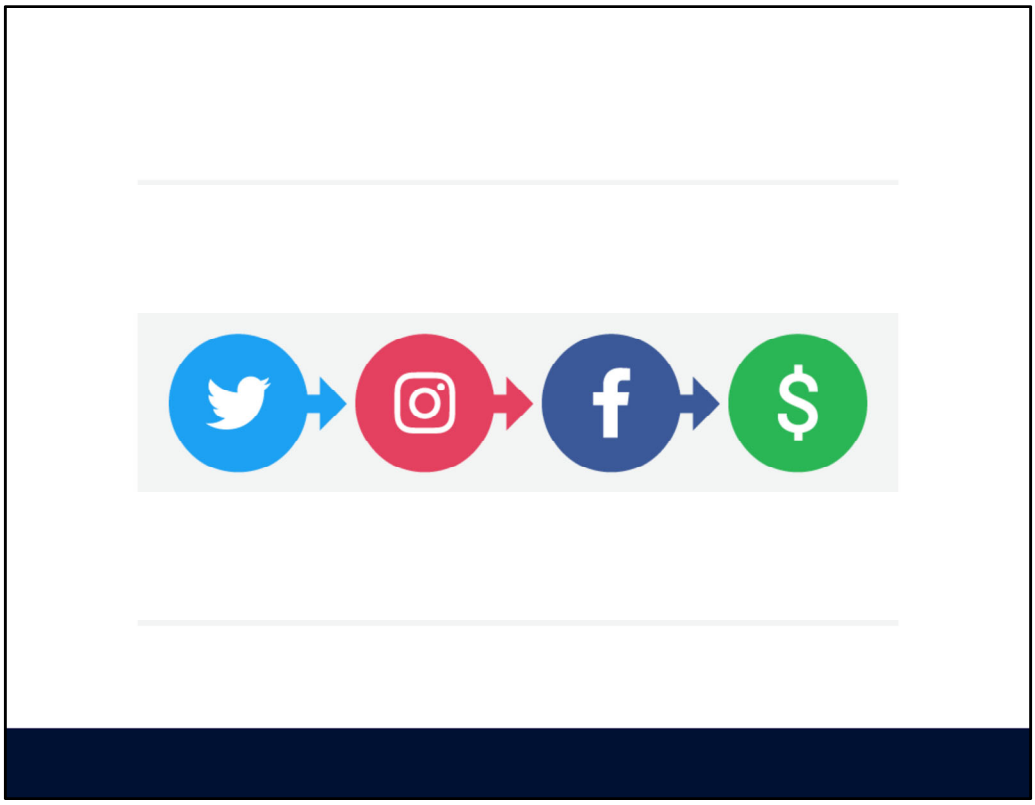
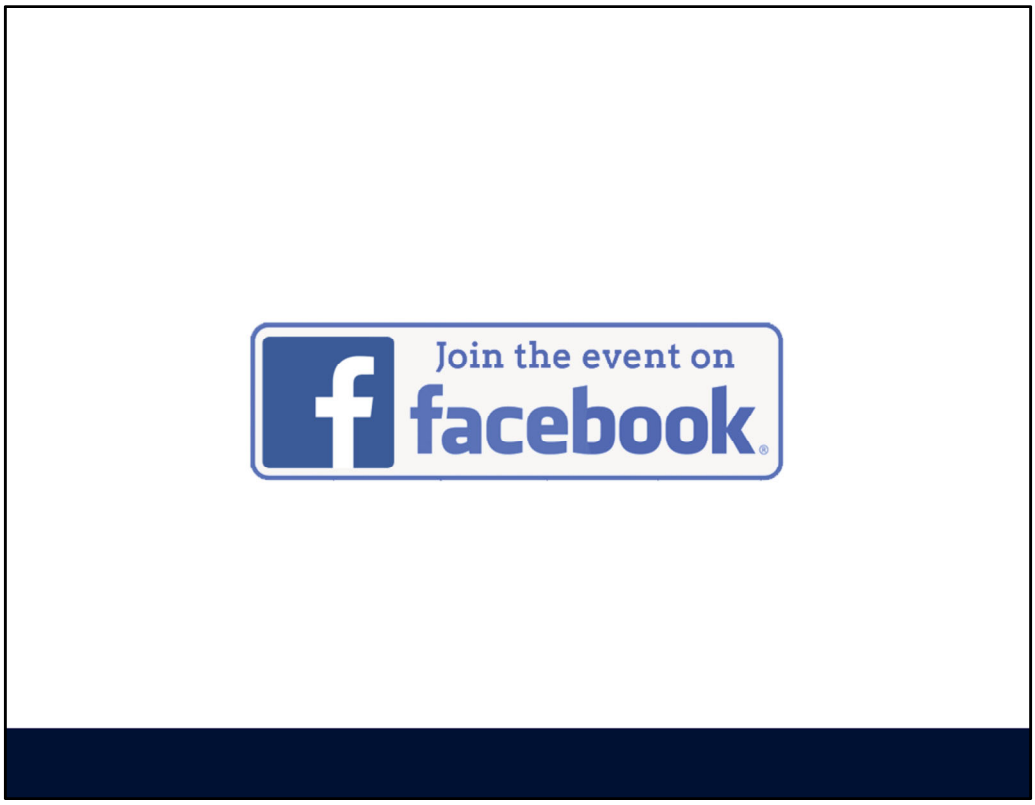


Social Media: Consider where you can advance technologically. Think about expanding your web presence by developing social media outlets such as Facebook, Instagram & Twitter. If you already utilize these mediums, make sure you are communicating the construction plans with your customers.

FB events (scavenger hunt, crawls, late night patio parties…etc.)
IG cascade promos
Twitter Flash sales



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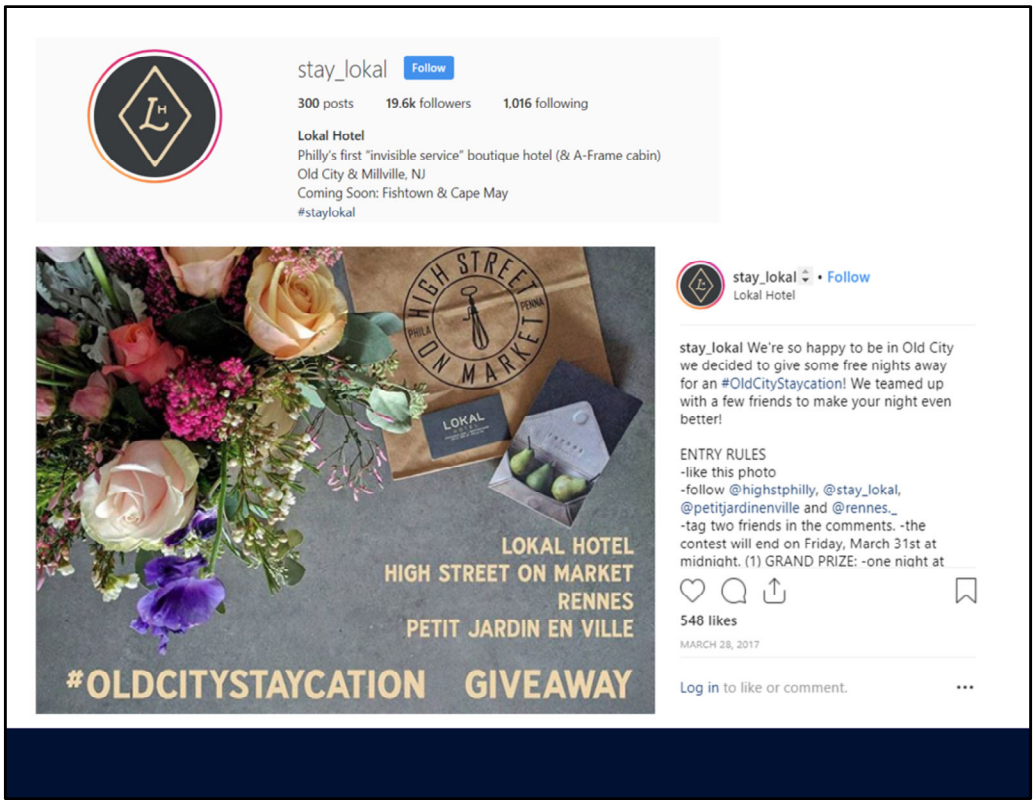

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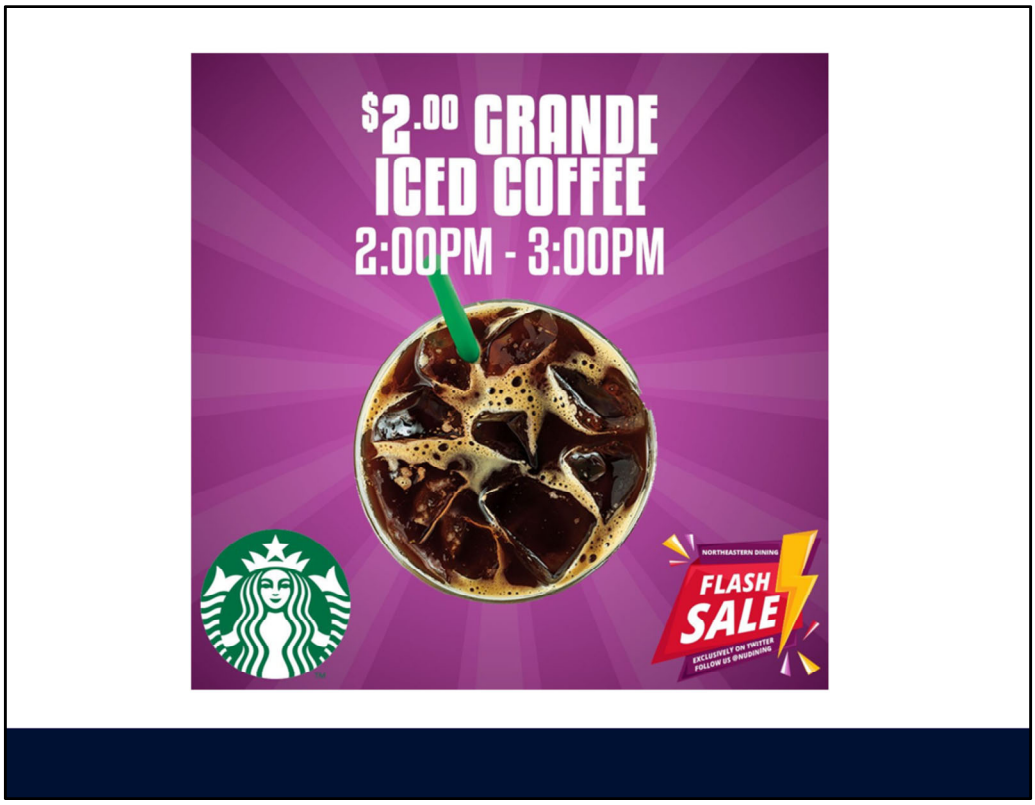
IG cascade promos (Stay_Lokal example of several businesses collaborating on a staycation)
Twitter Flash sales



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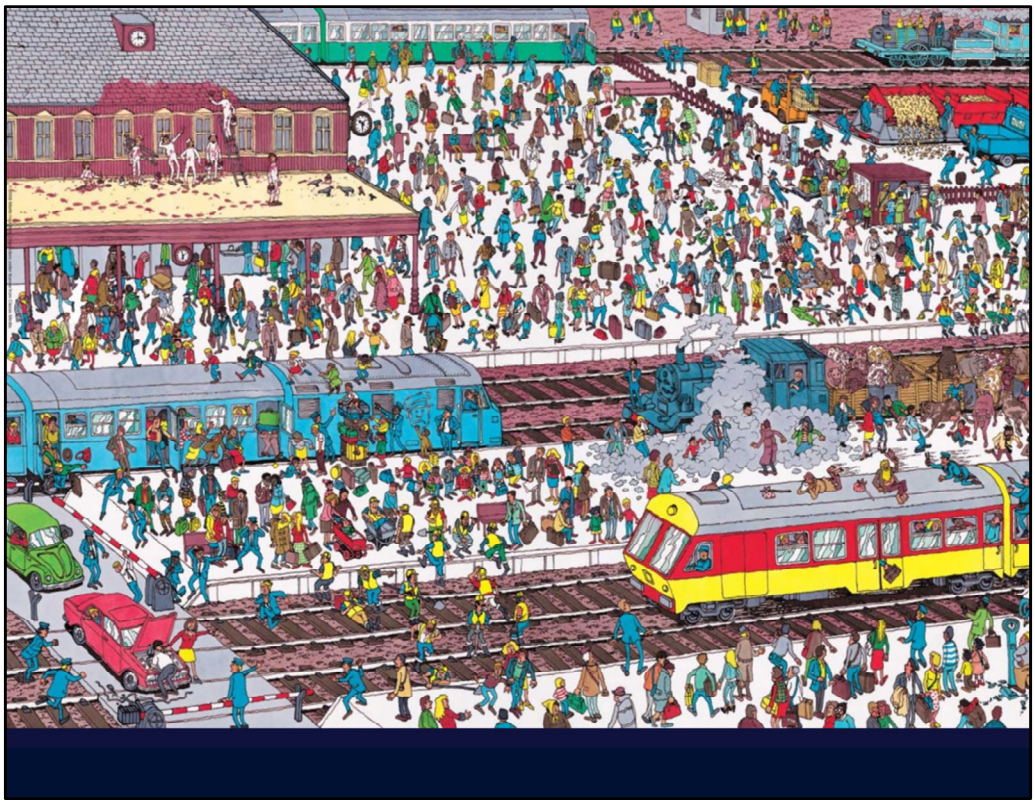
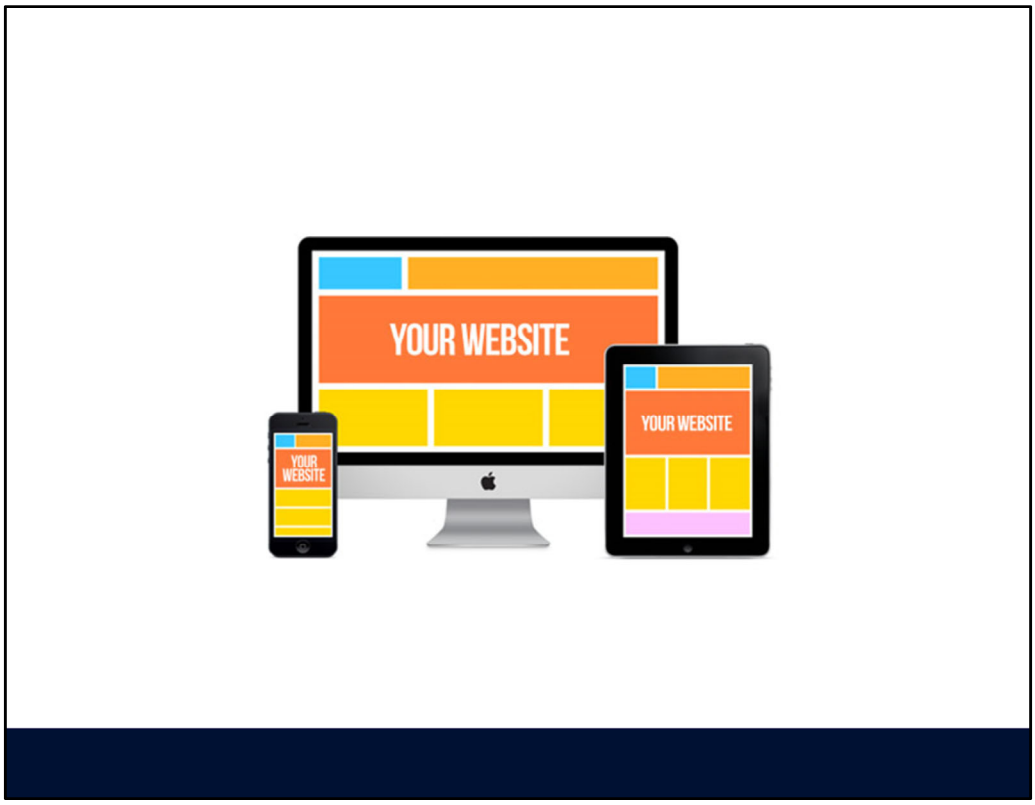


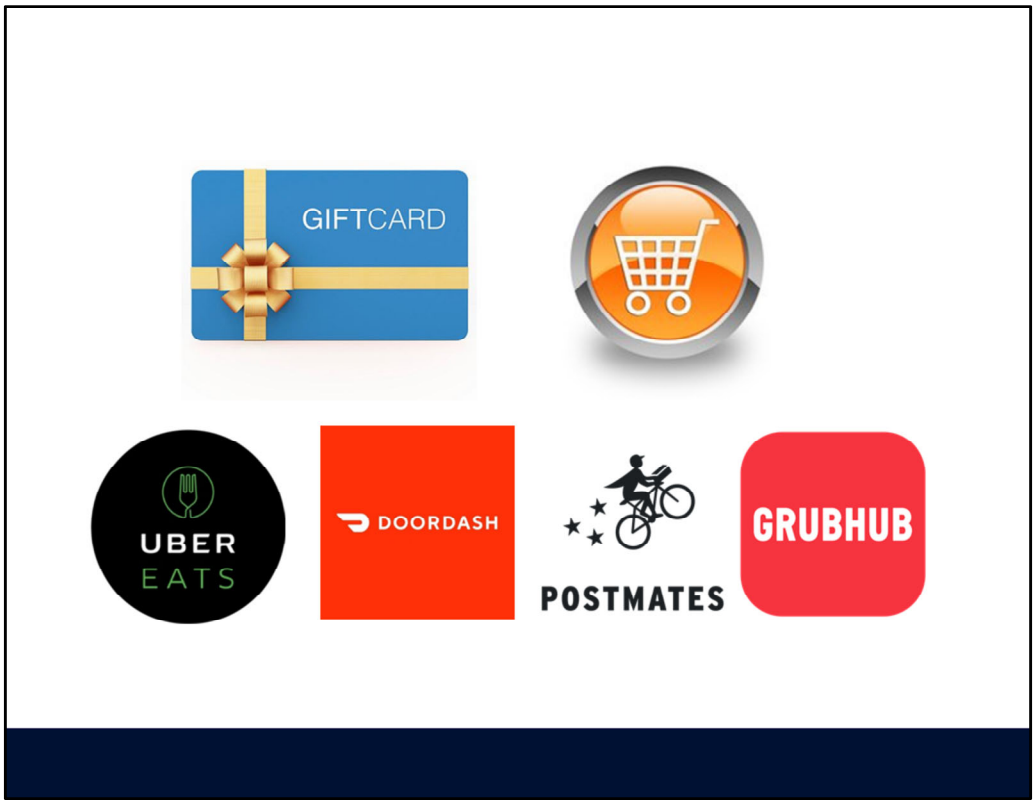
Additional Examples:
In Landing Michigan, store owners established their own version of “Where’s Waldo” inviting customers to search store windows each week to find a hidden character. Customers submitted their locations for a chance to win a weekly drawing.
(Where’s Sparky?)
-

Additional Examples:
Another Landing Michigan business took pictures of employees in front of their store holding product and then had those printed as postcards and sent to their customers. They used creative phrasing like “We at Fabric Gallery know that a “fabriholic” wont let a little road construction stand in the way” -- and also set up a special phone number for customers to get construction updates and direction to the store. What do YOUR customers love & crave that you know will draw them in?



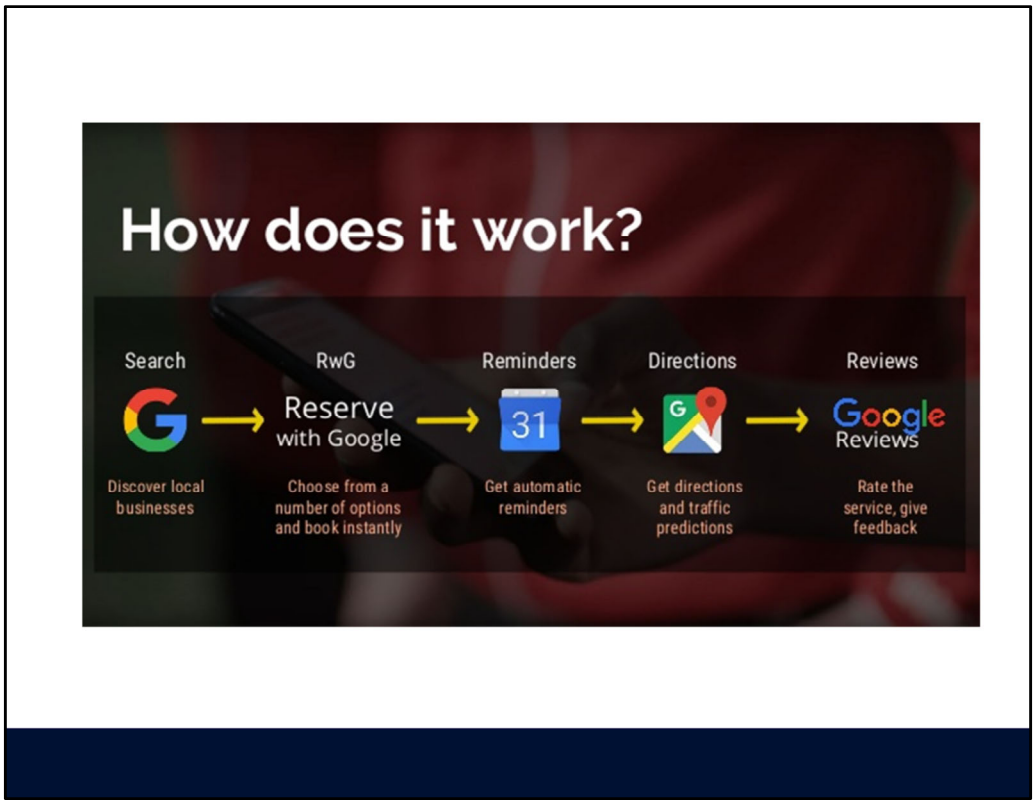
Website: Refresh your website content. Keep your website current. It is generally one of the first places potential customers go to learn about your business. It's important for the site's appearance and themes to be current, for your information to be accurate and for your site to be easy to find and to navigate.

Mobile responsive.
Online ordering/e-commerce
Gift cards (buy $100 get $20)
Yelp seating
Delivery



If it's difficult for the customer to get to you, what can you do to bring your experience to the customer?

- Online ordering/e-commerce
- Gift cards (buy $100 get $20)
- Yelp seating
- Delivery



Reserve with Google: Google's integrated booking system is available (or will soon be available) for 70+ partners including Trip Advisor, OpenTable, Yelp, EventBrite and Ticketmaster). Because it's integrated into Search, Local Search and Maps, it's important for hotels, restaurants, events, tours, service providers like salons, barbershops, yoga studios, massage therapists…etc.) to include it in their platform. Right now it's free and as Google wants to keep users within their "walled garden" and make booking as seamless and frictionless as possible, it's to your businesses advantage to get on board today.

In looking at how hotels have dealt with construction, best practice is the same as all industries - -communicate clearly and often. Prepare your guests. But small perks may make the inconvenience worth their while with free earplugs, a comped cocktail or free breakfast.

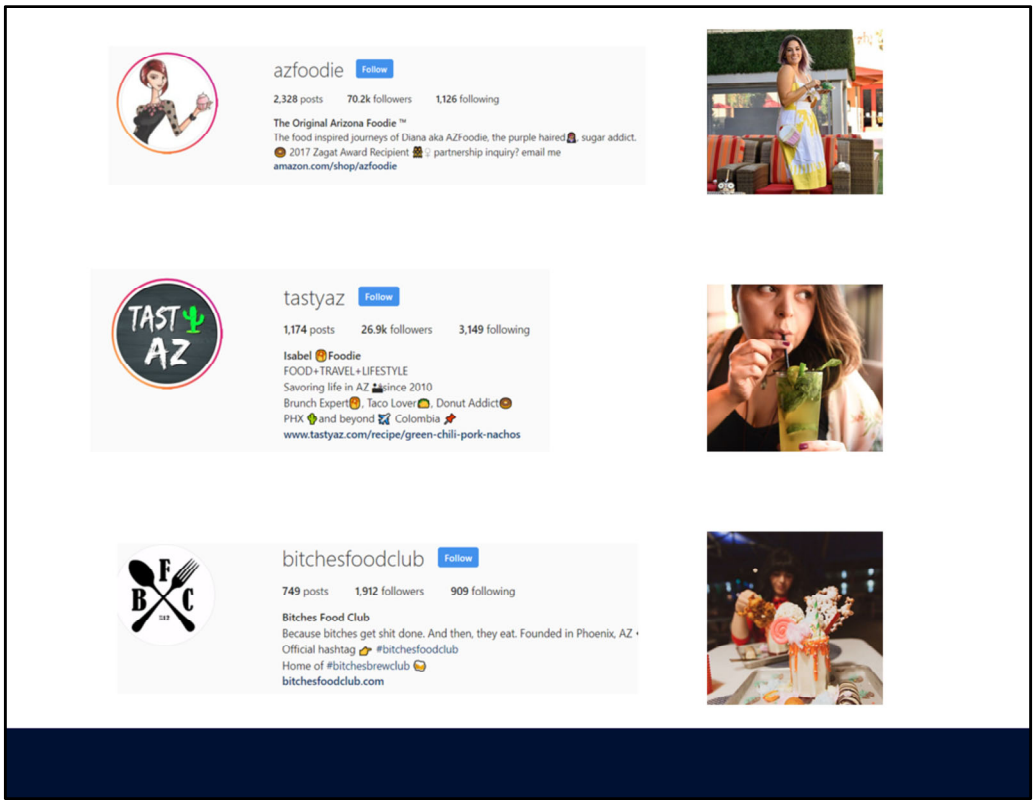
Loyalty program

- Email capture
- Text campaigns

Discounts for locals (Key West) and Industry Nights/Discounts

Communicate often with customers about how to reach your business, including updates on street closures, sidewalk closures, alternate entrances…etc.

Construction crews
Remember they are doing their job and are not there to be a nuisance to your business
Create a friendly rapport
Consider a" Hard Hat" promotion or discount – workers can become some of your best customers!



Utilize Social Influencers & Survival Guides

PR -- Accentuate the positive.

Think ahead about how your customers will get to you, where they will park, etc., and communicate this with your customers online, in person, in the media. Be proactive.

Never go to the media with your fears of how construction will negatively impact your business; that rarely draws customers to your door.

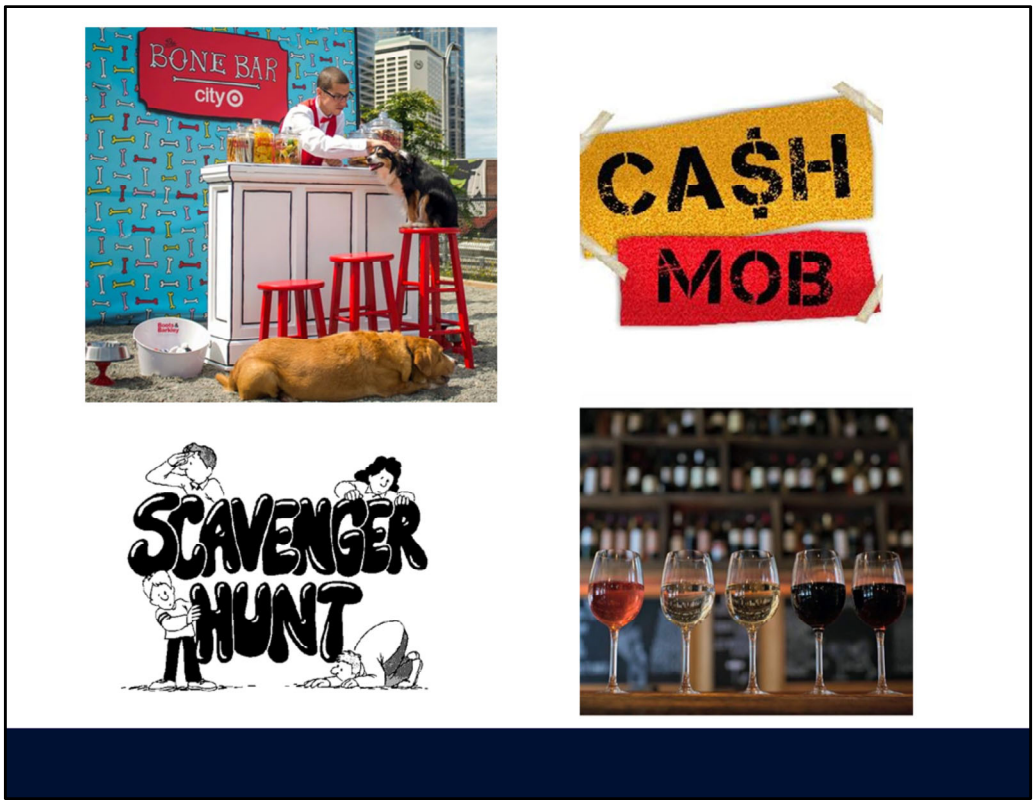
Always lead with your strengths.

Go to the media with solutions.

When merchants speak negatively of the streetcar, they are sending a message to the public that the construction area is hard to access, has no parking, dirty, business is bad – this scares the public and they WILL stay away from the area, creating a self-fulfilling prophecy.

Show how you are using your creativity and business savvy to overcome this challenge.

Temptation is the Devil: Groupon – do not undervalue or cut into your costs if possible. Find ways to create perceived value



Easy-to-execute events -- give people a reason that they can't say no to:

Create dining clubs, retail clubs, tour clubs and encourage every single business to create a signature event; create reasons why people should come support your business AND have fun.

Wine nights

Ca$h Mobs

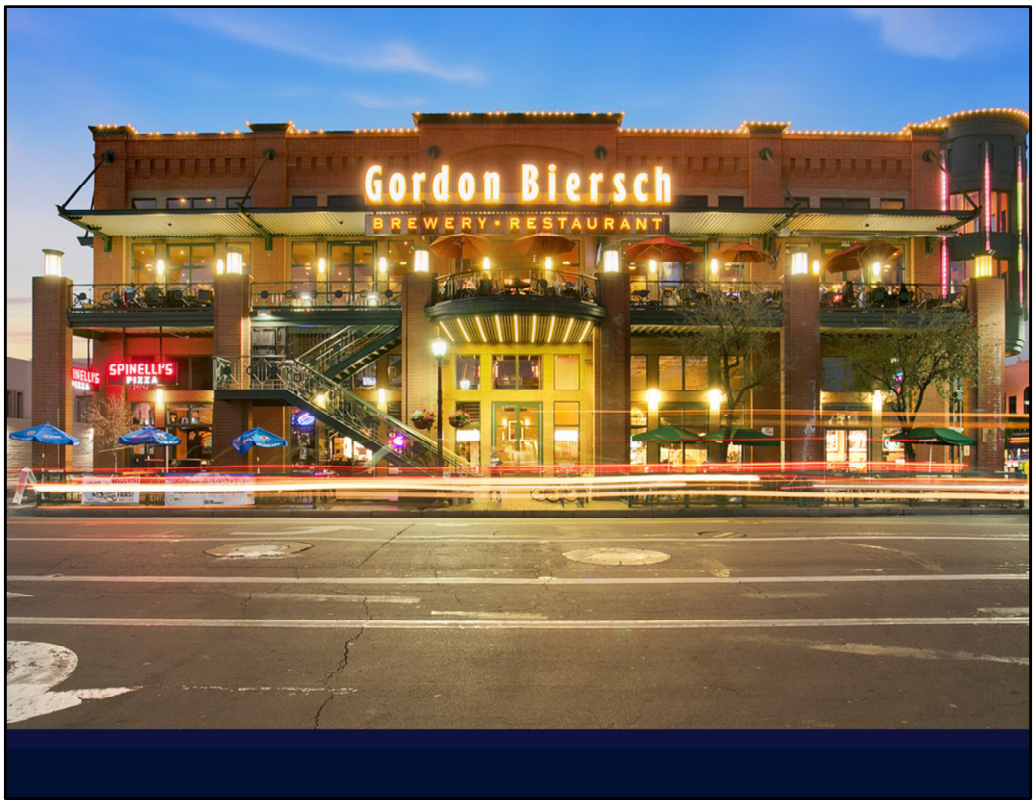
Scavenger hunts

Bottle cap game tourneys

Create new, special menus (for dogs)

Leverage your Employees:

Brainstorm with your staff ways to communicate that you are open for business and implement them

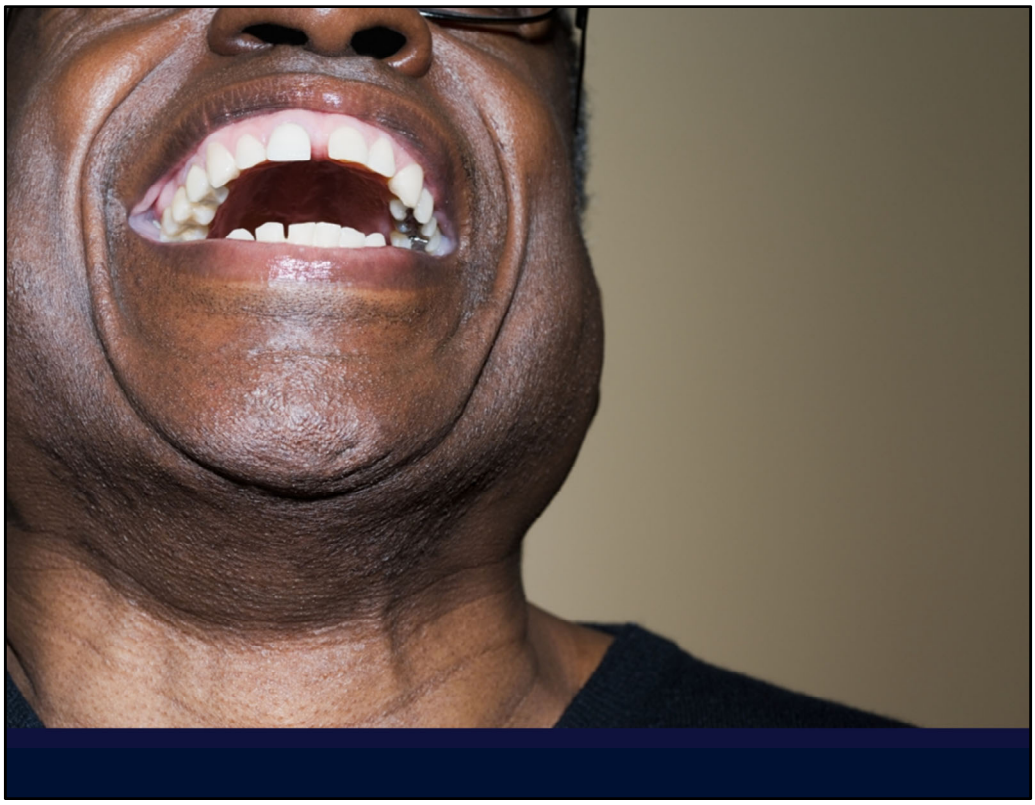


Leverage your Neighbors:

- Co-op advertising
- Crawls & Collaborations

Leverage Your Partners (Valley Metro, DTA, Tempe Tourism, Tempe Chamber, Local First Arizona – all have marketing resources available to you, but YOU are responsible for your own success.
Participate in Valley Metro's SHOP-ON Program
Creating promotions & specials IN ADVANCE and communicating those to all your partners

ASU Marketing Projects – tap into ASU students and faculty for student projects



Have a sense of humor. Be human.

CHECKLIST

- Marketing Inventory/Asset analysis
- Assign Roles & Responsibilities
- Prepare a content plan
- Targeting your best customers
- Google My Business
- Ratings & Review sites
- Social Media
- Website & Technology/Offerings
- Loyalty program
- Social Influencers
- PR -- Accentuate the positive
- Temptation is the Devil
- Easy-to-execute events

- Remember:
  - It Takes a Village
  - Have a sense of humor.
  - Be human.

QUESTIONS

THANK YOU FOR THE OPPORTUNITY TO PRESENT TODAY!

Need some clarification? Want to learn more?
Let's discuss!

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David Romako | david@bright-brothers.com | 623.249.1098

DOWNTOWN TEMPE

BRIGHT BROTHERS
STRATEGY GROUP

LOCAL FIRST ARIZONA