



BUSINESS IMPROVEMENT ASSOCIATION

2020 Marketing Plan

Developed by BIA Staff

In collaboration with the BIA Marketing Committee

GOALS

1. Add value to the BIA membership by:
 - a. Boosting individual brands & engaging on social media
 - b. Providing metrics on social media engagement, website traffic and foot traffic in the downtown core.

2. Increase foot traffic to Picton’s downtown core:
 - a. Give local consumers a reason to develop a habit of shopping downtown Picton first through the creation of a coordinated “Support Local” campaign.
 - b. Purchase and implement a foot traffic counter on Main Street.

3. Increase the value of Picton’s brand identity/reputation:
 - a. Create a sense of local pride in the town through storytelling on social media.
 - b. Offer special shopping promotions and events throughout the year

SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ● Geography – PEC is beautiful ● Working town – self sufficient ● Charming ● Great sense of community – “everyone knows your name” ● Businesses are independently owned ● Walkable ● Greenspace ● Evolving, new shops & restaurants, there’s always something new to see 	<ul style="list-style-type: none"> ● Under-utilized Harbour ● Transportation (poor taxi service, no public transport) ● Bad reputation for being tourist-oriented over locals ● Lack of housing ● Environmental footprint ● Theft/vandalism of outdoor décor ● Attracting employees, long-term, full-time employment ● Lack of cycling opportunities
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ● Harbour ● The Royal Development ● New transportation plan for PEC 	<ul style="list-style-type: none"> ● Big box stores ● Vandalism ● Environmental (rising water levels) ● Online Shopping

AUDIENCE

1. Mary

- She is 59 and lives in Picton, she is retired, but her husband is still working in the city
- She loves wine and loves to shop
- She has a daughter who is getting married this summer and she is helping to plan the wedding
- She is doing a renovation in her house (ie. new kitchen).
- She loves to hear about all the events that are happening in the County.
- She loves to have guests over and entertain.
- She drives a high-end sedan
- **Media: Facebook, County FM, Gazette/Times**

2. Karen

- In her early forties, married with 2 kids
- A busy mom, works full-time
- Lives in Toronto
- Comes to The County every year with her family to camp at Sandbanks
- Cares about her kids and having a fun experience with her family
- Her focus is on simple solutions for her life - practicality
- Drives a Ford Escape
- **Media: Facebook for news/Instagram for inspiration**

3. Maya

- Early thirties, not married, has long term partner
- Drives a VW golf
- Lives in Toronto in a one-bedroom condo
- Has a really demanding job (ie. advertising agency)
- Visits The County on a getaway weekend where she will go on wine tours, have some nice meals and do a bit of shopping (with partner or girlfriends)
- Looks for fun and unique, romantic experiences to take her away from the hustle and bustle of regular life
- **Media: Instagram to share her experiences and find new ones**

4. Randy

- Lives in Picton
- Retired
- Not many material needs
- Looking for social connection
- Downsizing, always fixing things
- Goes to town to do banking, meet friends for coffee, run errands, haircut at John's
- **Media: Traditional – paper, word on the street, maybe wife's Facebook account**

MESSAGING

- Support your local businesses
- You get more personal service in Picton than anywhere else you shop
- Picton has lots of entertainment offerings
- Picton is a charming, historical small town that is walkable
- Picton is a great place in all seasons

CALLS TO ACTION

Call to Action	Strategy
Interact with us on social media	Create awesome content
Come downtown Picton first	Shop Local Campaign
Tell others how wonderful Picton is	Enhance the physical environment through streetscape & event experiences

2020 MARKETING TACTICS & BUDGET

PRINT		
Picton Gazette	6x Half-Page Ads Annually	\$2,054.43
Coordinated Shop Local Campaign	Bookmarks, Bag Stuffers, Posters, Door stickers	\$2,211.74
Total Print Marketing Costs		\$4,266.08

*Updating kiosk maps for 2020 has been omitted.

ONLINE		
Social Media	<p>Create Several Campaigns to inform the public and promote Picton as a business & shopping area:</p> <ul style="list-style-type: none"> • Feature Individual businesses by focusing on the business owner and using a storytelling approach • Shop Local Campaign • Ask a Local – Video series interviewing people who live in Picton/PEC about their favourite Picton spots • Giveaways & Contests – Ask members to donate prizes for the giveaway • Social media takeovers & cross promotion with other local brands (Life AuLait, Hello Boss Girl) <p>*For a more detailed explanation of these strategies, please refer to the Social Media Policy & Best Practices document</p>	\$0
Total Online Marketing Costs*		\$0

*Note that there is a budget for each event to advertise on social media

EVENTS		
Flashback February	February 17-21 Membership Fee	\$500.00
Sidewalk Sales	May Long Weekend & Labour Day Weekend Entertainment - \$1,300 Posters - \$500 Social Media - \$200	\$2,000.00
Canada Day	July 1	\$2,000.00
Main Street Christmas Event	Saturday after US Thanksgiving - "Small Business Saturday" Event Elements - \$3,000 Gazette Ads - \$342.39 Radio Ads - \$300 Social Media \$100	\$3,742.39
Christmas Shopping Promotion	Dec 1 – Dec 24 Gazette Ads - \$342.39 Radio Ads - \$300 Social Media Ads - \$100 Prizes - \$500	\$1,242.39
Total Event Marketing Costs		\$10,484.78

OTHER		
Foot Traffic Counter	To measure the number of pedestrians on Main Street, and determine the busiest time of day/week/month.	\$3000.00
Stewardship	Recognizing significant donors & supporters of the BIA	\$1000.00
Special Projects	Miscellaneous	\$1000.00
Office Supplies		\$500.00
Total Other Marketing Costs		\$5,500.00

TOTAL BUDGET (SUMMARY)		
Print		\$4,266.08
Online		\$0
Events		\$10,484.78
Other		\$5,500.00
Total Marketing Costs		\$19,250.86