



Township Marketing Plan Overview

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Township Marketing Plan

Many small towns in regional area are facing situations which make it difficult for their business community to survive and thrive. Escape spending, changes in population, loss of a major employer in the region or an emerging tourism market can all create challenges for small business owners.

This program gives local businesses and their supporting organisations the chance to contribute to a strategic marketing plan developed to address the specific needs in their community.

Unlike community consultation programs which rely on public meetings to generate ideas and support for a project, this program works primarily with a local co-ordinator and a small group of motivated business owners.

The planning process is facilitated by small business marketing expert, Linda Hailey, who works with the program co-ordinator and key businesses to develop a cost effective marketing plan. Development of the marketing plan is based around a visit to the town. To maximise the time spent on-site, research can be conducted prior to the visit. The on-site visit includes a retail review, a discussion group with key businesses, a retail seminar and development of key strategies.

Following the on-site visit, the final plan is developed. Typically a plan is 20 – 25 pages long. Although each plan is different, you could expect a town marketing plan to include

- ▶ Documentation of issues arising out of workshop with key businesses
- ▶ Documentation of “gaps” in the existing retail mix and product mix
- ▶ Documentation of target markets
- ▶ Strategies for tailoring the retail mix to fit target markets
- ▶ Strategies for capitalising on existing tourism markets (if applicable)
- ▶ Strategies for coping with escape spending
- ▶ Strategies for increasing awareness of the business community
- ▶ Recommendations for improving signage and visibility
- ▶ Recommendations for window displays and merchandising
- ▶ Recommendations for customer service development
- ▶ Recommendations for promotions
- ▶ Recommendations for an advertising program
- ▶ Recommendations for individual businesses (if applicable)

The plan will also include suggestions for funding and implementing the recommendations.

Following is detailed information about each phase of the project.

Research

Phone Briefing

Eight to ten weeks prior to the on-site visit a phone briefing is held with the project co-ordinator to determine the key issues facing the business community and develop the research brief.

Information Gathering

Two to three weeks prior to the on-site visit, the co-ordinator will be asked to gather any research data or information that will assist the planning process.

Information to be provided may include:

- ▶ Photographs of the central business district including streetscapes, individual buildings of note, adjacent areas such as beachfront
- ▶ A list of businesses in the central business district and other areas such as light industrial parks or main road if appropriate
- ▶ A list of key business owners in the community who are likely to be involved in the planning process
- ▶ Tourism information on the area if appropriate
- ▶ Reports from any Council or tourism funded consultancies or research projects
- ▶ Reports from community consultation or government funded research projects

Other information can be collected through on-site research. Research exercises may include:

- ▶ Postcode surveys conducted by individual retailers
- ▶ Shopper surveys conducted by independent researcher or the co-ordinator
- ▶ Shopping basket comparison with other centres in the area by independent researcher or the co-ordinator

Fact sheets and suggestions for staffing and funding the research are included with each research exercise.

On-Site Visit

Retail Review

Once Linda arrives on-site she will conduct a retail review of the main shopping area including visits to key retailers and businesses who may be aware of market changes. These businesses might include real estate agents, service clubs and coffee shops. Each review is different but a retail review could cover:

- ▶ Signage
- ▶ Visibility
- ▶ Identity and branding
- ▶ Product stock levels
- ▶ Product ranges in stores
- ▶ Traditional versus innovative products
- ▶ Merchandising
- ▶ Streetscaping
- ▶ Access and egress to main street
- ▶ Architecture
- ▶ Heritage values
- ▶ Customer service
- ▶ Tourist attractions

Planning workshop

Linda will facilitate a planning workshop with key business owners to identify the key issues that may have an impact on the marketing of the community. This workshop would be tailored to suit the community but could cover:

- ▶ Positives and negatives to be considered in the marketing
- ▶ Previous marketing initiatives
- ▶ Impact of escape spending
- ▶ Population changes
- ▶ Tourism trends
- ▶ Gaps in the retail mix
- ▶ Target markets
- ▶ Marketing opportunities
- ▶ Operational issues to be considered such as funding and staffing the project

On-site planning

The consultant works on-site with the program co-ordinator to review all the information gathered and develop the core marketing strategies and a step-by-step plan. Members of the retail community can be consulted if necessary during this process.

Retail seminar

A one hour retail seminar that can be tailored to address the particular needs and wants of the business community. Topics might include:

- ▶ Catching and Keeping Customers
- ▶ Tricks of the Trade for Retailers
- ▶ Kickstart Marketing techniques

Final Plan

Following the on-site visit, the consultant will prepare a planning document detailing the marketing objectives, the recommended strategies and a timeline of marketing activities. This is presented in an easy to read "dot point" format.

Follow Up

Linda is available for unlimited phone support during the implementation phase.

Terms and Conditions

For a community with a population of less than 2,500 the cost of this project is \$4290 incl GST. Airfares and accommodation are an additional cost.

For larger communities it is usually necessary to spend additional time on research, reviewing the town centre and compiling the final report. These projects can be quoted individually. As a guideline, a recent project for a community of 10,000 was quoted at \$5,600 incl GST.

Seminar Overviews

Tricks of the Trade for Retail

1 Hour Seminar

Whether you are in a bustling mall or a suburban strip, retailers face a specific set of issues when it comes to marketing. Roadworks, bad weather and the economic climate can all have a sudden impact on your trading. A retailer's livelihood depends on their ability to pull customers off the street and into their business. Once the customer is in the shop, the retail battle isn't over as you have a very short period of time to encourage the customer to make a purchase and impress them so much they want to come back again and again. This practical seminar looks at simple strategies that can be used for attracting and keeping customers to boost the retailer's bottom line.

- ▶ Take a look at your business through your customers eyes
- ▶ Discover why businesses lose customers
- ▶ Learn the power of window displays
- ▶ Use the "ant tracks" in your retail outlet to sell high profit products
- ▶ Using merchandising and display to increase sales
- ▶ Find out how to keep your customers longer with effective customer service
- ▶ Simple promotions that can increase average spend and number of visits
- ▶ We'll show you how problems are an opportunity to shine
- ▶ Low cost promotions that can add value to a "Shop Local" campaign
- ▶ Understand the lifetime value of a client

Practical Marketing for Small Business

1 Hour Seminar

Marketing, it's one of the biggest mysteries for most of us in business. We're told we need it but how do we use it? Do we or don't we advertise? How do we approach new clients? Do we have to "cold call"? Should we advertise? Does it work? Where can we go to get advice or help?

It's easy to get good financial and business advice but when it comes to marketing most small business owners struggle on and hope they get it right!

This practical seminar takes the mystery out of marketing.

You'll discover a simple process that could make all the difference to **your** business in 2003.

- ▶ You'll learn the basics of how to analyse your business so you can spend less time and money on marketing
- ▶ You'll discover easy ways of finding new clients and how to keep your existing clients for longer
- ▶ You'll even discover the guidelines for when to advertise, when to promote and when to save your advertising dollar!

Winning the Marketing War

1 Hour Seminar

Businesses that will thrive in the year 2003 and beyond will need to change their focus on marketing. Advertising and the generic marketing commonly used by small businesses in the nineties will not be enough to survive and thrive in the marketplace of the new century. Marketing will need to be specific to target markets and winning businesses will be customer focused not product focused. We will need to make the most of all our contacts and competition as a challenge not a catastrophe.

Take the mystery out of marketing with this practical presentation that will give you inexpensive marketing ideas you can use in your business. You don't have to be a marketing whiz kid to build your business using this easy approach to marketing.

- ▶ Learn to be customer focused not product focused
- ▶ Discover that not all clients are equal, don't try to be all things to all people
- ▶ Understand the true value of existing clients
- ▶ See competition as a challenge not a catastrophe
- ▶ Learn how to develop effective strategic alliances and use networking to your best advantage