



Marketing, Promotion and Website Plan

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Vision Statement

Schomberg Main Street is the heart of a vibrant village that takes pride in its agricultural heritage.

A walkable, picturesque destination for residents and tourists alike, Main Street has maintained its historic quality, while offering a mix of local services, unique shops, restaurants and beautifully preserved homes.



Main Street Target Market

Target Market

- Adults, 40-54, with children. They own their own homes and have high disposable incomes. They lead active lives, enjoying dining out and attending events. They have an appreciation for heritage and believe in supporting local businesses.
 - a) Primary Target – Schomberg Residents
 - b) Secondary Target – Residents of Schomberg's Trade Area
 - c) Tertiary Target - tourists and cyclists

Main Street Point of Difference

There aren't a lot of places like Main Street still around. Places like these are classics – historic gems tucked away from the rest of the busy-ness of today. Main Street is a mix of residential and commercial, and prides itself on its friendly, personal service.

Main Street Positioning Model & Positioning Statement

Target Market

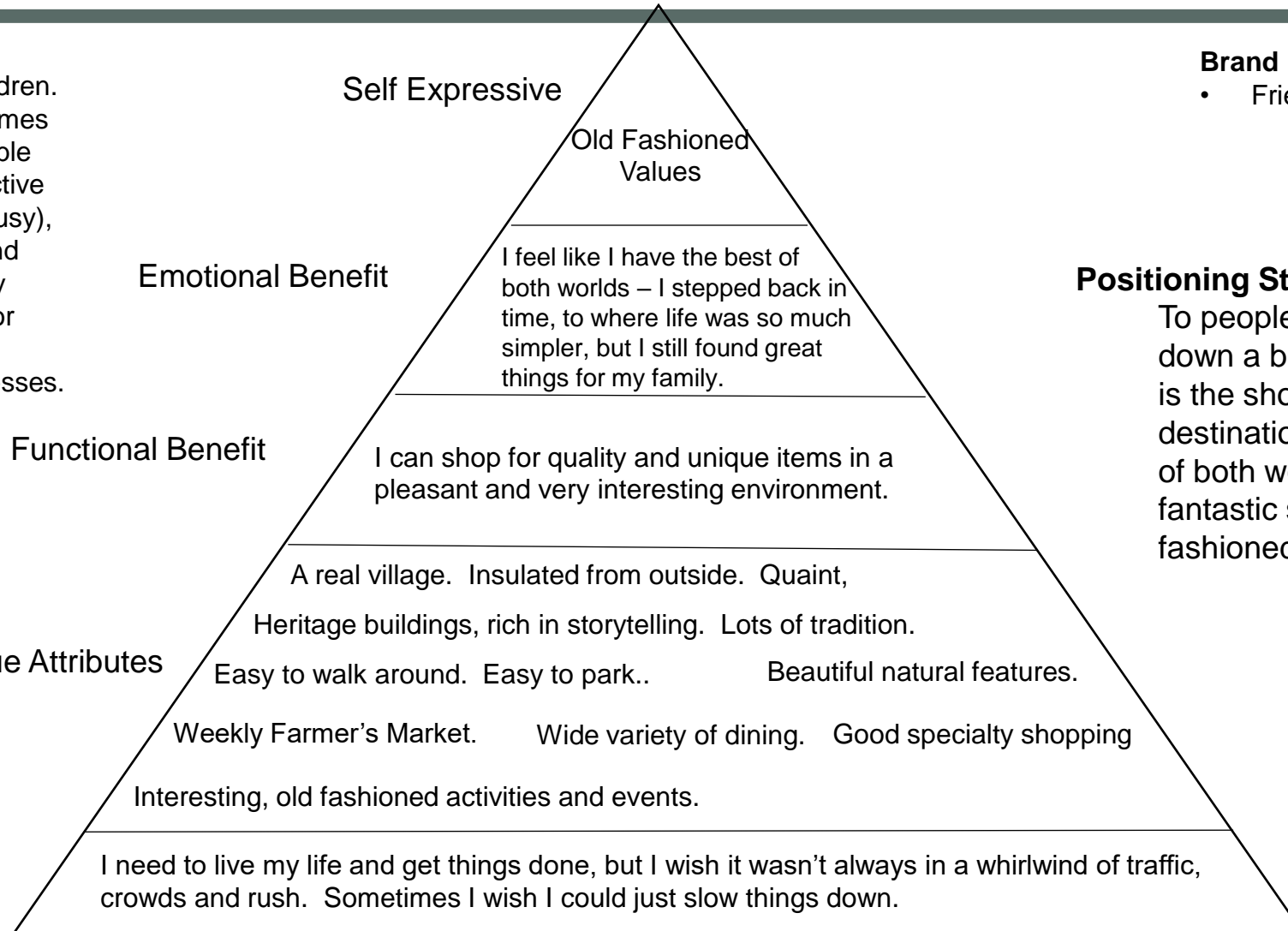
- Adults, 40-54, with children. They own their own homes and have high disposable incomes. They lead active lives (sometimes too busy), and enjoy dining out and attending events. They have an appreciation for heritage and believe in supporting local businesses.

Brand Personality

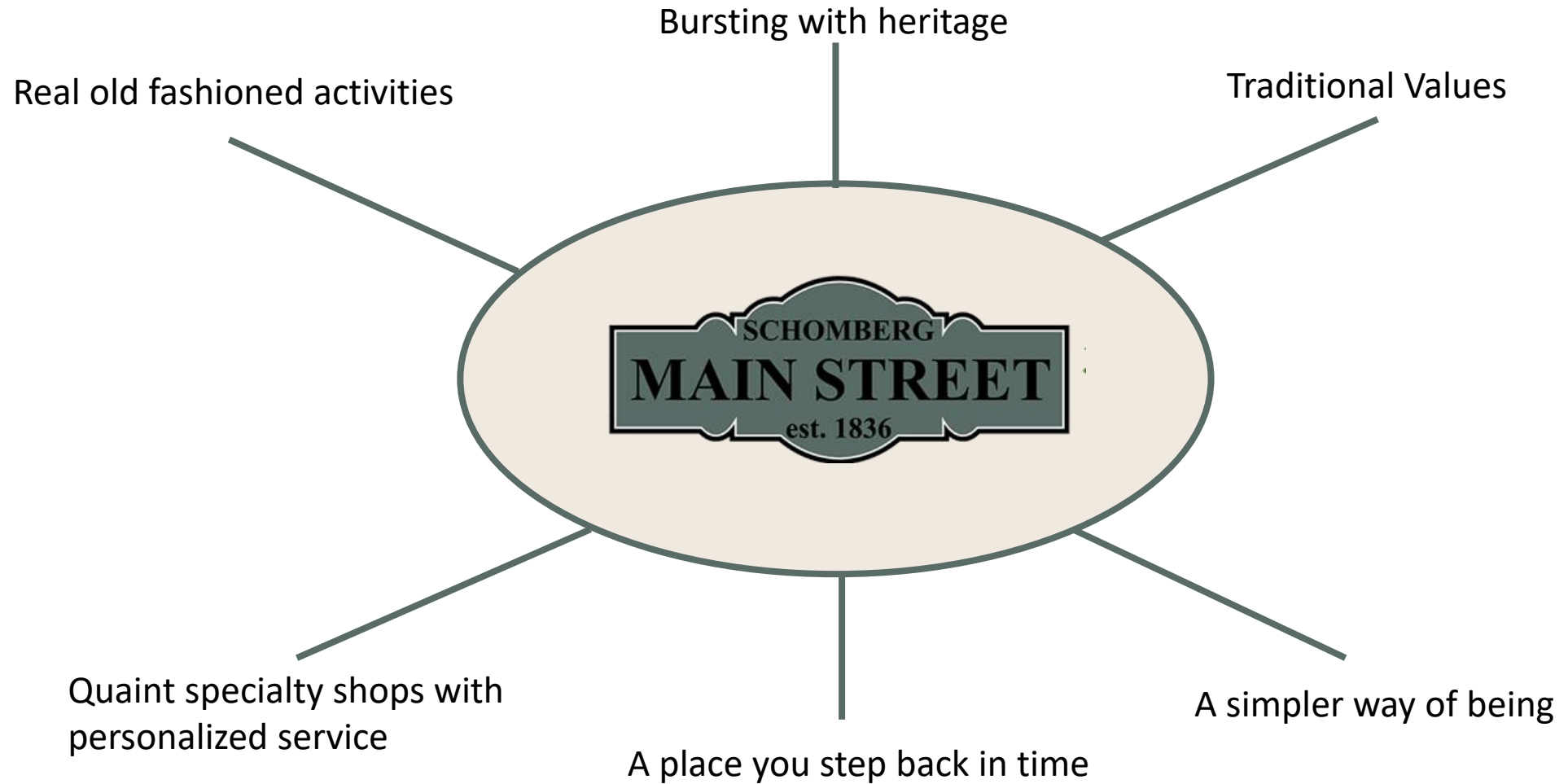
- Friendly, honest, open

Positioning Statement

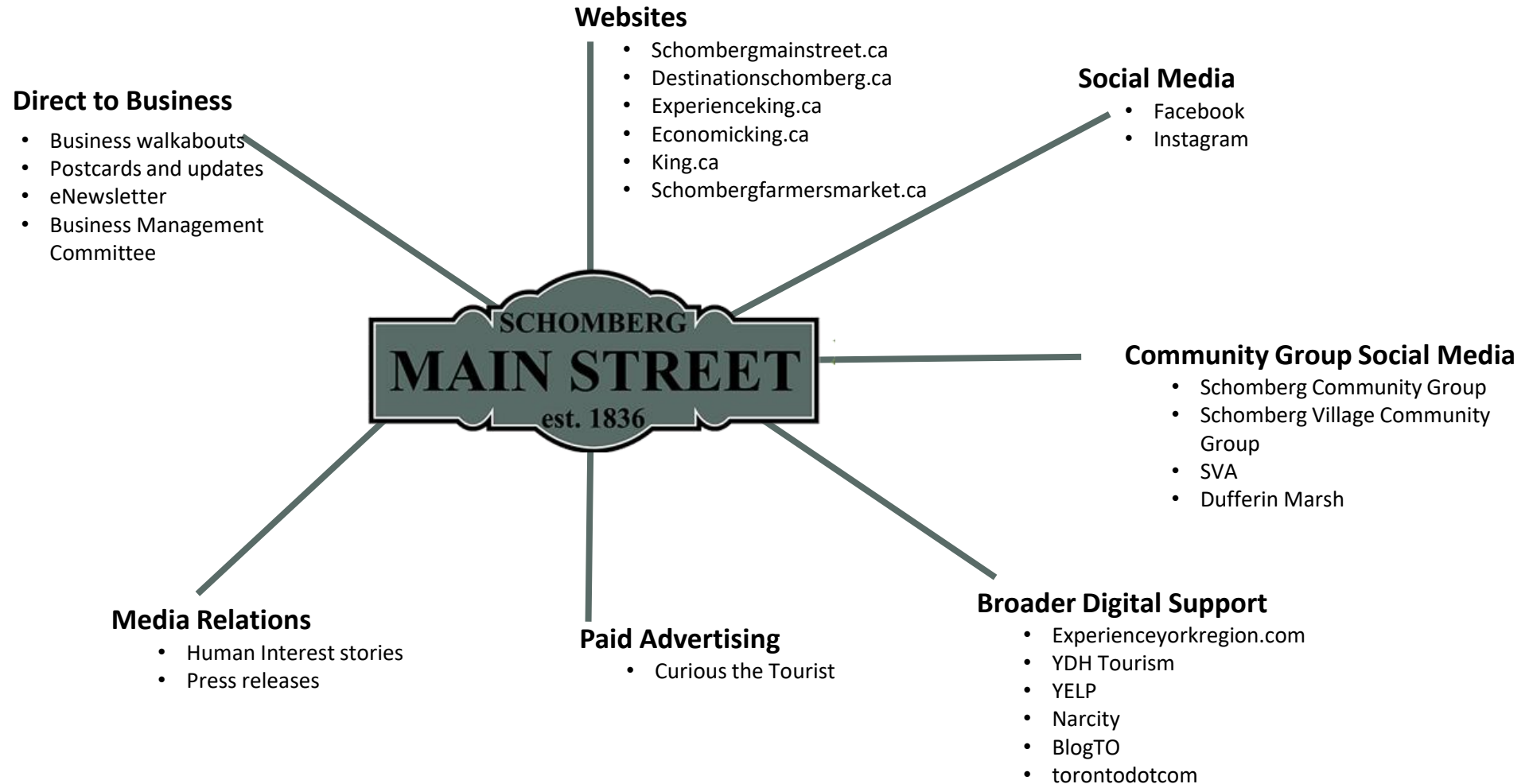
To people who want to slow things down a bit, Schomberg Main Street is the shopping and dining destination that gives you the best of both worlds because it offers fantastic shopping in a quaint, old-fashioned environment.



Main Street Focus - An old fashioned village that's full of heart



Marketing & Promotion Plan Components



Website Promotional Plan

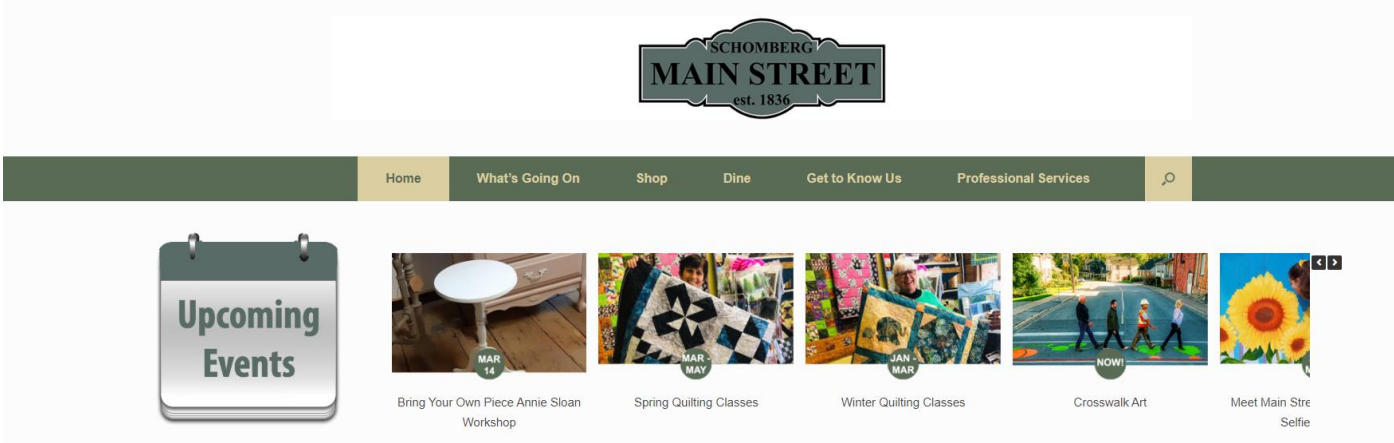
Through Economic Development Schomberg Main Street has 100% control of the content and messaging for the following websites:

- Schombergmainstreet.ca
- Destinationschomberg.ca
- Experienceking.ca
- Economicking.ca

Economic Development is also able to influence the content of the following websites:

- King.ca
- Schombergfarmersmarket.ca

Each website plays a different role in promoting Schomberg



CHECK OUT THE PHOTO GALLERY OF THE SLEIGH IN LION'S PARK.

Objective:

- To serve as the hub to promote the retail shops, dining and services available on Main Street.

Target Audience:

- Primarily Schomberg residents and residents within the trade area interested in dining, shopping or participating in an event.

Content:

- Home page – provides a summary, and is updated seasonally to match theme of the season
- What's Going On – lists events, workshops, classes, interesting activities that will attract people to come to Main Street.
- Shop – lists all retail destinations on Main Street & provides a 1 page profile of each with links to their websites
- Dine – lists all dining destinations on Main Street & provides a 1 page profile of each with links to their websites
- Get to Know Us – lists interesting destinations e.g. Community Hall & Fairgrounds
- Professional Services – lists all professional services with links to their websites
- Photo Galleries – record images on activities – e.g scarecrows, festive selfie station

Action Plan

- Website serves as the central hub for all information Main Street
- What's Going On updated on a weekly basis by reviewing activities on each shop, restaurant and community group
- Other sections updated on ad hoc basis as required
- Home Page Takeovers – home page should be taken over September through December 3 times to reflect the 3 fall street activation themes – *Express Yourself, Scarecrows and Festive*

Social Media Pushout

- Content from the website, in particular What's Going On, is pushed out on schombergmainstreet's Facebook page
- For every FB post, a second post should be sent to the Schomberg Community Group and the Schomberg Village Community Group's FB admins



Objective:

- Business attraction website providing information about Schomberg Main Street, Highway 27 Corridor and Business Park.

Target Audience:

- Small and medium sized businesses including manufacturing and retail.

Content:

- Locate Your Business – includes information on each major business area, complete summary of Main Street Revitalization project, trade area, real estate listings and Business listings
- Have a Life – Information on quality of life, including schools, library and Trisan centre
- You Belong Here – information on events and community groups
- Multiple links to supporting information on economicking.ca

Action Plan

- Ongoing updates to real estate listings
- Link digital business attraction brochure to key destinations within site



EXPERIENCES



EVENTS



DINE



STAY



VENUES

Objective:

- Broaden reach of Main Street promotion to visitors through leveraging Township's tourism website and social media.

Target Audience:

- Visitors living outside of King Township looking for interesting day trips or weekend activities.

Content:

- Main Street content to be shared will focus primarily on major events: Schomberg Fair, Schomberg farmers Market, Schomberg Garden Tour, Schomberg Street Gallery, Schomberg Scarecrows and A Main Street Christmas
- Olde Mill Art Gallery and Shoppe also promoted and any other special activities or destinations

Action Plan

- Ongoing updates to event listings. List major events on home page as well as in events listing.
- Links to schombergmainstreet.ca where possible to improve site's performance on search.
- Push out event listings through Experience King social media.

The screenshot shows the homepage of Economicking.ca. At the top is the logo for ECONOMIC KING, with 'KING' in a larger, stylized font and 'TOWNSHIP, ONTARIO, CANADA' below it. A blue navigation bar contains links for Home, ShopKING, Your Business, Our Community, Our Economy, and Economic Development. The main content area features a large banner for 'TRACK TO SAVE' by ClimateWise Business Network, with a photo of a modern building and the text 'KING Take the Mayor's Energy Challenge.' Below this is a section titled 'WELCOME TO THE KING TOWNSHIP ECONOMY' with three circular icons: a house for 'Community Improvement Plan', a construction site for 'Starting or expanding your business in King', and a woman for 'Spotlight on Business'. Each icon has a short paragraph of text below it.

ECONOMIC KING
KING TOWNSHIP, ONTARIO, CANADA

Home ShopKING Your Business Our Community Our Economy Economic Development

TRACK TO SAVE
Ontario's Energy and Water Reporting and Benchmarking for large buildings

ClimateWise
Business Network

KING Take the Mayor's Energy Challenge.

WELCOME TO THE KING TOWNSHIP ECONOMY

Community Improvement Plan
If your business is located in the village core of either King City, Nobleton or Schomberg, you may be eligible for one of 7 Community Improvement grants.

Starting or expanding your business in King
Your time and money are important to us, so we will help you through the process every step of the way.

Spotlight on Business
Every year, King Township profiles four businesses that, through their work, have advanced the King economy and contributed to the quality of life of our community.

Objective:

- Provide in depth information on flourishing within the King township economy, including zoning information, Guide to Starting & Expanding Businesses, Community Improvement Plan and more.

Target Audience:

- Businesses currently operating within King or looking to come to King.

Action Plan

- Ongoing maintenance of real estate listings



Objective:

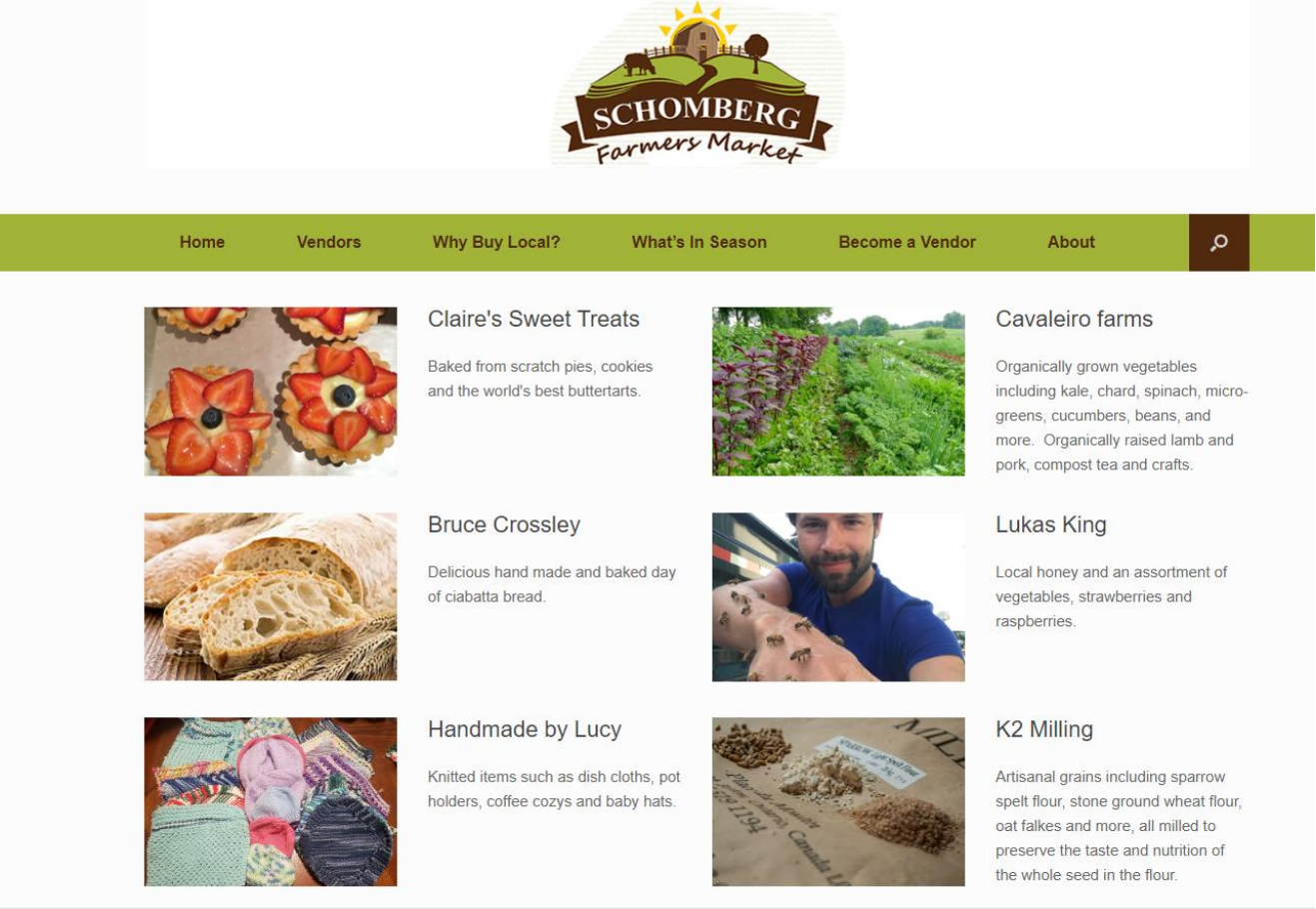
- Drive community awareness of Main Street events through banners on municipal home page.
- Offer a banner on the municipal home page as a prize to businesses participating in community activities.

Target Audience:

- King residents

Action Plan

- Banner development as needed.



The screenshot shows the website for Schomberg Farmers Market. At the top is the logo featuring a sun, a barn, and a tree, with the text "SCHOMBERG Farmers Market". Below the logo is a navigation bar with links for Home, Vendors, Why Buy Local?, What's In Season, Become a Vendor, and About. The main content area displays a grid of six vendor profiles, each with a photo, a name, and a short description of their products.

Vendor Name	Description
Claire's Sweet Treats	Baked from scratch pies, cookies and the world's best buttermilk tarts.
Cavaleiro farms	Organically grown vegetables including kale, chard, spinach, micro-greens, cucumbers, beans, and more. Organically raised lamb and pork, compost tea and crafts.
Bruce Crossley	Delicious hand made and baked day of ciabatta bread.
Lukas King	Local honey and an assortment of vegetables, strawberries and raspberries.
Handmade by Lucy	Knitted items such as dish cloths, pot holders, coffee cozys and baby hats.
K2 Milling	Artisanal grains including sparrow spelt flour, stone ground wheat flour, oat flakes and more, all milled to preserve the taste and nutrition of the whole seed in the flour.

Objective:

- Drive community and visitor awareness of farmers market.

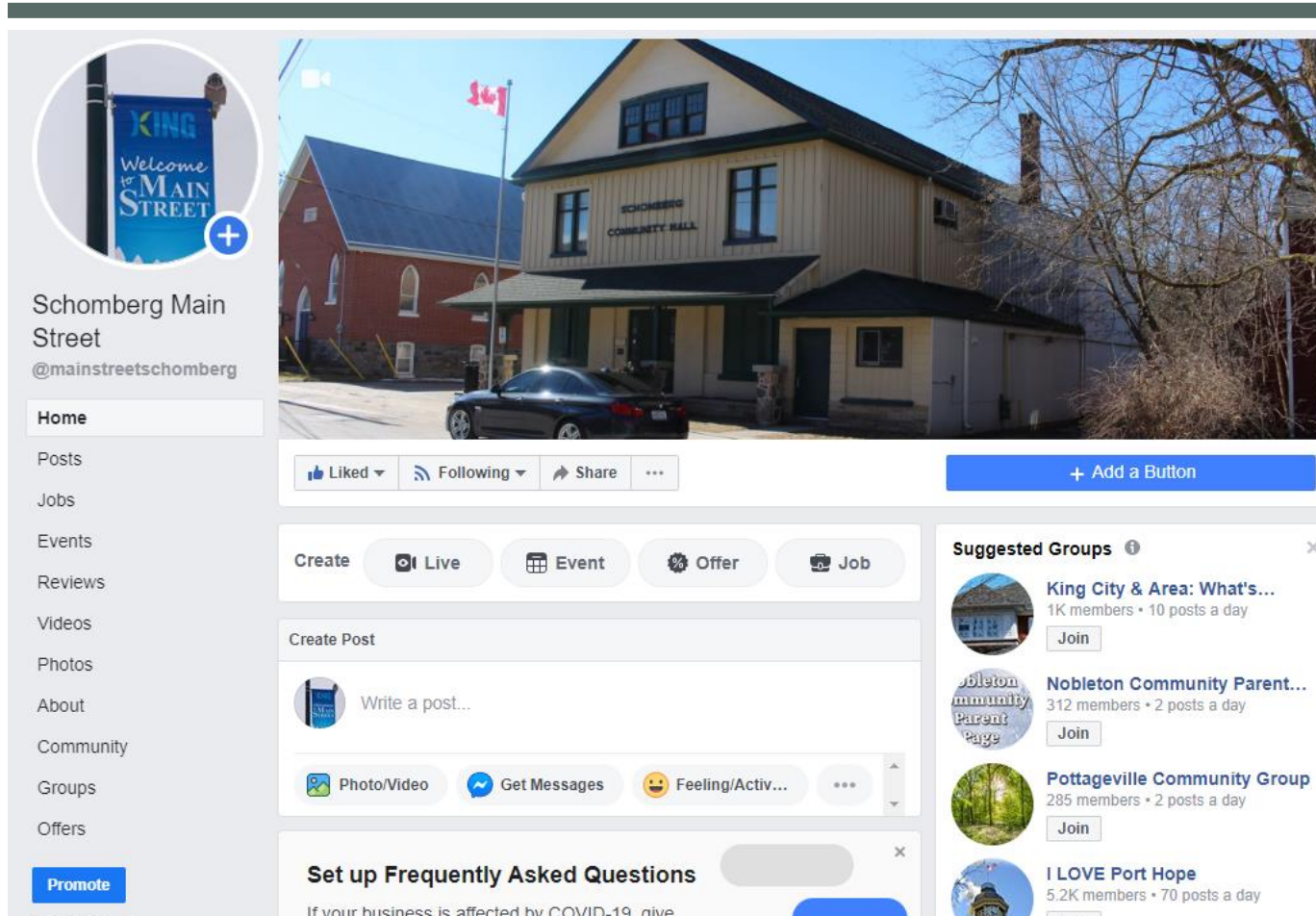
Target Audience:

- King residents, visitors to King and people interested in shopping local

Action Plan

- To be managed by Schomberg Farmers Market with support from Township

Social Media & Community Group Social Media



- Primary tool used for social media within community is Facebook
 - Schomberg Community Group - 3,618 members
 - Schomberg Village Community – 880 members
- Many businesses also very active on Instagram
- Twitter less important within community

Social Media Management Plan

Objective:

- Deepen Schomberg resident engagement with main Street businesses and ensure residents are aware of activities on Main Street

Action Plan

a) Staying Informed

- Daily monitoring of Schomberg Community Group & Schomberg Village Community FB pages
- Daily monitoring of Main Street retail and food service businesses' FB and Instagram pages
- Weekly review of Main Street retail and food service businesses' websites

b) Spreading the Word

- 4 – 5 posts weekly on Facebook – posts can be rewritten and based off of businesses posts, but should not be shares – write as an original post. Do same for community groups – SVA, Dufferin Marsh, Farmers Market
- Share each of these posts to the Community Group FB pages
- On Instagram, like and share all business posts

c) Creating Content

- During Main Street Activations, actively post the happenings on Main Street, share selfies and change cover photo to reflect the activation theme

Broader Digital Support

Objective:

Expand reach of major activations on Main Street through leveraging outside social media resources.

Action Plan:

- Ensure all significant events are listing on YDH Tourism, Experienceyorkregion.com and Yelp.com
- Create multiple culture days listings – scarecrows, express yourself, Annie Sloan workshop, Olde Mill
- Using Experience King twitter account, engage Blog TO, Torontodotcom and Narcity
- Engage with food bloggers during Express Yourself month

Paid Advertising

Objective:

- Widen reach of awareness of significant happenings on Main Street while also providing evidence to businesses of Township's commitment to support them while respecting limited budget.

Action Plan

a) Curious the Tourist Print Advertising

- Secure inside front cover ad in October (*Scarecrows*)
- Explore securing ad in September if *Express Yourself* activation plan widely adopted
- Explore December ad for A Main Street Christmas and unique shopping experiences

b) Digital Advertising

- Through tourism is appropriate, consider FB advertising for specialized activities such as Schomberg Garden Tour

Media Relations

Objective:

- Engage local community newspapers and beyond to spread the word about happenings on Main as well as human interest stories on Main.

Action Plan

a) Content Creation

- Plan press releases for major activation components including:
 - Sidewalkable Sundays
 - Random Rocks of Kindness
 - Fido & Friends Fashion Show
 - Lions Park Mural
 - Scarecrows
 - Festive Selfie Station
 - Santa's Magic Mailbox
 - Elf on the Shelf BINGO

b) Information Dissemination

- Develop list of target publications and radio stations (e.g. Jewel 88.5 & 105.9 the Region) to offer interview and share great stories

Direct to Business Communications

Objective:

- a) Ensure Main Street businesses are informed well in advance about key activities and activations and empowered to participate.
- b) Ensure Township has finger on the pulse of local businesses both in terms of their activities, but also optimism and engagement levels.

Action Plan

- a) Once Weekly Walkabout
 - Designate a day to drop into each business on Main Street to touch base with proprietor
- b) Themed Period Handouts
 - For all 4 themed periods, prepare a postcard or 1 pager outlining the Township support and ways the business can participate to provide well in advance of the themed period. Follow up during weekly walkabouts to encourage creativity and participation.
- c) Monthly eNewsletters
 - Secure emails for all businesses during weekly walkabouts and prepare a once monthly eNewsletter to provide a more formal record of what businesses can be planning for. Profile a business success story in each eNewsletter.
- d) Business Management Committee
 - Assign businesses to each committee member as their primary focal point as they provide both encouragement and non Township led information to their peers.

APPENDIX

SWOT Analysis – Strengths & Weaknesses

STRENGTHS

- Main St is a defined enclosed area
- Easily walkable
- Road is under municipal control
- Narrow streets give some traffic calming
- Historic feel with unique architecture
- Strong heritage
- Some exceptional natural features
- Very engaged community
- The people
- Excellent events
- Good dining
- Large prosperous trade area
- 15,000 vehicles/day pass by the gates to Main St

WEAKNESSES

- Parking perceived as limited and blocking businesses, Green P parking lot confusing
- Some properties have poor building condition & appearance, including cluttered laneways
- High number of residential rental units leading to street level residential in commercial properties impacting street character
- High number of businesses rent their property – low barrier to exit
- Overdeveloped in services
- Inadequate shopping
- Sidewalks perceived as poorly maintained
- Lack of crosswalks, safe places to cross the street
- Absence of integrated sitting areas, street furniture
- No clear system for municipality to support events
- No single municipal function dedicated to supporting Main Street

SWOT Analysis – Opportunities & Threats

OPPORTUNITIES

- Increase participation in CIP
- Create more of a sense of place- wrapped garbage cans, murals on walls, integrated banners
- Improve celebration of heritage (On this Spot, buskers, events)
- Expand calendar of events to lengthen activities
- Improve wayfinding at Hwy 27 & Hwy 9 to encourage passers by to explore
- Improve walkability – sidewalks, crosswalks, parking, street furniture
- Improve utilization of public space – Community Hall & Fairgrounds
- Support tactical urbanism – e.g. Cyclists welcome patio, pop up ice cream shop
- Leverage Digital Main Street to improve all Main Street businesses' competitiveness
- Business attraction strategy
- Business retention strategy

THREATS

- Risk that increased use of street level properties for residential rentals will evolve Main Street into affordable residential and eliminate commercial core
- Kingsgate mall decreasing traffic onto Main St
- Volunteer burnout – events rely heavily on volunteers

Main Street Differentiating Features

IN PLACE

- A village on one main street
- Heritage buildings
- Rich in storytelling & tradition
- Easy to walk around
- Beautiful natural features
- Signature Community Events
- Agricultural Grounds

NEED PROGRESS

- Weekly Farmer's Market all year long
- Good specialty shopping
- Convenient parking
- Themed periods
- Interesting activities and photo ops