



MEMORANDUM

DATE: February 24, 2021

TO: Honorable Mayor Colbert & Members of Town Council

FROM: Natalie Monkou, Economic Development Manager

SUBJECT: Marketing Strategy for Economic Development

In January 2021, Town Council awarded a marketing contract to Reingold Inc. to provide services that focused on supporting the business community in the Town of Vienna. Creating marketing tools for business is a best practice and a standard for economic development organizations. It is important that the Town's economic development office begin to develop assets that allow for marketing the Town as a destination and to promote business to audiences that impact the growth of our business community.

Through this contract with Reingold, the work to develop a strategy and plan to support business through marketing has begun. The March 8 conference session will be used as a forum to detail the recommendations to move forward.

First Campaign: Vienna VA Restaurant Week

Since January, Reingold has been working with the economic development division to execute the first Town hosted restaurant week—which took place from February 14 through February 21. This effort included creating new online assets for economic development to use in the promotion of its businesses including a website and social media accounts (i.e. Facebook, Twitter, and Instagram). This marketing campaign also included paid promotion through social media and local radio.

Next Steps for Business Focused Marketing Project

The next phase for working with Reingold involves setting goals and priorities for the next few months in the following areas:

1. Communications Plan & Future Business Promotional Campaigns

The communications plan will outline recommended communications tactics, audiences, and messaging. There are additional campaigns being planned to support a diverse group of business industries in Vienna. The communications plan will also outline how the website and social assets will be utilized to execute these marketing campaigns.

2. Building Content and Developing a Strategy and Guidelines for Social Media

The next phase also involves creating a social media strategy plan and asset templates for Town of Vienna EDD to use for content to promote the business community in the long term.

3. **Building a Website**

The website will complement the social media campaigns and share business focused content through a simple and easy-to-use interface that promotes various Town of Vienna businesses to visitors.

Conference Session on March 8

Reingold will make a presentation about the details of the proposed plan and the results of the restaurant week marketing campaign will take place during the March 8 conference session.

There are three main stakeholder groups reviewing the content at this intersection: the Town's communications office, the Town Business Liaison Committee and Town Council. We look forward to hearing your thoughts about the marketing strategy at the conference session.