



## PROMOTIONAL STRATEGIES

Please note the attached Narrative. It is written in such a way that the messaging should resonate across multiple audiences but is particularly focused on millennials who are mid-career and/or with young families and may resonate with a particular type of younger person who may be thinking about leaving. It is important to remember that only 43% of college students state that job opportunity was the number one driver of where they chose to live after graduation.

The following suggested promotional strategies align with this target audience:

### MESSAGING

- You must, at all times, be authentic and deliver on reality in as appealing a way possible. Don't just say you are great. Give distinct reasons. Focus on what you can offer, hitting the key selling points:
  - Walkability
    - Peterborough's walkability score is lower than it should be & needs to be updated
  - Shopping
  - Culture
    - Spell it out in detail
  - Community engagement
    - Spell it out in detail
  - Promote any community involvement with the school system
    - Important to young families. They like to know that the teachers know the kids and the families and that education at all levels is important to the community
  - Year round outdoor and recreational offerings
    - Younger people value year round outdoor activities. Emphasize the great options you have in Peterborough and the surrounding area, the strong culture of outdoorsiness, and the fact that this is a place where people do lots of things together.
  - Entrepreneurship
    - The Ecosystem Hub and Spokes should be described in detail on the ultimate website with links to the leaders and the resources of the system. In addition, you should be announcing the founding of the Ecosystem and underscoring its goals, objectives and effectiveness



- Proximity to larger towns
  - How would you define the access one would have to the amenities of a larger metro area if one lives in Peterborough? If you believe that is a weakness, are you projecting the mindset of a New Englander or are you really not all that remote based on how someone from the West Coast might view it? Thinking spin
- Openly display your values. *You don't do this enough. This distinguishes you as a town.* Demonstrate how Peterborough welcomes newcomers, new ideas, and frank and open discussion. Validate how community engagement and discussion actually turns into action.
  - Welcome Team
  - Community Conversations
  - Official Ecosystem as an outcome of the SWOT analysis
  - The fact that you even did a SWOT analysis!
- Include the causes and issues important to Peterborough and where the community rallies.
  - 85% of Millennials link their commitment and decision making to a cause.
  - Environmental causes are of particular interest!

### **COMMUNICATION & INTERACTION**

- Be very deliberative and inclusive in communicating with young adults. Make sure they know they have every opportunity to make this community their own.
  - Create special opportunities for community and civic involvement and regard these as people who will be shaping the Town for years to come.
    - Ensure that the younger demographic is represented on committees
    - Establish a Young Professionals group
    - Survey young adults on a regular basis
    - Celebrate the contributions of young civic leaders and entrepreneurs
    - Make sure to communicate development plans to young adults. This was a frequent complaint in the SWOT interviews
- Website(s)
  - Establish **the** main website for accessing information on living and working in Peterborough. If it is [www.peterboroughworks.com](http://www.peterboroughworks.com) (a better name would be nice), the Town should show that link on their front page. It is currently buried in the committees section
  - The mobile walking tour is not featured on [www.peterboroughworks.com](http://www.peterboroughworks.com), or any other social media sites. It is a neat idea, but should be updated, if possible
  - As the website is updated, continue to emphasize stories



- Keep the news updated
- Add an events calendar
- The sites currently appear to be well optimized for mobile, which is really important as brands in general are heading toward 20% being accessed by mobile
- Interactive really grabs the attention of younger adults. Keep it from being stale and boring; i.e. clickable links and tags so that a user can interact with a business, person, place or thing that is profiled
- There is no real mention of the proximity to and interaction with colleges and universities on the website. This is very important to many entrepreneurs. There is no reason why the institutions of higher learning cannot be mentioned. They are not that far away!

### **PROMOTION & OUTREACH**

At the risk of stating the obvious, you have to be out there promoting the Town constantly. There are many mediums for doing so that you can take advantage of given your lack of marketing funds. It is simply important to keep the attributes of Peterborough out there. The issue remains how and who to take on these tasks. Where it may not be viable to rely solely on volunteers, perhaps the members of the various spokes can decide to contribute financially towards its underwriting. If nothing else, each spoke and one or more persons on the hub should take responsibility for posting. The best way to promote a place is by telling stories, such as those showcased in the narrative and on the website.

- Social Media
  - Facebook
    - The Facebook situation as it stands relative to Peterborough is somewhat confusing. As with the website, it is a good idea to create one consolidated Facebook page and work together to keep it updated and interesting. Make it a go to page that followers who live in Peterborough and who are from Peterborough or who visit Peterborough will Like.
    - Make announcements
    - Designate someone at each event, gathering, discussion, or happening to be the person who posts on the Facebook page, giving a blow by blow. This engages people.



- Apart from the obvious announcements, talk about other achievements, resources, and updates; ie the formation of the ecosystem and the goals and objectives for that. That is a big deal. Flaunt it.
- Include videos: as with all promotional tools, the use of video is becoming increasingly popular and necessary to hold the attention of your target audience
- Try Facebook Live where and when possible; i.e. Community Conversations and other events and happenings
- Ask residents to post when they are out having fun anywhere in Town.
  - Suggest to the Merchants Spoke that they reward patrons for doing so
- LinkedIn
  - Create a LinkedIn Page: LinkedIn has grown its user base to more than 500 million users. It is no longer known only for job searching, but for its networking opportunities and relevant content that one doesn't really find on other platforms like Facebook and Instagram. It is considered a big opportunity to connect with highly targeted audiences.
  - There are plenty of local subject matter experts that reflect the culture and benefits of living in Peterborough who can contribute articles.
  - You can post your events and announcement as well.
- Instagram
  - The current activity about Peterborough on Instagram is fun. I particularly like the Secrets of Peterborough page. Encourage residents and visitors to continue posting and maybe have a contest for most views or the like.
- Twitter
  - Twitter is another oft used and easy medium to make announcements and promote yourself. Peterborough Works has a Twitter handle - @peterborougheda - but has never tweeted! As with the website, you need to decide if your promotional – in this case – tweets are coming from the Town Twitter page or this one.
- Blogs and regional news media
  - For the time being, the recommendation is to focus on regional promotions. There are any number of lifestyle blogs, digital news outlets, and issue specific blogs that you can contribute to, perhaps leveraging the posts you may do on your LinkedIn page.
  - You should be sending press releases to the Union Leader, New Hampshire Business Review, BNH Magazine, and New Hampshire Magazine and posting, where possible, on their events calendars



- Outreach Idea
  - Reach out to former residents, such as those who have left to attend college or pursue a job and who may be enticed to move back to Peterborough. Work with family members and friends who are still here to create the database. Remember that Millennials are known for their close relationships with their parents: 50% claim to talk to their mother every day and Millennial families decide by consensus, considering options for children as well as adults about where to live.

### **LEVERAGE**

- Leverage the activities and resources on the State and Federal levels.
  - Continue to develop the relationship with DBEA
    - Will Arvelo, Director of the DED has now been to Peterborough on 3 occasions and is becoming quite familiar with Peterborough. He had previously never been to the Town. Leverage this new relationship when and if the interaction with his department proves to be less than favorable.
    - Ensure that Vicki Cimino, Director of the Tourism Dept. is fully aware of Peterborough's breadth of assets and activities, beyond tourism. Her department is now the official marketing arm of the State. Hint: She is personally committed to developing sector-based coalitions across geographies. Maybe Peterborough can provide leadership in that regard.
- Explore involvement with the NH Clean Tech Council and the NH Tech Alliance, particularly given the synergies relative to industry foci.
- Reach out to the SBA, the SBDC and the US Commercial Service to explore cooperative activities. They are always looking for partnerships.

### **BTW**

[www.peterboroughecosystem.com](http://www.peterboroughecosystem.com), [.net](http://peterboroughecosystem.net), and [.org](http://peterboroughecosystem.org) are available as is [@peterboroughecosystem](https://twitter.com/peterboroughecosystem). Just sayin.....