**Marketing Strategies**

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| **Website Maintenance** |
| **Action Step** | **Responsibility** | **Description**  | **Date Assigned** | **Completion Date** | **Notes** | **Metrics** |
| 1 | Wendy Meyer | Create a link on websites directing toward GGI website |  |  | Ask CC, CVB, EDC, City to place link on front page  |  |
| 2 | Chamber | Weekly maintenance of growgrandisland.com |  |  |   |  |
| 3 | Committee Chairs | Provide Regular Updates on Committee Progress |   | Ongoing | Follow-up with Committee Chairs |  |
| 4 |   |   |   |   |   |  |
| 5 |   |   |   |   |   |  |
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| **Explore Marketing Tactics** |
| **Action Step** | **Responsibility** | **Description**  | **Date Assigned** | **Completion Date** | **Notes** | **Metrics** |
| 1 | Marketing Committee, Implementation Committee | Explore hiring an outside marketing firm |  |  |   |  |
| 2 | Marketing Committee | Explore guerrilla marketing tactics |  |  |   |  |
| 3 |  Chamber | Check with Hastings College or UNK to see if opportunity for class project.  |   |   |   |  |
| 4 |  Exec Committee | Coordinated strategy for communication within GGI Groups. | 2/18/16 | 3/15/16 | E-newsletter to all GGI volunteers.  |  |
| 5 |   |   |   |   |   |  |
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| **Educate Elected Officials, Business Community & Public** |
| **Action Step** | **Responsibility** | **Description**  | **Date Assigned** | **Completion Date** | **Notes** | **Metrics** |
| 1 | Nicki Stoltenberg  | Develop PowerPoint | 12/15 | 1/6 |  |  |
| 2 | Tara Purdie  | Develop marketing brochure | 12/15 | 1/16 |   |  |
| 3 | CVB | Develop and schedule social media posts | 2/18/16 | Ongoing |   |  |
| 4 | Nicki Stoltenberg | Develop short videos for social media | 2/18/16 |  | Jeremy Watson/GITV to tape. |  |
| 6 | Executive Committee | Inform/educate state leaders, including Governor Ricketts on GGI Initiative |  |  | Add officials to email blast list. |  |
| 7 | Tammy Slater & Mary Berlie | Develop and schedule service club circuit presentation |  |  | Present to each service club annually. |  |
| 8 |  | Create training program/video |  |  |  |  |
| 9 |  | Create presentation for Human Resource Departments |  |  |  |  |  |
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| **Advertising****(Jack and Tonja)** |
| **Action Step** | **Responsibility** | **Description**  | **Date Assigned** | **Completion Date** | Notes |  | Metrics |
| 1 |  | Design and schedule billboard advertisements |  |  |  |  |
| 2 |  | Create direct mailing advertisement |  |  |  |  |
| 3 |  | Develop and schedule series of newspaper, radio and television advertisements |  |  |  |  |
| 4 |   | Contact advertising firm to develop ads |  |  |  |  |
| 5 |   |  Design and schedule e-blast advertising |   |   |  |  |
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| **Public Events****(Beth Frerichs – Nicki will call)** |
| **Action Step** | **Responsibility** | **Description**  | **Date Assigned** | **Completion Date**  |  | **Notes** |  |  | **Metrics** |
| 1 |  | Expand Inbound Marketing Events- *centered around events the public is already planning to attend* |   |  |  |  |  |  |  |
| 2 |  | Purchase and schedule giveaway activities |  |  |  |  |  |  |  |
| 3 |   | Plan and schedule special events | 2/18/16 | 5/3/16 |  |  |
| 4 |   |  GO BIG GIVE | 2/18/16 | 5/3/16 |  |  |

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| **General Media/Newspaper Articles****(Shaun)** |
| **Action Step** | **Responsibility** | **Description**  | **Date Assigned** | **Completion Date** | **Notes** | **Metrics** |
| 1 |  | Develop and Schedule series of GGI Progress Summaries |  |  |  |  |  |
| 2 | Nicki Stoltenberg, Casey Bartels | Identify and schedule authors for celebrity columns |  | 12/8/15 | Ongoing |  |  |
| 3 |  | Schedule press conferences |  |  |  |  |  |  |
| 4 |   |  Press releases |  | 2/18/16 |  | As needed |  |  |
| 5 |  | Develop topic list |  |  |  |  |  |  |
| 6 |  | Establish schedule of television community show appearances |  |  |  |  |  |  |
| 7 | Nicki/Casey | Establish schedule of morning radio show |  |  |  | Ongoing |  |  |