



DOWNTOWN SALISBURY

Marketing Overview

DOWNTOWN SALISBURY THE PLACE

Mission Statement: *Downtown Salisbury, Inc. (DSI) will promote, enhance, and manage the development of the central business district in a manner which will make the district the economic, governmental, social, and cultural center of Rowan County. We will address the needs of impacting neighborhoods and businesses within and adjacent to the Municipal Service District (MSD). We will accomplish the above by promoting activity in historic preservation, economic restructuring, design, promotions, and building partnerships.*



***Did you know DSI has a Strategic Action Plan,
which is a requirement for
State and National Accreditation?***

Downtown Salisbury, Inc.-2014-2015

Implementation Strategy: Salisbury is a designated N.C. Main Street community that uses the National Main Street Center's Four-Point Approach[®] which includes: organization, promotion, design and economic restructuring to implement a downtown revitalization initiative.



ORGANIZATION

Goal

What: Attract, engage, expand, and extend public/private partnerships so that resources, leadership, diversity and investment in the human and financial resources of the downtown area and DSI are vibrant and secure.

Objective

To remain relative to the community while sustaining the organization and its capacities so that we encourage a sense of community while promoting activity, involvement and investments in the downtown area.



DESIGN

Goal

What: Make the downtown area more functional, multimodal transportation friendly, aesthetically pleasing and cohesive.

Objective

To enhance the functionality, multimodal transportation accessibility, economic development and livability of the downtown while promoting the unique and historical characteristics of the community.



ECONOMIC VITALITY

Goal

What: Create an environment to facilitate and support both existing and new economic growth that utilizes the economic drivers of quality of life, entrepreneurialism, arts and culture and history

Objective

Capture and sustain the market and history of the downtown while expanding the market base so that the wealth and prosperity of the downtown strongly exists.



PROMOTION

Goal

What: Research, measure, define and expand the reach of the downtown market, creating a brand and expanding a sense of place for our downtown.

Objective

To engage stakeholders, provide additional activities and expand the desirability of Downtown Salisbury as a destination.





DOWNTOWN SALISBURY

4th Quarter Regional Destination Marketing

4th QTR Stakeholder Survey Results

31 Total Stakeholder Responses

- Attractions - 3
- Lodging - 2
- Restaurants - 6
- Professional Service - 1
- Shops - 17
- Other - 2

Desired Target Demographics:

- Ages: 26-64
- Couples
- Families
- Groups

Desired Target Regions:

- Piedmont Triad
- Charlotte Area

4th QTR Stakeholder Survey Results

Ranked in Order of Importance

Desired Mediums of Advertising

1. Television Commercials
2. Social Media/Digital
(Sponsored Ads – Online Ads)
3. Radio

Desired Focus Areas:

1. Shopping
2. Events
3. Historic Attractions

4th Quarter Budget: TV & Radio

| Category | Description |
|---|--|
| TV-Triad Market (Forsyth, Guilford, Alamance, Randolph, Iredell, Wilkes, Davie, Davidson, Montgomery, Yadkin, Surry, Stokes, Rockingham and Caswell) | 400, :30 TV spots on HGTV, FOOD, Lifetime, Bravo, Discovery, 25 Days of Christmas on Free Form (formerly ABC Family) and extra spots on Spectrum News Channel |
| Spectrum News (same spots as in Triad, Cabarrus, Stanly and Rowan) | 561, :30 TV spots a week on Spectrum News Channel |
| Weather on the Ones, (Cabarrus, Stanley and Rowan) | 287, :10 TV spots a week on Weather on the Ones |



4th Quarter Spots TV Reach & Frequency

Total Spots - 400

Potential House Holds: 467,780

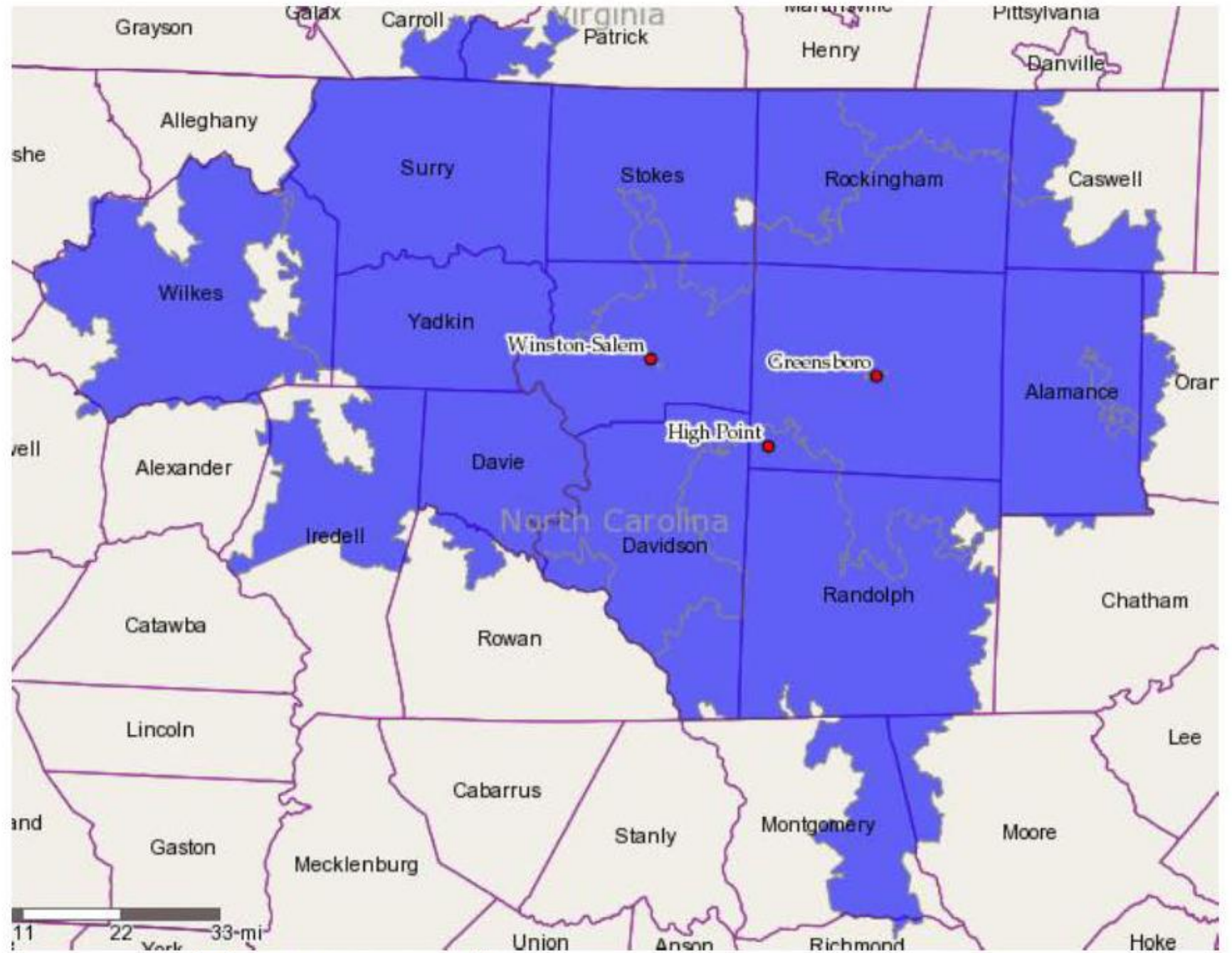
Reach – 60.8% or 284,410 HH

Frequency – 4.0

Greensboro Interconnect

Networks

HGTV, Food,
Lifetime, Bravo,
Discovery, Holiday
Baking
Championship on
Food and 25 Days
of Christmas on
FreeForm





**4th Quarter Spectrum News &
Weather On The Ones Reach & Frequency**

Total Spots - 848

Potential House Holds: 169,928

Reach – 32.1% or 54,546 HH

Frequency – 21.1

4th Quarter Budget: Radio

| Category | Description |
|-------------------------|--|
| Radio (WKBC 97.3 FM) | 340, :30 second spots, plus 140 additional bonus spots |



4th Quarter Radio Reach & Frequency
Total Spots - 480

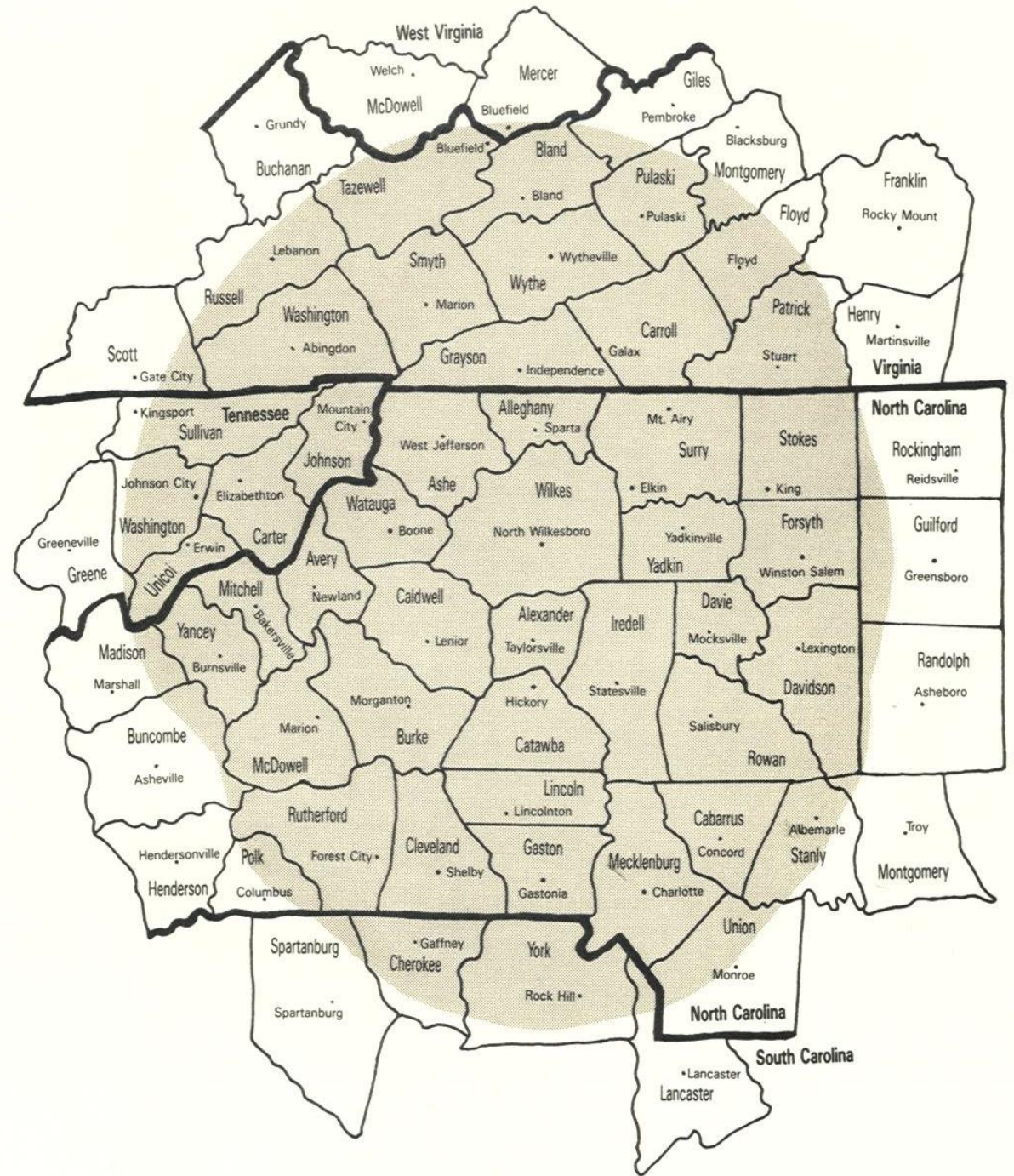
Potential Audience: 204,920

Reach – 60.1% or 123,156 Audience

Frequency – 7.1

WKBC – FM 97.3

- 45 Counties
- 4 States
- North Carolina, Tennessee, Virginia & South Carolina
- Population: 3,424,000



4th Quarter Budget: Social Media, PPC & Retargeting

| Category | Description |
|---|--|
| Social Media (Facebook & Instagram) | Weekly Posts DSI Holiday Events Wine About Winter Ticket & Package Promotion |
| Sponsored Ad Buys | Miscellaneous Downtown Partner Events General Downtown Holiday Promotion |
| Pay-Per-Click (PPC) & Retargeting | Holiday Marketing Campaign (beginning Nov. 13 through the holiday season) |

*A comprehensive plan has been implemented but allows adjustments for any immediate need for promotion or change that may be needed.



Spectrum TV Spot: Fall

WEA

Weather on the Ones TV Spot: Fall

Radio: Fall

Spot 1
00:30



Spot 2
00:30



Social Media: Fall



Downtown Salisbury, Inc.

Published by Mike Miller [?] · October 24 at 8:08pm · 🌐

This fall stroll into Downtown Salisbury, a Carolina original since 1753. Enjoy Broadway worthy theater and live concert melodies. Indulge in fine dining, farm-to-table or flavorful restaurant dives. Explore the local breweries where they're crafting up brews and good times. Don't forget to hop on board the historic trolleys at one of the exciting events or First Friday. Discover unique autumn gifts and apparel in original downtown shops. Set your destination to downtown Salisbury, a Carolina original since 1753. For more information go to www.visitsalisburync.com. #VisitRowanCounty



Downtown Salisbury, Inc.

Published by Mike Miller [?] · October 20 at 9:44am · 🌐

Indulge in fine dining, farm-to-table or flavorful restaurant dives in historic downtown Salisbury. Explore the local breweries like Morgan Ridge Railwalk Brewery & Eatery or New Sarum Brewing Company where they're crafting up brews and good times. Where's your favorite place to dine downtown? #VisitRowanCounty #1753CarolinaOriginal



Downtown Salisbury, Inc.

Published by Mike Miller [?] · October 24 at 3:12pm · 🌐

Save-the-date for our next 1st Friday Shop • Dine • Stroll event coming up on November 3 from 5-9 pm. Help us help others as we collect canned goods for those in need to donate to Second Harvest Food Bank of Metrolina. Donation boxes will be located throughout downtown at various merchants. Pick-up a walking map at the Visitors Center the night of which will list donation drop-off locations. Enjoy our Kids' Zone on E Fisher St with family-friendly activities like a bounce house, stilt walker, giant bubbles and hay rides throughout downtown. Musical entertainment will be out downtown on sidewalks from 6-8 pm by some of our favorite s. #1stFriday #VisitDowntownSalisbury #VisitRowanCounty Local



Social Media: Fall

Downtown Salisbury @downtownsalisnc · Oct 6
Don't forget #SalisburyBuskersBash is tonight from 5-9 pm. Over 40 performers will be competing for your vote on sidewalks from 6-8 pm.



5 6

Downtown Salisbury @downtownsalisnc · Nov 3
Bring your canned food and non perishable items downtown tonight month long for Second Harvest Metrolina. #thanksandgiving



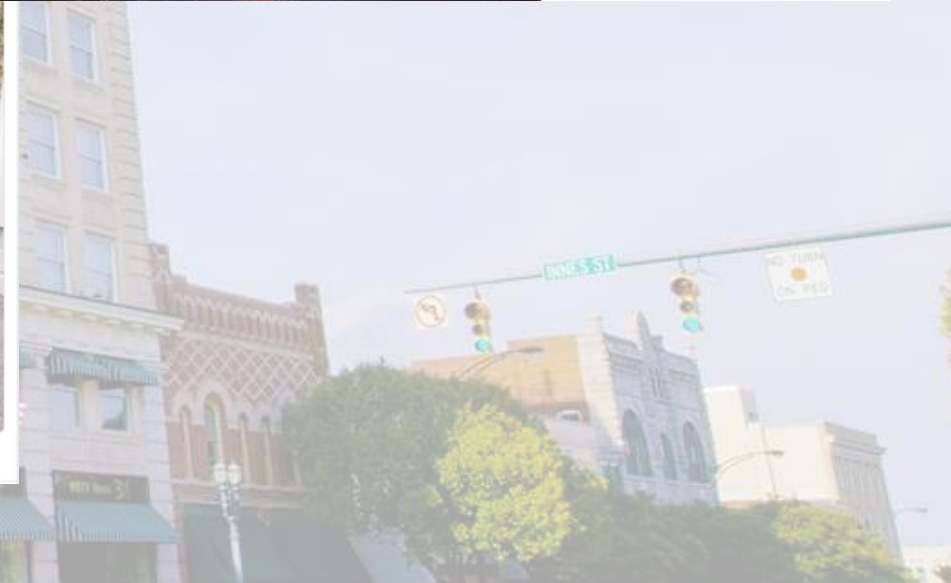
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downtownsalisburync Following

downtownsalisburync We couldn't agree more! Where's your favorite place to shop in our downtown? #shoplocal #visitdowntownsalisbury #visitrowancounty @bellajayde_boutique theletteredlily We agree!! ruftysgardenshop We agree!! mommablack8 @3jemsboutique fineframegallery Love it

90 likes
OCTOBER 24
Add a comment...





VISIT
ROWAN COUNTY

SALISBURY, NORTH CAROLINA

Be an original.

Spectrum TV Spot: Holiday

The image features the letters 'WEA' in a large, bold, blue, sans-serif font. The 'W' and 'E' are solid blue, while the 'A' is a light blue outline. A vertical blue line extends upwards from the top of the 'W', and another vertical blue line extends downwards from the bottom of the 'W'. A horizontal blue line is positioned below the 'E'. To the left of the 'W', there is a vertical dotted line. The background is a light blue gradient.

Weather on the Ones TV Spot: Holiday

Radio: Holiday

Spot 1
00:30

Spot 2
00:30



1914

PPC & Retargeting Campaign: Holiday

Events Ad Examples:



Experience Holiday Magic

Ride antique fire trucks with Santa and the Grinch on December 16th from 11 am - 2 pm!

Visit Salisbury NC



Gingerbread House Workshop

Build a gingerbread house, take photos with Santa and tour the museum!

Visit Salisbury NC

[Visit Site](#)

1914

PPC & Retargeting Campaign: Holiday

Shopping & Dining Ad Examples:

Small Business Saturday

Shop in Downtown Salisbury

Sat. Nov. 25th - Shop where your heart lives and the perfect gifts are waiting.



visitsalisburync.com/things-to-do/shopping

Original Gifts Since 1753

Shop in Downtown Salisbury

From Alex & Ani to Simply Southern & more, you're sure to find an original gift.



visitsalisburync.com/things-to-do/shopping

Foodies Love Salisbury

20+ Dining Options

Farm-to-fork, BBQ, Ethnic, and more; we have all your taste buds are asking for!



visitsalisburync.com/restaurants

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PPC & Retargeting Campaign: Holiday



Salisbury's Wine Tasting



Book an overnight stay at a Rowan County hotel, B&B, AirBnB, or a cabin for free tickets



Example of your responsive ad in an image format

Get Wine Crawl Tickets

Enjoy Salisbury's 6th annual wine tasting crawl on Friday, February 2, 2018!



Visit Salisbury NC

Example of your responsive ad in a text format



6th Annual Wine Crawl Tickets on Sale Now - Shop, Sip & Savor in Downtown Salisbury

Visit Salisbury NC

VISIT SITE

1914



DOWNTOWN SALISBURY

Thank You