



THE
Original
DENTON
DISTRICT

**Required Attachments:
Cultural District
Marketing Plan**



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DENTON
DISTRICT

MARKETING PLAN

2019 - 2024



THE *Original* **DENTON** DISTRICT

VISION

A vibrant downtown Denton, energized with arts, entertainment, music, events, affordable housing, shopping, and culture. A unique cultural destination that celebrates the diversity of art and artists, enhances the vibrancy of our public and cultural spaces, and integrates art, culture, music, innovation, and history.

MISSION

The Original Denton District will enhance Denton's unique character and vibrant creative economy by promoting and supporting the diversity of cultural amenities that celebrate our history, define our present, and curate our future.

GOALS

ESTABLISH

Launch | Create | Form

CONNECT

Touch | Spark | Reach

ENGAGE

Influence | Listen | Educate

PROMOTE

Exhibit | Showcase | Display

GROW

Expand | Build | Thrive



About the Marketing Plan

The Original Denton District (ODD) Marketing Plan presents goals, strategies, and tactics to successfully market ODD. The **goals** represent the guiding principles for the plan and support each of the strategies that follow. The **strategies** are the intentional actions that ODD should take to achieve its goals, while the **tactics** are the individual work plan items and include a budget estimate and deliverable (when necessary). The plan was drafted to focus on creativity; leverage the knowledge, skills, and abilities of existing staff; and take advantage of existing and low-cost resources to achieve the biggest return on investment. Additionally, the plan was crafted to be adaptable and flexible, and the continued pursuit of tactics should be based on the ongoing measurement of key metrics.

Keys to Success

- Focus on digital and person-to-person connections.
- Use influencer culture to expand reach.
- Test ad effectiveness and if something isn't working, change it.
- Review and adapt the Marketing Plan annually to ensure strategies are executed to meet the needs of ODD at that time.
- Keep budget and available resources in mind when implementing tactics.

Key Metrics

The following metrics will be tracked:

- Website: visits, page views, average time on site, visits per user.
- Social media: engagements, impressions, clicks, likes.
- Events: visitors.
- ROI: reach per ad spend, organic vs. paid reach.

Additional metrics should be added whenever necessary to accurately measure actions taken and to ensure goals are being met.



Goal 1: Establish

The first area of focus is to establish the Original Denton District (ODD), define and launch the brand, and showcase the character to the community and beyond. Before ODD can be marketed effectively as a destination, what ODD is and what it offers to artists, residents, businesses, and visitors must be defined.

Strategy 1.1: Develop a unique, marketable, and recognizable brand.

Tactic 1.1.1: Create the ODD brand publication standards and style guide to ensure consistency.

To reinforce ODD as an identifiable place and marketable destination, ODD will establish a brand, publication standards, and style guide to ensure ODD is consistently represented in the community. Brand publication standards will set logos and fonts, establish the guidelines for the use of the logo, and determine how the brand will be presented in print and digital media. A style guide will ensure that clear and consistent language is used throughout all print and digital media. By having the tools to establish the parameters for the use of the ODD brand, the brand and its attributes will become more recognizable and defined in the public space.

Deliverable: Brand and publication standards.

Budget: None. All work to be performed in-house.

Tactic 1.1.2: Develop messaging and context, create standard talking points, and share talking points with influencers.

The way ODD is described by key information gatekeepers and influencers will set the tone for how ODD is described throughout the community, region, and state. It is important to establish the messaging that community leaders, influencers, artists, and musicians can use when talking about what ODD is, the value it brings, and why it is an important part of the Denton community.

Deliverable: Messaging and talking points brief. Once the brief is developed, use brief to refine website, social media, and digital media campaigns.

Budget: None. All work to be performed in-house.

Strategy 1.2: Define the ODD identity.

Tactic 1.2.1: Focus on what makes ODD special and highlight elements of ODD that define it.

ODD stakeholders need to clearly define what makes ODD special so that promotional materials, ads, videos, and marketing products can be tailored to the ODD image. One of the greatest values of ODD is its uniqueness and distinctiveness from other parts of the Denton community and other cultural districts in Texas.

Deliverable: Stakeholders list, amenities and assets list, venue list, notable acts list.

Budget: None. All work to be performed in-house.



Tactic 1.2.2: Build an image and graphics gallery that matches ODD identity.

Visual imagery will be a key element in all print and digital media marketing materials. Images should consistently match with ODD's identity, highlight its amenities and people, and encourage positive emotional associations and responses from audiences.

Deliverable: Photo gallery, visual art standards (e.g. color enhancements, filters, etc.).

Budget: None. All work to be performed in-house.

Tactic 1.2.3: Develop initial marketing pieces to reinforce ODD identity.

Initial promotional materials should focus on reinforcing the brand and the distinctive elements of the ODD. Both print and digital promotional materials can be used, but the focus should be on visually appealing digital content that is shared by key influencers. ODD should incorporate materials that invite engagement. Sensory and participatory materials that leave audiences with a tangible product that represents ODD and will encourage further engagement.

Deliverable: Website, social media channels, brochures, ads, etc.

Budget: Design, none. Up to \$3,500+ for print and digital ads.

Strategy 1.3: Build the ODD reputation.

Tactic 1.3.1: Create promotional items for distribution at events and locations.

Promotional items should be unique to ODD and its characteristics. The items themselves should represent ODD, reinforce the brand, and engage the recipient. Items should be placed at key venues and events and provided to stakeholders for local distribution. Materials should also be distributed in areas that receive substantial visitor traffic or are likely to attract visitors who would be interested in ODD.

Deliverable: Products for distribution at events, Convention and Visitors Bureau, festivals, stakeholders.

Budget: Estimated at \$1,000 per year for five years; Total \$5,000. Leverage as many internal resources as possible to reduce budget need and leverage existing partnerships through HOT funds.

Tactic 1.3.2: Identify potential markets and target audiences.

A goal of ODD is to attract new visitors to come to the District and ensure they have access to the amenities, events, and entertainment they desire. To better attract visitors, ODD will identify places to market the District and specific audiences and audience segments to target.

Deliverable: Analysis of new and potential markets to target. Ads that target specific audience segments.

Budget: None. Research and analysis completed in-house.



Tactic 1.3.3.: Highlight ongoing events and amenities to showcase value of ODD.

There is an abundance of cultural events, activities, performances, and festivals going on in ODD almost daily. These events should be highlighted and featured through various platforms to give visitors an inside look at everything ODD has to offer. Event and activity features should be built into consistent campaigns and messaging strategies.

Deliverable: Social media posts, digital and print ads, website/blog features.

Budget: Use HOT funds as available or leverage existing partnerships supported by HOT funds (e.g. provide briefs, logos, graphics, etc. to CVB).



Goal 2: Connect

Work with Denton community, artists, makers, musicians, and others to build relationships that further ODD's mission. Focus on events, amenities, and other elements that draw people to ODD and keep them coming back. Find local influencers who have large audiences of people likely to visit Denton and encourage others to do so as well.

Strategy 2.1: Build a resource bank.

Tactic 2.1.1: Create list of all amenities, venues, galleries, and events that occur in ODD.

ODD will maintain an active list of all existing and new events, amenities, galleries, venues, performance spaces, etc. This list will be used as part of a resource bank to attract visitors and highlight the abundance of activity in the District. ODD should link to existing resource banks, such as the Convention and Visitors Bureau to ensure all audiences are being reached without duplicating efforts. Track ongoing and unique events to ensure that all segments of the creative community are reached and highlighted.

Deliverable: Event calendar, highlights, blog posts, social media posts, and event promotions.

Budget: None. Completed in-house with existing resources.

Tactic 2.1.2: Use resource bank to connect target audiences with ODD amenities.

Use resource list to curate and target specific audiences. Targeted audiences can include those who have already shown interest in certain types of cultural events or may focus on generating exposure to new audiences. Targeted influencers can attract specific demographics. Ads can have a thematic or seasonal focus to show off what Denton's creative community has to offer.

Deliverable: Dedicated promotions or ads. Influencer campaigns to curate distinct visual elements.

Budget: Included in marketing budget of \$3,500+ per year.

Strategy 2.2: Increase connections within community.

Tactic 2.2.1: Connect with existing arts community to discover what exists and what is needed.

ODD staff should ensure that artists, musicians, entertainers, and those connected to art in Denton are connected with the ODD resources and amenities. ODD should reach out regularly to arts and culture organizations to stay involved and connected with the needs of the community and aid in the preparation of messaging to audiences.

Deliverable: Ongoing communications between ODD and artists to ensure that marketing is attracting the audience they need and want.

Budget: None. Work to be completed in-house with existing resources.



Tactic 2.2.2: Use ODD to bring different segments of artists, makers, and musicians together.

Use ODD to initiate, host, or sponsor events, roundtables, and education/resource events that bring different elements of the creative community together. Work to develop synergistic pathways in which artists and makers in the District can support each other.

Deliverable: Workshops, events, feedback and ideation sessions.

Budget: None to minimal. Use available resources as needed and leverage existing partnerships.



Goal 3: Engage

A central component of ODD's success is leveraging existing cultural assets, organizations, and influencers to promote ODD and attract visitors. To do that successfully, audiences need to be engaged with ODD and the assets within.

Strategy 3.1: Build partnerships.

Tactic 3.1.1: Leverage existing organizations and create partnerships to promote Denton.

Work with the Convention and Visitors Bureau, the Greater Denton Arts Council, and other local arts organizations to cross-promote events and activities in ODD. Collaborations with creative entities across Denton will help maximize the promotional efforts of ODD.

Deliverable: Event programs, website, sharing on social media channels.

Budget: None. Leverage existing partnerships and connections that already exist.

Tactic 3.1.2: Connect with regional and state interests to create artist mentorship program.

Explore opportunities to collaborate with arts organizations in the Dallas-Fort Worth (DFW) area and other regions in the state. Through an artist mentorship program, artists can both gain and share insight on best practices in the creative industry. A program like this would also help bring regional artists to ODD.

Deliverable: Connections with other cultural districts and arts-related entities in DFW. Program development with existing arts-related organizations.

Budget: Depends upon program design, but existing resources should be used as much as possible.

Strategy 3.2: Focus on outreach & education.

Tactic 3.2.1: Host regular outreach and education events to increase Denton's reputation as a cultural hub.

Host a booth at regular events like Denton Community Market and Arts & Jazz Festival to educate the public about ODD and how they can get involved. Additionally, ODD could host or sponsor professional development events (such as Stoke's FlintConf) for artists to learn effective marketing methods and strategies, grant writing guidelines, and more from guest speakers.

Deliverable: Regular meetings or appearances at events.

Budget: Minimal, but use existing resources as much as possible.



Strategy 3.3: Highlight artists, makers, events, and venues on website and social media channels.

Tactic 3.3.1: Coordinate regular features of people and places in ODD.

Take photos and conduct brief interviews with local artists, makers, and musicians who frequent venues in ODD. Feature artists, makers, and musicians regularly and during special events. Use influencer campaigns to support and promote assets in ODD.

Deliverable: Photos shared on website, social media channels.

Budget: None. All work to be conducted in-house. Images will be featured on ODD's social media pages.



Goal 4: Promote

Arts and cultural organizations are valued members of the business community and make up the creative economy that positively contributes to making Denton a great place people want to live, work, and play. ODD should focus promotional efforts on reaching new audiences and sharing meaningful stories that encourage and uplift the creative forces in Denton.

Strategy 4.1: Develop target market for three key sectors: visitors, residents, and artists and makers.

Tactic 4.1.1: Visitors: people who come to Denton for the arts and culture.

Develop relationships with regional and statewide organizations to craft new ways of reaching those outside the Denton community. Build partnerships with travel, arts, and leisure publications and websites to connect with those who may not be familiar with Denton's art scene and cultural offerings. Answer the questions "who is most likely to come to Denton" and "what cultural amenities are they looking for."

Deliverable: Research related publications and outlets. Analyze possible ROI from ad purchases.

Budget: Most work completed in-house. Use of ad dollars for marketing consistent with available budget.

Tactic 4.1.2: Residents: people who live in Denton.

Collaborate with local arts and culture organizations to maximize impact and to reach residents who may not be aware of all the events and activities in ODD. Additionally, this type of partnership will help reach those in the community who are not active patrons of Denton's events and venues.

Deliverable: Research related publications and outlets. Analyze possible ROI from ad purchases.

Budget: Most work completed in-house. Use of ad dollars for marketing consistent with available budget.

Tactic 4.1.3: Artists and makers: people who create and actively participate in the arts.

Reach out to local, regional, and statewide groups and organizations like the University of North Texas, Texas Woman's University, local theaters and performing arts groups, venues, and other community partners to connect with upcoming artists and makers. Find out how they want to share their story and develop ads and digital media accordingly.

Deliverable: Research related publications and outlets. Analyze possible ROI from ad purchases.

Budget: Most work completed in-house. Use of ad dollars for marketing consistent with available budget.



Strategy 4.2: Develop consistent messaging.

Tactic 4.2.1: Develop “elevator speech” and consistent messaging that can be used across all platforms.

Develop a brief description about what ODD is, the purpose that it serves, and how the audience can benefit from visiting the District. Utilize this messaging across all platforms.

Deliverable: Print, website, social media, interpersonal communication.

Budget: None. All work completed in-house.

Tactic 4.2.2: Target messaging to best reach desired/specific audiences.

With an overall goal of bringing people to the District, the messaging needs to be tailored to each audience because each group provides a unique opportunity. Visitors can choose Denton as an arts and culture destination. Denton residents can stay local and experience culture and entertainment close to home. Artists and makers can showcase their skills and talents among a like-minded and established community of creatives.

Deliverable: Print, website, social media, interpersonal communication.

Budget: Most work completed in-house. Use of ad dollars for marketing consistent with available budget.



Goal 5: Grow

The last phase of successfully marketing ODD is to take active steps to help grow the District and its artists. This involves creative storytelling; developing innovative, diverse, and attractive ads and messaging; and being open to changing strategies if feedback shows something is not working.

Strategy 5.1: Create stories.

Tactic 5.1.1: Create and implement media campaign to solicit news coverage of local artists and makers.

Pitch a weekly feature story series to area news outlets to promote ODD and all that it encompasses. Write a regular column in local publications. Submit interesting stories to regional and travel industry publications that feature unique Denton art, artists, events, and more.

Deliverable: Print, website, social media, interpersonal communication.

Budget: Most work completed in-house. Use of ad dollars for marketing consistent with available budget.

Tactic 5.1.2: Highlight local/public art throughout the District (murals, sculptures, paintings, etc.).

On social media, share compelling photos that feature unique and unusual sights in ODD. Social media followers will be asked to share their favorite spots.

Deliverable: Print, website, social media, interpersonal communication.

Budget: Most work completed in-house. Use of ad dollars for marketing consistent with available budget.

Strategy 5.2: Have fun.

Tactic 5.2.1: Attract attention.

Engage with the community through unique and memorable experiences, such as a community art project. Invite engagement and interaction to further enhance the cultural experiences of residents and visitors. Promote art in creative ways, such as artist features on local blogs or publications. Think outside of the box for marketing strategies and work to make an impact.

Deliverable: Social media, blog posts, connections with reporters, story pitches.

Budget: Most work completed in-house. Use of ad dollars for marketing consistent with available budget.

Tactic 5.2.2: Generate buzz.

Produce shareable content and use #OriginalDentonDistrict on all social media posts. The social media campaign described in Tactic 3.3.1 and others will be utilized. Featuring local artists, makers, and venues in digital content will entice them to share ODD posts with their friends and followers.

Deliverable: Social media and digital content.

Budget: Most work completed in-house. Use of ad dollars for marketing consistent with available budget.



Strategy 5.3: Seek new outlets to promote ODD.

Tactic 5.3.1 Leverage partnerships.

Work with stakeholders and community partners to find new ways to promote the ODD outside of traditional means (social media, website, print advertising, etc.).

Deliverable: Discussions with artists, residents, and stakeholders about ways to reach new audiences.

Budget: None. Focus is on partnerships.

Strategy 5.4: Create feedback loops to evaluate strategies.

Tactic 5.4.1 Engage with the public to solicit community input.

Craft a community-wide survey and host focus groups to garner direct feedback from the public on the successes and opportunities in ODD. Prior to the launch of new programs, these stakeholders will be consulted to ensure these events are comprehensive and best meeting the community's needs.

Deliverable: ROI and effectiveness analysis. Report and analysis of key marketing metrics.

Budget: None. Completed in-house.



Implementation Schedule

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Goal 1: Establish					
Strategy 1.1					
Tactic 1.1.1	X				
Tactic 1.1.2	X	X	X	X	X
Strategy 1.2					
Tactic 1.2.1	X				
Tactic 1.2.2	X		X		X
Tactic 1.2.3	X	X			
Strategy 1.3					
Tactic 1.3.1	X	X	X	X	X
Tactic 1.3.2	X		X		X
Tactic 1.3.3	X	X	X	X	X
Goal 2: Connect					
Strategy 2.1					
Tactic 2.1.1	X	X	X	X	X
Tactic 2.1.2	X	X	X	X	X
Strategy 2.2					
Tactic 2.2.1	X	X	X	X	X
Tactic 2.2.2		X	X	X	X
Goal 3: Engage					
Strategy 3.1					
Tactic 3.1.1	X	X	X		
Tactic 3.1.2			X	X	X
Strategy 3.2					
Tactic 3.2.1	X	X	X	X	X
Strategy 3.3					
Tactic 3.3.1	X	X	X	X	X
Goal 4: Promote					
Strategy 4.1					
Tactic 4.1.1	X		X		X
Tactic 4.1.2	X		X		X
Tactic 4.1.3	X		X		X
Strategy 4.2					
Tactic 4.2.1	X		X		X
Tactic 4.2.2	X	X	X	X	X
Goal 5: Grow					
Strategy 5.1					
Tactic 5.1.1	X	X	X	X	X
Tactic 5.1.2	X	X	X	X	X
Strategy 5.2					
Tactic 5.2.1	X		X		X
Tactic 5.2.2	X	X	X	X	X
Strategy 5.3					
Tactic 5.3.1	X	X	X	X	X
Strategy 5.4					
Tactic 5.4.1	X		X		X

*Implementation schedule subject to funding availability and changes to reflect the needs of the District.