Building the Brand
Marketing Your MainStreet/Arts & Cultural District

Jonathan David Lewis
Vice President, McKee Wallwork + Co
Objective Principles

1. Start with a simple question: “what is success?”
2. Gather stakeholder’s goals
3. Aim for healthy conflict
4. Prioritize your goals
5. Determine your singular objective
mckeewallwork.com/self-diagnosis
Target Principles

1. Targeting determines positioning
2. Seek your “Minimum Viable Audience”
3. People aren’t demographics
4. Start with data, end with insight
5. Find unity in the complexity
Affordable Research Tools

Google Surveys
SurveyMonkey
Hootsuite®
Google Trends
aytm | ask your target market
Identity Principles

1. Identity is where your target & brand truth overlap
2. It must start simple
3. People buy into ideas, not features
4. Decide who you are before you decide what to say
5. Your biggest challenge is standing for one thing
A Destination as FUNCTIONALITY

- Hotel availability
- # of retailers
- Hours of operation
- Attendee numbers
- Visitor hours
- Accommodations info
- Restaurant locations
- # of volunteers
- Etc.
A Destination as FEATURES

Restaurants
Bars
Events
Theatres
Entertainment
Family-Friendly
Golf Courses
Museums
Casinos
National Monuments
Historical Sites
Galleries
Exhibits
Etc.
A Destination as an IDEA
A Destination as an IDEA
THE CITY OF FORKS WELCOMES YOU
A Destination's as an IDEA

Dazzled by Twilight
A Destination's as an IDEA
Execution Principles

1. Filter the four P’s of marketing through your strategy
2. Tackle the “4-Point Approach” in order
3. Align your Product with your “one thing”
4. Align your Price with your target and brand
5. Pay off your promise with your Place
Your One Thing

How You Execute

Product

Price

Place

Promotion

Money
Time
Travel
Safety

PR
Social
Grass Roots
WOM