



RICHMOND VIRGINIA

# MAIN STREET 2022 *Mall*

*Together, Again.*



NORTH AUGUSTA  
FORWARD

# Downtown Bootcamp

Creating a Team Mindset with Businesses  
and Developing a Playbook for Action

# A Quick Warm-Up Exercise on Visibility



# Top Struggles & Challenges

- Not enough time to do everything asked
- Limited budget and resources
- Unrealistic perceptions about Main Street's obligations to help
- Lack of follow through with some business owners
- Lack of drive by business owners to do their own marketing
- No set or agreed expectations on Main Street's offerings for businesses
- Recruiting and keeping businesses in downtown





# Overcoming Challenges

Developing a Game Plan

# Developing a Game Plan

All teams prepare a game plan/strategy before facing an opponent, the same needs to apply when facing the challenges of marketing in a small town and working with businesses to ensure success

## 1 PLAN STRATEGY

- Establish time commitment and implement time blocking
- Establish program goals and outcomes
- Select education and training options
- Obtain buy-in and commitment from community partners
- Create list of downtown businesses
- Categorize businesses based on tier chart
- Create Trello board for implementation
- Develop presentation for communication plan



# Sample Game Plan

## Downtown Business Tiers

### Tier III

Businesses that need the most help but are not likely to put a lot of effort into making things happen

Time Commitment - 10%

#### Support Provided:

- Access to Lunchplate Course
- Access to any workshops held
- Strategy plan consisting of 1 thing to implement each month

#### Requirements for Leveling Up:

- Complete Lunchplate Course within 90 days
- Submit list of things from the course they would like to explore for their business
- Implement all items in the strategy plan
- When all requirements are met, they can move up to Tier II plan

### Tier II

Businesses that may need a lot of help but are willing to put in the work and just need direction and assistance to implement

Time Commitment - 60%

#### Support Provided:

- Access to Lunchplate Course
- Tech Evaluation
- Strategy plan consisting of 3-5 things to implement each month
- Workshops customized around needs identified in the Tech Evaluation
- Access to 1:1 sessions as needed to implement strategy plan.
- Canva templates and training
- Google My Business training
- Monthly check ins at a minimum
- Set measurements for tracking

#### Requirements for Leveling Up:

- Complete Lunchplate Course within 90 days
- Submit list of things from the course they would like to explore for their business
- Implement at least 90% of the strategy plan
- When all requirements are met, they can move up to Tier I plan

### Tier I

Businesses that are your anchors, that are well prepared and ready to grow and make an impact in downtown

Time Commitment - 30%

These businesses should not need a lot of your time as they should already be well positioned and just need minor help

#### Support Provided:

- Tier II support plus:

- Workshops - may need to be more customized for specific challenges faced
- Specific strategies based on tech results on how to improve current efforts
- Dedicated 1:1 sessions aimed at growth
- Canva templates including;
  - 10-15 social posts
  - Seasonal headers
  - Video templates for FB and IGTV
  - Custom training on how to brand and change their templates

- Divide businesses into tiers based on their commitment to be involved and improve their marketing and visibility as well as their contribution to making downtown a success.
- Decide what you can provide as far as support and resources. Don't overpromise and under deliver.
- Decide what commitment is required by the business to receive the support and resources, you have to hold them accountable and make sure they are committed to their own success



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# WWAS - What would Avery Say?

*“I am currently working on getting all businesses in the district to claim their Google My Business and other relevant platforms based on the type of business.*

*Based on my tech audit of each business, one should never assume what each business has done to promote themselves at the very basic level. That is where the tiers help immensely.”*



# Communicate, Communicate, Communicate

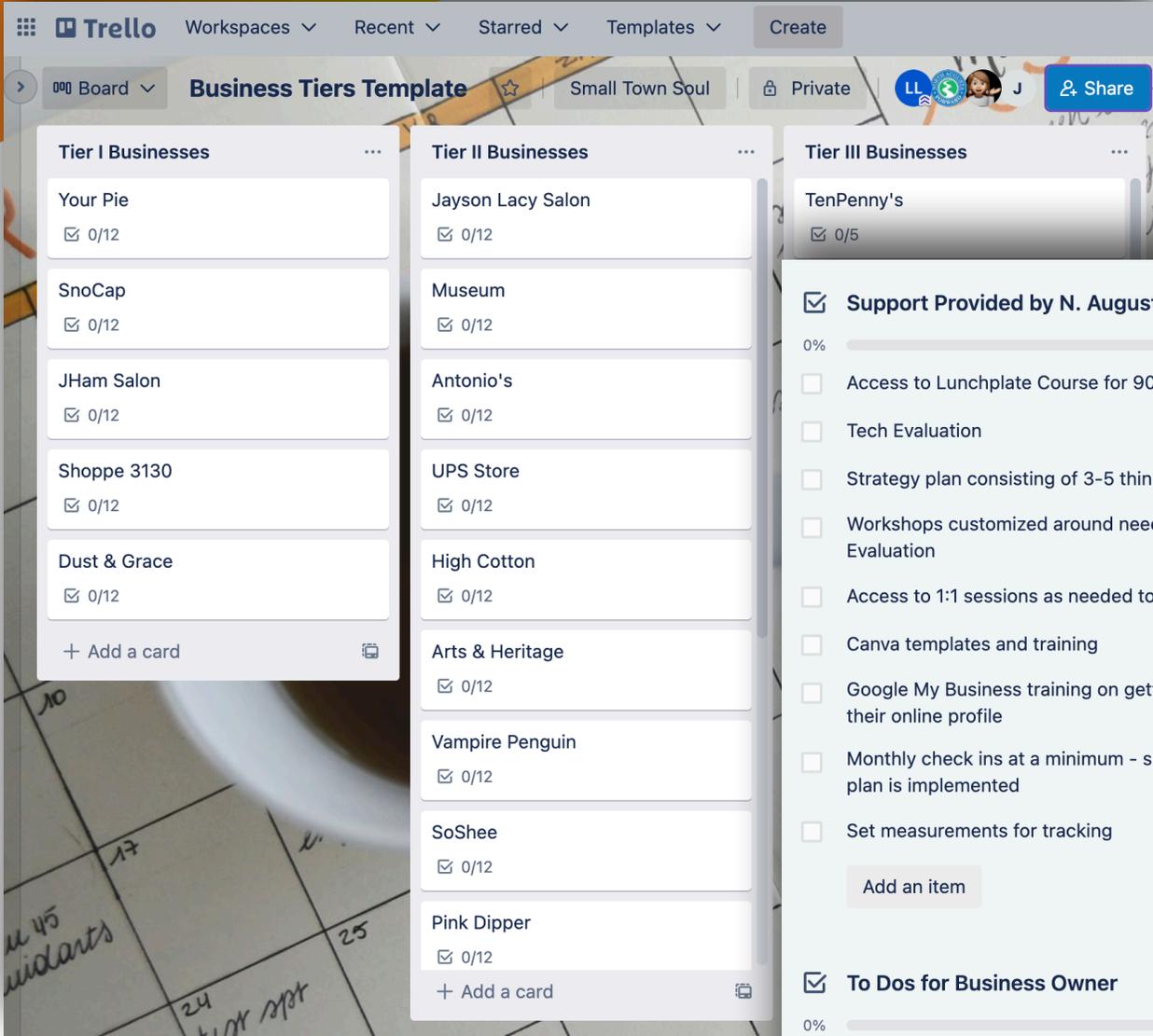
Good communication is key, great communication equals success. Everyone on the team needs to be on the same page, understand the game plan, understand their role and be committed to take action.

## 2

### COMMUNICATE PLAN

- Communicate plan to businesses
- Obtain buy-in and commitment
- Work with businesses to create implementation timeline
- Perform tech audits using time-blocks
- Obtain sales, social and web metrics for baseline
- Provide access to education/training platform





# Get Organized

- Create a tracking system to make sure both you and the businesses follow through on the game plan
- Share the system with others on your team so they can see what is being done and how resources are being spent
- Implement time management strategies and educate others on how to do the same



*Together, Again.*

# WWAS - What would Avery Say?

*“The business owners are very receptive to the assistance but prefer a good bit of hand holding, which is why the tier system is so important to use a guardrail for both the Main Street staff person and the business owner.”*



# Implementation

A solid plan only works if it is implemented or followed through. You can have the best strategy in the world but if you never follow through and implement, it is waste of time.



## IMPLEMENTATION

- Coaching call with Playbook team to go over strategy planning
- Create calendar for the next 6 months and use time blocking to plan out business meetings
- Hold first business meetings to go over strategy plan, identify customer personas and set goals



**Support Provided by N. Augusta**

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- Access to Lunchplate Course for 90 days
- Tech Evaluation
- Strategy plan consisting of 3-5 things to implement each month
- Workshops customized around needs identified in the Tech Evaluation
- Access to 1:1 sessions as needed to implement strategy plan
- Canva templates and training
- Google My Business training on getting reviews and improving their online profile
- Monthly check ins at a minimum - split these out by month once plan is implemented
- Set measurements for tracking

Add an item

**To Dos for Business Owner**

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- Complete Lunchplate Course in 90 days and identify areas for improvement
- Add all items from strategy plan here and assign dates by month
- Complete and send reports needed for measurement tracking - social media report and sales report

Add an item

# Follow Thru

- Accountability on behalf of Main Street and the business owner is key
- Quick monthly check-ins make all the difference and solidify your commitment to their success
- Collect measurements for tracking and progress towards goals
- Provide additional trainings based on feedback from owners and what struggles they are facing (time management, social media posting, website development, etc.)



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# WWAS - What would Avery Say?

*“We held a workshop recently on an area that a lot of our businesses wanted help in - social media.*

*The idea of being proactive (scheduling posts) vs reactive (post when you can) and the amazing results of that small (and freeing) change was a good takeaway for our businesses.”*



# Measuring Results

In a game it is easy to measure results - someone is keeping score, and there is usually someone keeping player stats as well. The same idea applies here. You want to put metrics in place so you can see the results of your actions and gain motivation.



## GOAL TRACKING

- As part of a 12 month program, goal tracking should be done at least semi-annually to show progress towards goals and adjust strategy accordingly



Analytic Tracking 2019						
	19-Jan	19-Feb	19-Mar	19-Apr	19-May	19-Jun
<b>Facebook</b>						
FB Likes	5065	5098	5274	5400	5580	5829
Growth	30	33	176	126	180	249
<b>Google</b>						
Sessions	2,772	3,810	4,854	6,376	7,566	7,626
Users	2,108	2,995	3,855	4,453	5,327	5,418
Pageviews	20,345	29,333	36,785	50,930	59,744	60,208
Page/Session	7.34	7.7	7.58	7.99	7.9	7.9
Duration	3:26	3:20	3:09	3:41	3:30	3:28
Bounce %	0.25%	0.50%	0.10%	0.05%	0.13%	0.13%
<b>Acquisition</b>						
Organic	838	1,329	1,712	2,125	2,407	2,718
Direct	715	1,143	1190	1618	1760	1943
Referral	113	115	765	598	1017	617
Social	471	453	239	188	231	216
<b>Top Cities</b>						
	Charlotte	Charlotte	Charlotte	Charlotte	Charlotte	Charlotte
	Atlanta	Atlanta	Atlanta	Atlanta	Atlanta	Nashville
	Chicago	Nashville	Nashville	Nashville	Nashville	Atlanta
	Nashville	Chicago	Raleigh	Raleigh	Raleigh	Raleigh
	Raleigh	New York	New York	Washington	Washington	Washington
	Orlando	Raleigh	Washington	New York	New York	New York
	New York	Washington	Orlando	Asheville	Chicago	Asheville
	Winston Salem	Philadelphia	Menlo Park	Virginia Beach	Durham	Rutherfordton
	Asheville	Winston Salem	Chicago	Greensboro	Winston-Salem	Virginia Beach
	Washington	Greenville	Asheville	Chicago	Asheville	Chicago
<b>Top Pages</b>						
	Home	Home	Home	Home	Home	Home
	Rentals2018	RVSites	RVSites	RVSites	Rentals	Rentals
	RVSites	Rentals	Rentals	Rentals	RVSites	RVSites
	DogRetreat	Rentals2018	Rentals2018	Rentals2018	Rentals2018	Rentals2018
	RentalRates2018	BookNow	BookNow	RentalRates	BookNow	BookNow
	BookNow	RentalRates	RentalRates	BookNow	RentalRates	RentalRates
	EventCalendar	DogRetreat	DogRetreat	DogRetreat	DogRetreat	DogRetreat
	ReservationPolicies	EventCalendar	EventCalendar	EventCalendar	EventCalendar	EventCalendar
	ContactUs	ReservationPolicies	ReservationPolicies	ReservationPolicies	ReservationPolicies	ReservationPolicies
	RentalReservation	RentalCabinStella	ContactUs	ContactUs	ContactUs	Rentals-2018-2
<b>Top Referrers</b>						
	facebook	facebook	facebook	facebook	facebook	facebook
	visitncsmalltowns.com	visitncsmalltowns.com	workplace	visitncsmalltowns.com	visitncsmalltowns.com	visitncsmalltowns.com
	rvparkreviews.com	visitnc.com	visitncsmalltowns.com	visitnc.com	campgroundreviews.com	campgroundreviews.com
	visitnc.com	youtube.com	campgroundreviews.com	campgroundreviews.com	visitnc.com	visitnc.com
	gocampingamerica.com	campgroundreviews.com	visitnc.com	yelp.com	yelp.com	instagram
<b>Google Ads</b>						

# Measurements

- This is just an example - it was for a campground that underwent a major rebranding and wanted to measure the increase in visibility
- Measurements do not have to be this in-depth
- Measurements should be tied to the businesses goals
- Create a template like this and then customize based on each business



Together, Again.

# WWAS - What would Avery Say?

*“I feel like it all boils down to being intentional and that is what Leniece lays out in a very simple and manageable plan.”*



# Questions?

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