



MILFORD DOWNTOWN DEVELOPMENT AUTHORITY



- Franco and members of the Milford DDA met on June 28 to discuss the current strategy and areas for growth.
 - **2018 RECAP (JANUARY TO JUNE)**
 - 94 media placements
 - More than 9,000 Facebook likes (grown by 254 likes)
 - Over 800 Instagram followers since February launch
 - Twitter – Transitioned to Milford DDA for management
- Current strategy is overly media relations focused with a heavy emphasis on downtown events.
- Franco proposes implementing an **integrated communications strategy** using public relations, social media, digital marketing and merchant engagement.

Meet Me in Milford



- The way we communicate is changing. Newsrooms are shrinking and people are turning more and more to the internet to gather and share information. It's increasingly important for brands to share their own news to remain relevant.
 - **INTEGRATED COMMUNICATIONS:**
 - Allows cross promotion on all platforms to communicate messages effectively
 - Creates a stronger online presence and increases SEO
 - Makes strong, sharable content used in multiple ways to maximize budget and engagement
- An integrated communications strategy will enhance Downtown Milford's promotion of events, downtown businesses and help establish more awareness for the DDA itself.

The current media relations strategy focuses on large scale events and activities taking place in the downtown with occasional new merchant promotion.

- Franco proposes adjusting the strategy to focus more on business owners rather than events to create more quality coverage.
 - Strategy would target large milestones or unique story angles for business owners rather than specific sales or a new menu launch.
 - **EXAMPLE:** Promoting Acorn Farms' 10th annual Polish Pottery Party vs. Palate launching a new menu
- Large events will still be promoted but without developing press releases or advisories depending on the event.
 - Establish select spokespeople for TV interviews responsible for collecting items and conducting the media segment.
- Additional promotion would focus on the efforts of the DDA including, downtown initiatives, 505 Main, etc.

- Regularly update the MeetMeInMilford.com with Downtown happenings, media hits, DDA efforts/current focal points and event descriptions to increase SEO and establish a stronger online brand.
- Launch a monthly or quarterly e-newsletter with business spotlights, downtown events, recipes and DDA news to share information and event happenings in downtown Milford with the community.



- Continue posting on Instagram and Facebook to help showcase the quality of life in Milford and conduct quarterly photography sessions.
- Begin sharing development news to help create conversation about smart growth.
- Establish a separate social media advertising budget to grow Milford's following and garner a higher reach on specific posts/topics as directed by the DDA.
- Create social media contests around events like Ladies Night Out, Give Back Friday and regular opportunities to win prizes through Facebook.



- Create quarterly lunch and learn programs for all merchants and restaurants to attend to learn more about specific topics like social media advertising, Facebook, Instagram and Yelp best practices.
- Invite downtown business owners to a closed Facebook group managed by the Milford DDA to allow business owners to share news and stay connected and aware of activities put forth by the DDA.
- Encourage business owners to donate items to the Milford DDA to be given away on social media.
- Create a new merchant toolkit complete with items like:
 - Milford DDA fact sheet/board information
 - Community events calendar
 - Milford Business Association information for involvement
- Enhance the current business listings on MeetMeInMilford.com with more robust descriptions, photos, and links to their social media accounts and websites.

- Update and sign 2018 contract with \$4,000 a month budget.
- Establish bi-weekly calls.
- Launch closed Facebook group.
- Research digital newsletter services and provide pricing for platforms.
- Create Downtown Milford integrated communications plan for the remainder of 2018 and begin implementation.



FRANCO

PUBLIC RELATIONS • MARKETING • SOCIAL MEDIA