

Commercial Corridors Communications



WHY IS IT IMPORTANT?

Helps you have influence over those in your ecosystem that you don't have authority over

- Property owners
- Brokers
- Local government
- Funders

Growing Your Circle of Influence

- Listen to your partners and build trust through action
- Be proactive – take action and “do”
- Consider partnerships opportunities, not obligations
- Stay consistent – do what you say

Sharing Success – Even if Small and Incremental

- Builds credibility and trust
- Helps leverage resources from partners
- Grow skill sets necessary to tackle bigger challenges
- Builds your “bank account” with merchants

Building Buzz

- Driving corridor visitation
- Organic retail attraction efforts
- Demonstration of impact
- Amplify your message and effort



WHAT TO CONSIDER

Goals What's the purpose of your plan?

Audience Determine your target audience. Who's most important for you: Business owners, local leaders, residents, funders

Staffing Who handles communications and how much time does she/he have?

Resources What is your budget for communications?

Capacity Who will produce?

Keep it Simple

Ideally, both your message, and the tools you use to get it across, are

- Familiar
- Feasible
- Flexible
- Manageable

Communications Tools

Pick the two or three that you know how to use, that you can keep up with and that reach your target audiences:

- Website
- Printed materials like flyers and brochure
- Email campaigns
- Social media: Facebook, Twitter, Instagram, LinkedIn

Honing your message

What are the three things you most want to get across to your audiences?

This can include:

- What you want people to know about your organization
- What you want people to know about this work/program
- What you have to offer; what are the products and services you bring to the table

Try to keep your message simple. It should be familiar to you, so you can share it with a variety of audiences (business owners, local leaders, funders, etc)

Good Messaging is...

- Clear
- Concise
- Compelling
- Consistent