

DOWNTOWN REVITALIZATION

Bringing New Life to Old Bricks

Memorable Customer Service

- **Understand Your Customers:** Know your target audience, their needs, preferences and pain points.
- **Quality Products/Services:** Deliver high quality offerings that meet or exceed customer expectations.
- **Quick Response Times:** Respond promptly to customer inquiries and resolve issues efficiently.
- **Personalization:** Tailor your interactions and offerings to individual customer preferences whenever possible.
- **Easy Accessibility:** Make it easy for customers to reach you through multiple channels, including phone, email, chat and social media.
- **Exceptional Service:** Train your staff to be knowledgeable, friendly and responsive.
- **Consistency:** Ensure a consistent experience across all touchpoints, whether in-store, online or on social media. Keep regular posted hours.
- **Surprise and Delight:** Occasionally exceed customer expectations with unexpected perks or rewards.
- **Feedback:** Actively seek feedback, testimonials and reviews: Use it to reward, promote and make improvements.
- **User-friendly Website:** Ensure your website is easy to navigate, mobile responsive and offers a seamless shopping experience.
- **Implement Loyalty Programs:** Reward your repeat Customers. They are your best ambassadors.

Sample Financial Programs

QuickBooks
Xero
Freshbooks
Wave
Zoho Books
Expensify
Gusto
Kashoo

TSheets
Stripe
PayPal Business
Square
Mint
Bench
Sage50cloud

Easy Marketing Programs

Canva
Wix
WordPress
Constant Contact

Vimeo
Creative Marketing
MailChimp
SketchUp

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Business Collaboration Ideas

- **Business Associations:** Join local business associations to foster collaboration, share resources and advocate for common interests.
- **Cooperative Marketing:** Partner with other businesses for joint marketing campaigns, events or promotions.
- **Shared Events:** Organize or participate in downtown events, such as street fairs, art walks, etc. to showcase your products collectively.
- **Pop-Up Shops:** Collaborate with other businesses to host pop-up shops or events in each other's spaces, introducing new customers to your products or services.
- **Customer Loyalty Programs:** Develop a loyalty program that rewards customers for visiting multiple downtown businesses.
- **Vendor Partnerships:** Source products or services locally from fellow businesses whenever possible to support and cross promote each other.
- **Cross-Promotion:** Promote each other on social media, email newsletters, or through loyalty programs to cross promote products and services.
- **Collaborative Workspace:** Create a shared workspace for local entrepreneurs and professionals, fostering a sense of community and innovation.
- **Online Platforms:** Collaborate on a joint website or app that promotes downtown and/or local businesses, lists events and offers a directory of services.
- **Business Mixers:** Host regular networking events or mixers for downtown business owners to build relationships and discuss opportunities.
- **Safety Initiatives:** Collaborate on safety measures, such as improved lighting or security patrols to enhance the overall downtown experience.
- **Green Initiatives:** Implement sustainability practices collaboratively, like recycling programs or shared bike racks, to make downtown more eco-friendly.

Digital Marketing Strategies

Define Clear Goals
Know Your Audience
Content Marketing
Website Optimization
Social Media Marketing
Email Marketing
Local SEO
Adapt & Experiment
Competitor Analysis
Customer Engagement

Influencer Marketing
Search Engine Marketing
Analytics and Tracking
Customer Reviews
Social Proof/Testimonials
Referral Programs
E-Commerce integration
Budget Wisely
Consistency
Customer Retention