



Tonya Hudson & Jason Pawlowski
Downtown Neighborhood Association of Elgin

Illinois Main Street Conference
October 25-27, 2011



“Conversations among the members of your marketplace happen whether you like it or not. **Good marketing encourages the right sort of conversations.**”

– *Seth Godin, Seth’s Blog*



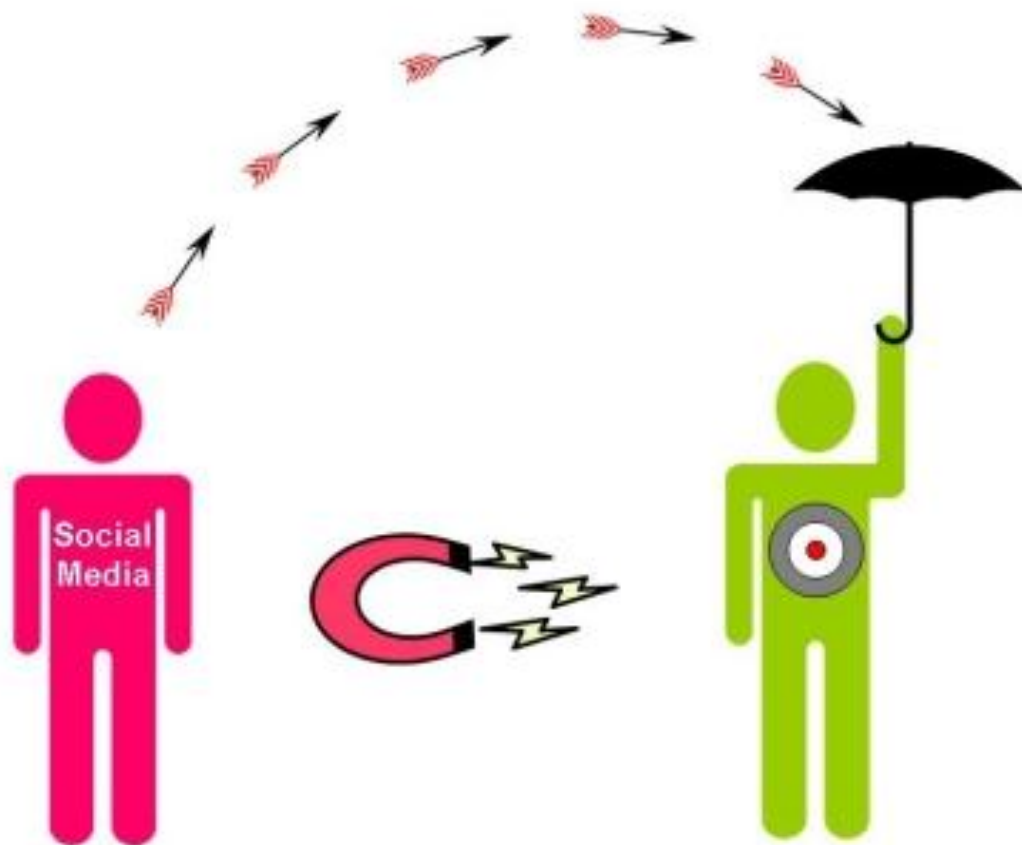
A Day in the Life of Social Media

Strategy



1. Look, listen & sign up.
2. Define organizational goals and key messages.
3. Determine resources.
4. Decide which tools are best for you.
5. Create an action plan.

Laws of Attraction



1. Listen.
2. Add value.
3. Be real.
4. Be respectful.
5. Engage.

ROI: Engagement Quantitative & Qualitative



- Members (\$)
- Sponsors (\$)
- Volunteers
- Businesses
- Residents
- Event attendees (\$)
- City officials (\$)

Goals



1. Market the district and members in cost effective ways.
2. Promote measurable activity on the web and on the streets.
3. Encourage stakeholder engagement.

Resources

1. Technology Resources
 - Computers, internet
 - Smartphones, iPads, etc.
2. Human Resources
 - Main Street Director
 - Support Staff
 - Volunteers
3. Partnerships***
 - Members/businesses
 - Organizational partners

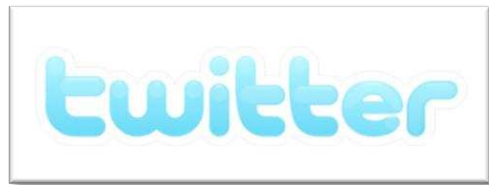
4. Marketing Resources
 - Posters, Flyers, Mailers
 - Advertising
5. Media Resources
 - Online, print, radio, TV
 - Hyperlocal (Patch)



Social Media Tools



What We Use



downtown neighborhood ASSOCIATION OF ELGIN



Wall

Hidden Posts

- Info
- Friend Activity (1+)
- Welcome
- Twitter
- YouTube
- Events
- Photos
- Discussions
- MORE ▾

Downtown Neighborhood Association of Elgin IL

Organization · Elgin, Illinois · Edit Info



Wall Downtown Neighborhood Ass... · Everyone (Top Posts) ▾

Share: Status Photo Link Video Question

Write something...



Downtown Neighborhood Association of Elgin IL

This is DNN! Top 10 Halloween Headlines: Elgin's Halloween Howl, Nightmare on Chicago Street, Psychosis Haunted House, Turner's Haunted Hall, HalloQueen at Club 13, Pumpkin Carving at Elgin Public House, NENA Monster Mash Bash at Douglas Street Sports Bar & Grill, Medusa's - Level 2 - 21+ Classic Halloween, Fright Fest at Gasthaus of Elgin/ "The Gast", Martini Room Halloween & more!



Downtown Neighborhood News | Special Halloween Edition

archive.constantcontact.com

Downtown Elgin is THE place to be this Halloween Weekend! This edition of the Downtown Neighborhood News Top 10 contains a list of all the frightful fun in store for you including Elgin's Halloween Howl presented by the DNA and Nightmare on Chicago Street presented by the City of Elgin.



DNA

@downtownelgin Elgin, IL

A Main Street organization dedicated to revitalizing downtown Elgin. Blog posts, events and breaking news.

<http://www.downtownelgin.org>

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Lists



NENAofElgin NENA of Elgin by downtownelgin

10/28 NENA Monster Mash Bash - Join us! - eepurl.com/gDTwz

15 hours ago



downtownelgin DNA

@BMainStreet If you plan to tweet at the IL Main St Conference we'll be using hashtag #ILMainSt

15 hours ago



downtownelgin DNA

@DntnSpfldIL @NatlMainStreet @BMainSt @donnaannharris If you plan to tweet at the IL Main St Conference we'll be using hashtag #ILMainSt

15 hours ago



downtownelgin DNA



About @downtownelgin

1,804

Tweets

237

Following

677

Followers

41

Listed

Similar to you · [view all](#)



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Following · [view all](#)





Downtown Neighborhood Association of Elgin (DNA)

NEW Groups in the LinkedIn app for iPhone and Android.



Your Activity

Start a discussion or share something with the group...

Maximum length is 200 characters.

Attach a link



Share

Choose Your View NEW

Show all RSS discussions

Latest Discussions



Follow our updates from the IL Main Street Annual Conference over the next few days @downtownelgin on Facebook or Twitter #ILMainSt

Thanks to our Main Street friends in Galesburg for hosting!

Main Street Conference, Historic Preservation Commission meetings in... galesburg.com

Representatives from cities across the state will be in Galesburg this week. The 2011 Illinois Main Street Conference will be here Wednesday

and Thursday, starting with an "ice breaker" reception Tuesday night. That...

posted 1 second ago

Like Comment Unfollow More

See more



Jason

RSVP now for the DNA Roaring '20s Awards Gala at the Grand Victoria Casino on 11/17. Cocktails at 6PM, Dinner & Awards at 7PM. Tickets...



Presenting Sponsors events.r20.constantcontact.com

Join the Downtown Neighborhood Association as we celebrate 1920's Elgin along with those who are working to make downtown a swell place to live,

Latest Updates



Corinne Dirks has joined the group

Send message · 6 days ago



Jason Pawlowski started a discussion: RSVP now for the Roaring '20s Awards Gala at Victoria Casino on 11/17. Cocktails at 6PM, Dinner & Awards at 7PM. Tickets \$65 each (\$55 for DNA members). RSVP by 11/4 to 847-488-1456.

Like · Add comment · 7 days ago



Jason Pawlowski started a discussion: RSVP for DNA's Lunch of 2011 on Monday, October 17th at Elgin Public House, 219 E. Chicago St. from 11:45AM-1PM with guest Dr. Jose Torres, Superintendent of Schools. RSVP at 847-488-1456.

Like · Add comment · 7 days ago

See more



Downtown Elgin

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143 view

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Down Cham
190 view

1:30



Villa V Down
2,654 view

1:57



Elgin

downtown ELGIN



Monday, October 24, 2011

Halloween Day-Night Double Header in Downtown Elgin

Elgin's Halloween Howl

Saturday, October 29
10AM-4PM
Trick or Treating 12-4PM

ALEXIAN HEALTH SYSTEM

KEN STEPPS STATE FARM

Downtown Elgin is THE place to be this Halloween Weekend!

On Saturday, October 29 from 10AM-4PM, the DNA once

Twitter Updates

Follow our updates from the IL Main Street Annual Conference over the next few days downtownelgin on Facebook or...: <http://t.co/awXs7xrB> 3 minutes ago

follow us on Twitter

Facebook Share

6 shares

Share

Links

Downtown Elgin

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downtown neighborhood news

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- 7] [Monster Mash Bash](#)
- 8] [Medusa Halloween 2011](#)
- 9] [Fright Fest](#)
- 10] [Halloween Party at Martini Room](#)

Downtown Elgin Top 10

October 24-November 4

#1: Elgin's Halloween Howl

Downtown Elgin is **THE** place to be this Halloween Weekend!

On **Saturday, October 29** from **10AM-4PM**, the DNA once again presents **Elgin's Halloween Howl** - Presented by **Alexian Brothers Health System & Ken Stepps State Farm** - a family-friendly afternoon of frightfully fun festivities in downtown Elgin.



Schedule of Events:

10AM-1PM - **Sherman Health's Halloween Family Fun Fair** at The Centre of Elgin, 100 Symphony Way, featuring family-friendly activities and a kids costume contest
Noon-4PM - **Trick or Treating** at downtown Elgin businesses

SECTIONS

Home, Calendar, News, Elections, Schools, Government, Crime, Sports, Special sections, Player of the Month, More sections >



56 Mostly H 68° L Full for

FOOD AND DRINK >

Post a story

From the community

Mayor Kaptain to Speak at September DNA Out to Lunch



By Jason Pawlowski
Sep. 14 at 2:04 p.m.

Tweet

3

+1

0

Like

1

Email

Print

ALSO ON TRIBLOCAL ELGIN

- > Zombies take over Elgin
- > Many Illinois community college see enrollment drop
- > Quinn removes critic and names new members to Illinois tollway board
- > Budget cuts hit suburban Chicago libraries
- > Sex has decreased among 15- to 19-year-olds — or maybe not
- > Drop in property value leaves Elgin with \$10M budget hole

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alerts from TribLocal

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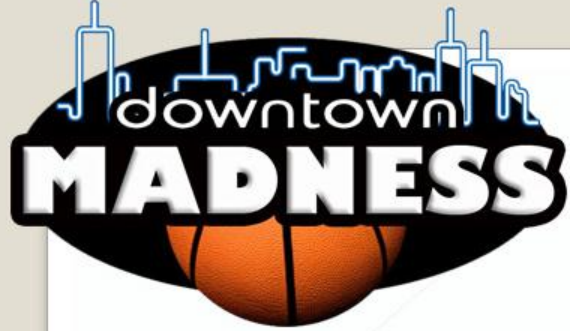
TRIB local
TribLocal.com

Out to Lunch
in downtown elgin

downtown neighborhood
ASSOCIATION OF ELGIN

Example

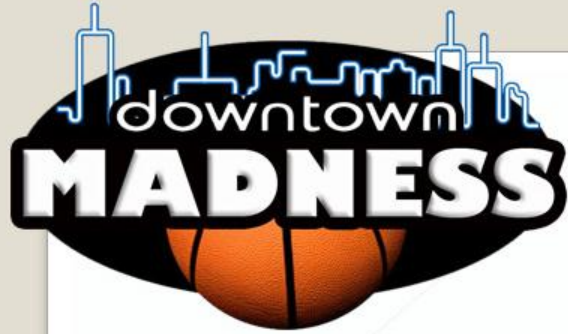




Objective

Engage our stakeholders in a simple, fun, month-long, viral social media promotion to broaden our reach to a larger segment of the City of Elgin and surrounding area by marketing one of our downtown's strengths:

Our Restaurants and Bars



Concept

- Month-long March Madness style bracket tournament
- Pit signature menu items or drink specials from 16 participating downtown restaurants against each other
- Public votes for favorites in each weekly match-up
- Winners advance to Elite Eight, Final Four and Championship Rounds
- Voters subscribe to our DNN Top 10 weekly e-blast by providing a valid e-mail address with their votes.



Implementation

Setting up the Bracket

- Each participating venue identifies signature menu item or drink
- Tourney bracket created through random draw

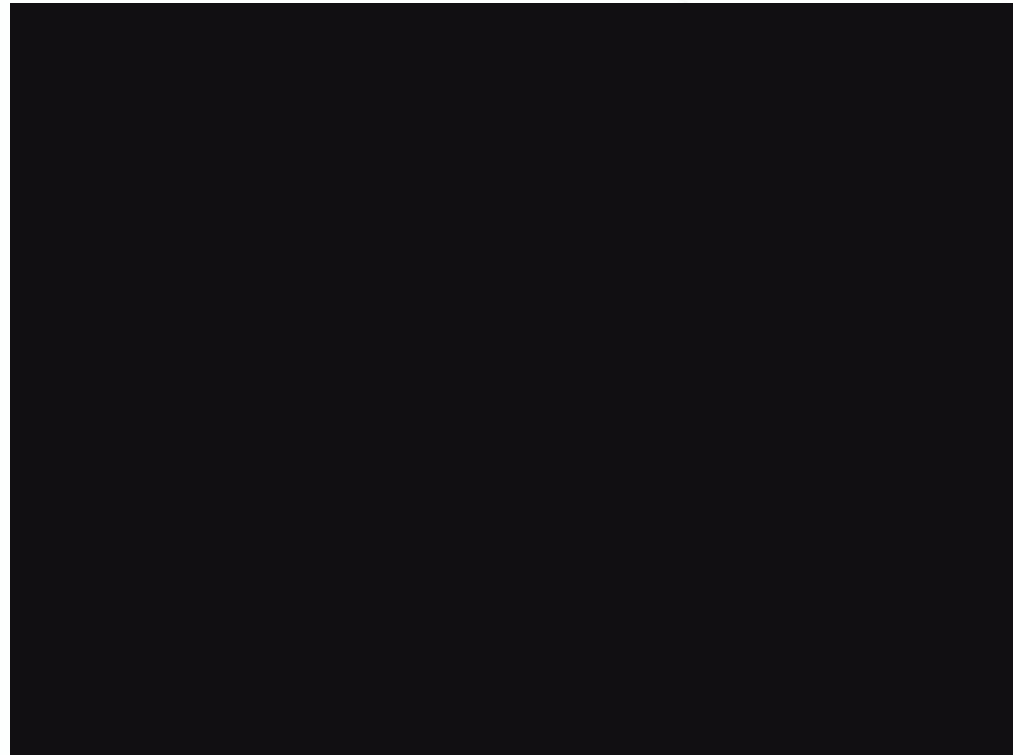




Implementation

Pre-Promotion

- Created a purposely vague “Teaser Trailer” video to generate buzz
- Published to YouTube; cross-promoted on Facebook, Twitter, blog, website and DNN Top 10 weekly e-blast





Created Posters & Cards

- Each venue issued a custom poster with their name
- Each venue issued business card-sized promotional cards to give customers with checks to encourage additional voting and self-promotion

JOIN THE MADNESS WITH ELGIN PUBLIC HOUSE

YOU CHOOSE THE WINNERS!
ROUND OF 16
 March 4-14
ROUND OF 8
 March 16-21
ROUND OF 4
 March 23-28
CHAMPIONSHIP
 March 30-April 4

Domani Cafe's <i>Domani Latte</i> 109 E. Highland Ave., (847) 695-8831	Buckingham's Steakhouse's <i>Grand Tomahawk</i> GVC, 250 S. Grove Ave., (847) 468-7000
La Quebrada's <i>Tampiquena</i> 50 N. Spring St., (847) 622-7970	Gasthaus Zur Linde's <i>Das Boot</i> 15 N. Grove Ave., (847) 695-8828
Al's Cafe & Creamery's <i>Burns Malt</i> 43 DuPage Ct., (847) 742-1180	Bangkok House & Shanghai Restaurant's <i>Pa-Naeng</i> 11 Douglas Ave., (847) 695-2644
Spanky's Gyros' <i>Italian Sausage</i> 51 Clock Tower Plaza, (847) 742-4826	Red Bar Winery's <i>Spicy Butter Poached Shrimp</i> 74 S. Grove Ave., (847) 695-1659
Douglas St. Sports Pub's <i>Bacon Cheddar Burger</i> 231 Douglas Ave., (847) 695-5659	Martini Room's <i>Appetini</i> 161 E. Chicago St., (847) 741-0349
La Puesta Del Sol's <i>La Puesta Margarita</i> 165 E. Highland Ave., (847) 468-1416	Toom Toom Thai's <i>Thai Style Chicken Wings</i> 23 S. Grove Ave., (847) 531-8755
Elgin Public House's <i>Pulled Pork</i> 219 E. Chicago St., (847) 468-8810	PRIME BurgerHouse's <i>Drunken Bull Burger</i> GVC, 250 S. Grove Ave., (847) 531-PRIME
Ravenheart Coffee's <i>Mediterranean Club</i> 176 E. Chicago St., (847) 742-4826	Villa Verone's <i>Asparagi</i> 13 Douglas Ave., (847) 742-0263

Vote for your favorites from
 March 4 thru April 4 at:
DowntownElgin.com



Also check out the Downtown Madness Pick 'Em Bracket Challenge for your shot at \$100 in Downtown Elgin Gift Certificates
 To download your bracket today, go to:
DailyHerald.com/Community/Elgin

Entries must be received by March 14



Local Media Partnerships

NEWSPAPER

- In-kind sponsorship with local paper:
 - (3) FREE ½ page print ads
 - Online links to voting forms
- Newspaper sold ad space within ads to participating venues:

RADIO

- Local radio show gave weekly air-time to reveal results and match-ups

The **MADNESS** is Here in Downtown Elgin!



TWO WAYS TO PLAY!

- 1 Vote for your favorites each week from March 4 thru April 5 at DowntownElgin.com
- 2 Compete for \$100 in Downtown Gift Certificates by predicting the winners at DailyHerald.com/Community/Elgin



ONLINE VOTING SCHEDULE



DOWNTOWN MADNESS PICK 'EM CHALLENGE
 HOW TO PLAY: Visit www.dailyherald.com/Community/Elgin to download the bracket sheet. Begin by picking one winner from each of the eight 1st round match-ups and enter your picks into the fields under Round of 16. Repeat the same process by entering your winner from each of the four 2nd round match-ups and enter your picks into the fields under Round of 8. Repeat the same process by selecting the two winners from both 3rd round match-ups and enter your picks into the fields under Championship. Enter the Championship winner into the Winner field. E-mail completed sheet to DowntownElgin@gmail.com. PRIZES: Scores are tabulated based on # of picks selected from correctly predicted winners each round, based on the weekly voting by the public. The sheet with the most points at the pre-determined conclusion of the winner. In case of a tie, a drawing will be held to determine the winner. Incomplete or incorrectly filled out sheets or sheets without names or a mail address will be considered invalid. Limit one sheet per e-mail address. All entries will be signed up to receive the Downtown Neighborhood News Top 10 weekly eblast. Pick 'Em Challenge selections do not count towards Downtown Madness voting totals.

Downtown Neighborhood Association
 (847) 488-1456 • DowntownElgin.com

\$5 OFF Any Purchase of \$25 or more
or \$8 OFF Two or More
Sunday Brunch Buffet
 Every Sunday, 10:30am
 \$10.95 Adult • \$5.00 Child 6-10

219 E. Chicago St. Elgin IL 60120
 ph 847.468.8810
www.elginpublichouse.com
 Expires April 15th, 2011

Villa Verone
 Ristorante Italiano

13 Douglas Avenue - Elgin, IL 60120
 (847) 742-0263
www.villaverone.net

LA PUESTA DEL SOL
 Restaurant

Catering & Party Room Available
 165 E. Highland - Elgin, IL 60120 • (847) 468-1416
 MARCO DIAZ
 Cell: (816) 200-3888 • big_marco23@icloud.com

DOUGLAS STREET SPORTS BAR AND GRILL

231 Douglas
 Downtown Elgin at Kimball
 847-695-5659
douglasstreesportsbar.com

downtown MADNESS

YOU CHOOSE THE WINNERS!

ROUND OF 16
 March 4-14

ROUND OF 8
 March 16-21

ROUND OF 4
 March 23-28

CHAMPIONSHIP
 March 30-April 4

Participating Venues:

- Lo Quebrada's
- Al's Cafe & Creamery's Burrito Melt
- Spanky's Gyros' Italian Sausage
- Douglas St. Sports Pub's Italian Checker Burger
- La Puesta Del Sol's La Puesta Margarita
- Elgin Public House's Pulled Pork
- Ravenheart Coffee's Alcatraz Terrestrial Club
- Gasthaus Zur Linde's Das Boot
- Bangkok House & Shanghai Restaurant's Pa Heung
- Red Bar Winery's Sino's Better Pounded Shrimp
- Martini Room's Appetizer
- Team Toot's Thai Style Chicken Wings
- PRIME BurgerHouse's Drunken Bull Burger
- Villa Verone's Asparagi

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DowntownElgin.com

Also check out the Downtown Madness Pick 'Em Bracket Challenge for your shot at \$100 in Downtown Elgin Gift Certificates. To download your bracket today, go to: DailyHerald.com/Community/Elgin

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MADNESS OWN ELGIN

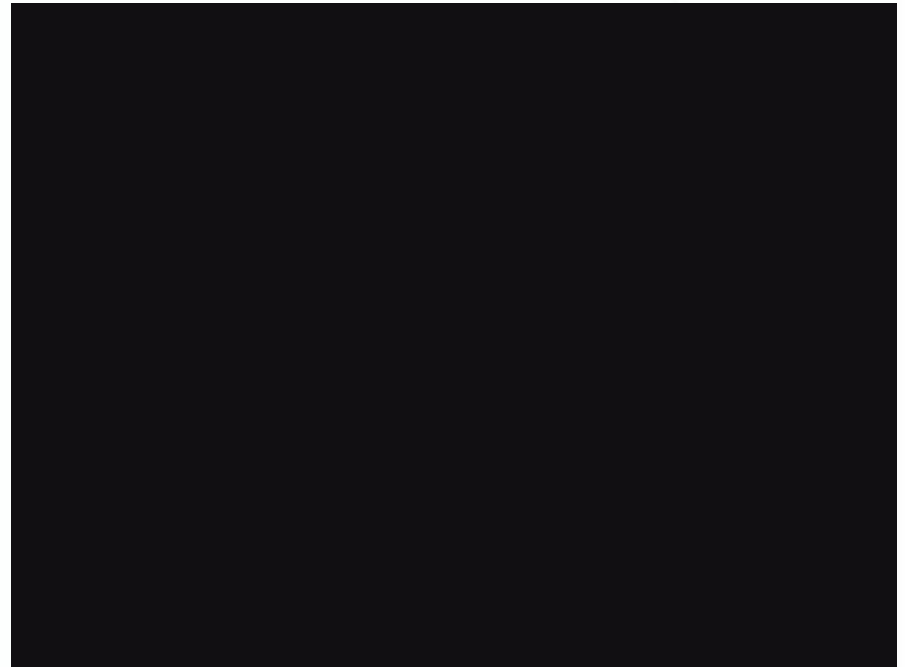


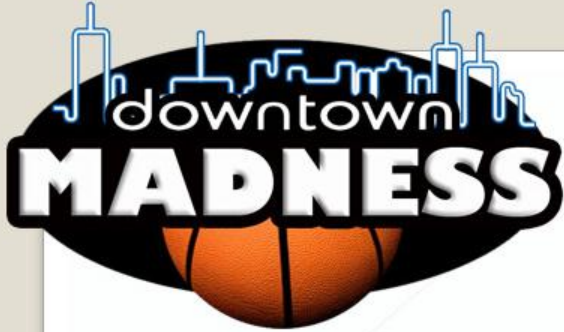


Implementation

Downtown Madness Selection Show

- Produced a short video mimicking March Madness Selection Show on CBS & ESPN
- Published to YouTube; cross-promoted on Facebook, Twitter, blog, website, Top 10 e-blast and embedded in online voting form





Online Voting

- On-line voting form via Constant Contact's survey tools sent to DNN Top 10 List
- Promoted voting link in weekly via social media
- Collected, validated and exported voting info on daily basis
- Tabulated results and updated voting form for next round and repeated process

*** To participate in Downtown Madness, please enter the following information as indicated below.**

*** REQUIRED** (By participating in Downtown Madness, you will be subscribed to receive our FREE weekly Downtown Neighborhood News Top 10 e-blast. If you are already an existing DNN subscriber, please enter your name and e-mail anyway for entry validation purposes.)

First Name:

Last Name:

Email Address:

emailaddress@vozx.com

*** CHOOSE ONE:**

Domani Cafe Domani Latte

Domani Cafe
109 E. Highland Avenue
(847) 695-8851

vs.

La Quebrada Tampiquena

La Quebrada
50 N. Spring Street
(847) 622-7970

- Domani Cafe Domani Latte
 La Quebrada Tampiquena

*** CHOOSE ONE:**

Al's Cafe & Creamery Burns Malt

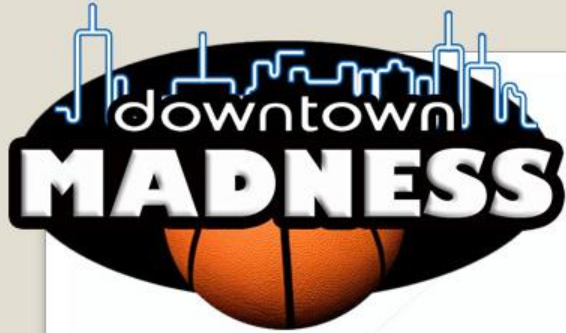
Al's Cafe & Creamery
43 DuPage Court
(847) 742-1180

vs.

Spanky's Gyros Italian Sausage

Spanky's Gyros
51 Clock Tower Plaza
(847) 742-4826

- Domani Cafe Domani Latte
 La Quebrada Tampiquena



Scoring Updates via Blog

- Daily “scoring” updates via *Downtown Madness Score Central* on blog
- Linked updates to social media



Downtown Madness Score Central - March 12

HOME 107 GUEST 108 08:29

downtown MADNESS

SCORE CENTRAL

Welcome back to **Downtown Madness Score Central**. It's getting down to crunch time in the late stages of the Opening Round of Downtown Madness! Let's update you now on the scoring in each of the match-ups in the Round of 16 (as of 5PM on Saturday, March 12):

Domani Cafe's Domani Latte leads
La Quebrada's Tampiquena by **73**

Al's Cafe's Burns Malt leads
Spanky's Gyros Italian Sausage by **109**

La Puesta Del Sol's Margarita leads
Douglas Street Sports Pub's Bacon Cheddar Burger by **15**

Elgin Public House's Pulled Pork leads
Ravenheart Coffee's Mediterranean Club by **97**

Buckingham's Steakhouse's Grand Tomahawk leads
Gasthaus Zur Linde's Das Boot by **38**

Bangkok House & Shanghai Restaurant's Pa-Naeng leads
Red Bar Winery's Spicy Butter Poached Shrimp by **13**

few days downtownelgin on Facebook or...: <http://t.co/awXs7xrB> about 2 hours ago

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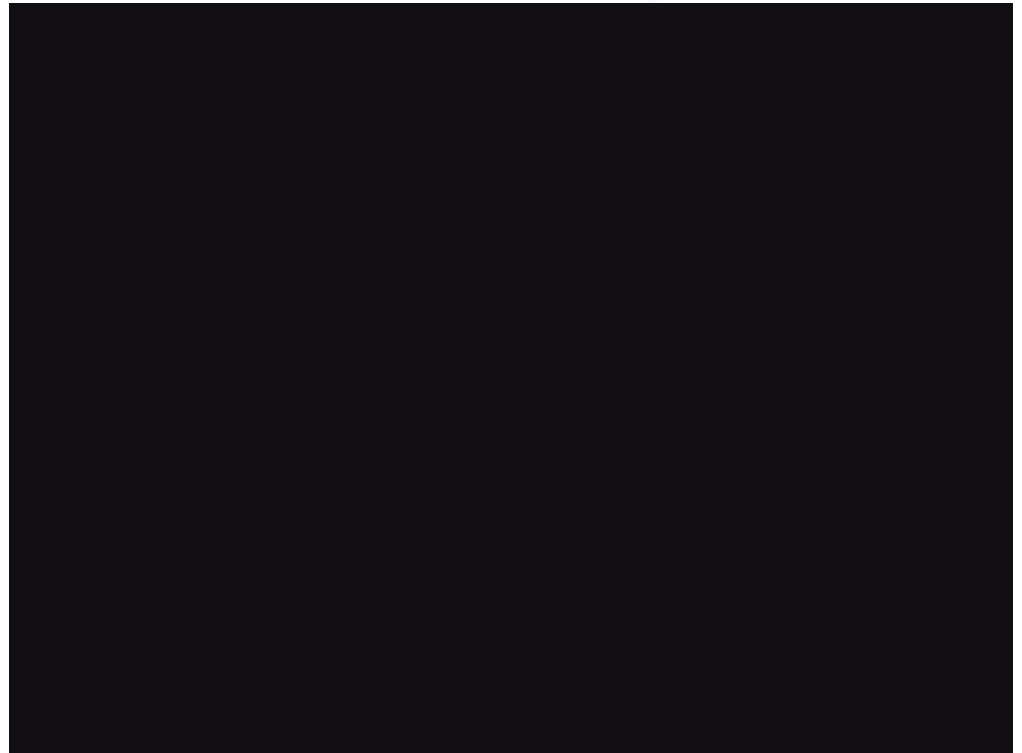
Upcoming Events

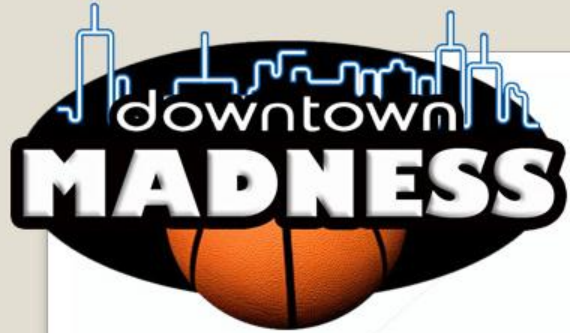


Execution

Building Buzz for Final

- Video profiling two finalists to build buzz and bring promotion to a strong, exciting conclusion





- Held trophy ceremony for champion Elgin Public House
- Awarded \$100 in downtown gift certificates to resident for correctly picking winners of every round's match-up
- Trophy will become a "Traveling Trophy" to be awarded to next Downtown Madness Champ



**PREDICT THE "WINNERS"
FOR YOUR SHOT AT \$100
IN DOWNTOWN ELGIN
GIFT CERTIFICATES!**

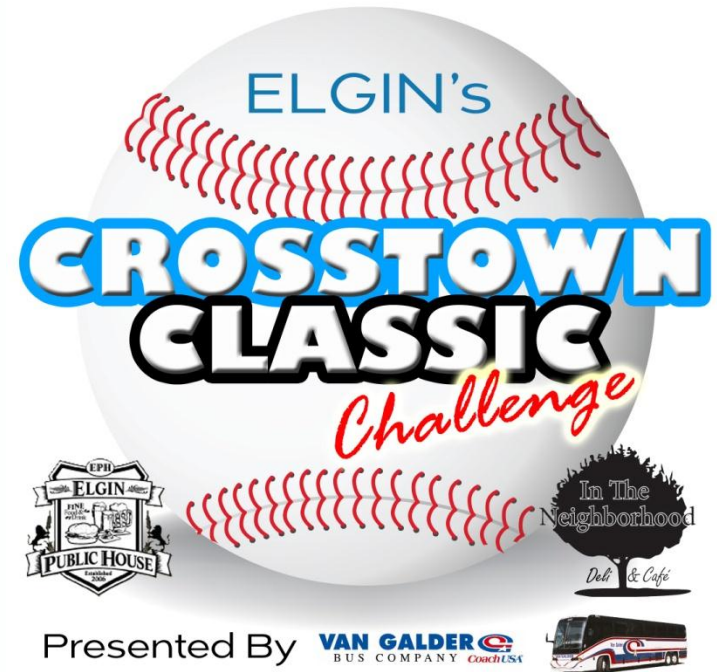
Download your Pick 'Em Brackets at:
DowntownElgin.com
Submit your predictions by March 14 to:
DowntownElgin@gmail.com





Post Event

- One-week “spin-off” promotion: “Crosstown Classic” pitting downtown madness champ against Elgin restaurant outside downtown
- Votes collected on Facebook page
- In order to vote, voters needed to first “Like” our page first
- Week-long promotion garnered our an additional 150 “Likes”





Post Event

Downtown Madness 2012

- To increase our reach, exploring pitting 8 downtown venues against 8 outside downtown:
“Downtown vs. Crosstown”
- Encourage venues to do more March Madness activities and events throughout promotion

The MADNESS Continues...

SECOND ROUND ROUND OF 8
March 16-21

Venue	Address	Phone	Image
Domani Cafe <i>Domani Latte</i>	109 E. Highland Avenue	(847) 695-8851	
Al's Cafe & Creamery <i>Burns Malt</i>	43 DuPage Court	(847) 742-1180	
La Puesta Del Sol <i>Margarita</i>	165 E. Highland Avenue	(847) 468-1416	
Elgin Public House <i>Pulled Pork</i>	219 E. Chicago Street	(847) 468-8810	
Too Too Thai <i>Thai Chicken Wings</i>	23 S. Grove Avenue	(847) 531-8755	
Villa Verone <i>Asparagi</i>	13 Douglas Avenue	(847) 742-0263	
Buckingham's Steakhouse <i>Grand Tomahawk</i>	GVC, 250 S. Grove Avenue	(847) 468-7000	
Bangkok House and Shanghai Restaurant <i>Pa-Naeng</i>	11 Douglas Avenue	(847) 695-2644	

Group Exercise

- Key Message:
We have unique restaurants!
- Goals: Increase awareness of existing restaurants;
Use existing Facebook fans/restaurant patrons to help find new fans/patrons
- Implementation: Week-long promotion to encourage loyal Facebook users and restaurant patrons to write reviews on Yelp



Social Media Strategy Example: 1-week Restaurant Review Promotion

Key Message(s):	Post a review of your visit and win a \$5 downtown gift certificate
Goal(s):	100 new FB likes; 25 Yelp reviews
Facebook:	Market promotion tagging different restaurant pages once a day; encourage restaurants to do same
Twitter:	Cross promote FB campaign with event specific hashtags (#DTelginrestaurants)
Linked In:	Encourage major employers and service businesses to promote event
Blog:	Cross promote with links to our FB page & restaurant pages
YouTube:	Video interviews of key reviewers, post links to FB, etc.
E-Blast:	Cross promote with links to FB page & restaurant pages
Website:	Cross promote with links to FB page & restaurant pages
ROI:	FB likes, Yelp rankings, new business for restaurants; increased membership value