



Town of Newtown
Economic & Community Development
Newtown, Connecticut
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Branding & Marketing Strategy
Website & Social Media



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DISCOVERY PROCESS

Site Visits - Questionnaires - Interviews - Research

IDENTIFY KEY ELEMENTS, ASSETS, and CHALLENGES

Meet the Team

After reviewing all existing materials available provided by the ECDC, start by meeting with the Town staff, commission members and others designated by the Town that are involved with this project to determine need. Is this a complete rebranding or a campaign? What do YOU need? What do YOU think is missing? Listen to concerns, wants, ideas, and absolute needs.

Is this a complete rebranding? Or a campaign?

The purpose of this meeting is to gain insight into YOUR goals for providing existing and potential local businesses and community members with support and information. For example,

- What is the mission of the ECDC?
- What materials do you currently use for businesses? residents?
- Do you have a communication / branded package?
- What problems exist with the current materials? Appearance? Functionality?
- Challenges. Can you manage materials turned over to you by a designer?
- What determines success of campaign?

DISCOVERY PROCESS

Meet and Request Feedback from Realtors, Business Owners, and Town Organizations

Surveys using ECD email marketing and survey using existing email list, social media (Facebook, Twitter), and town-wide social media groups. For instance, would it be helpful to revamp

- **Buy Local** campaign?
- Does the **Town Business Directory** provide direct results?

Meet and Request Feedback from Residents

Surveys using ECD email marketing and survey using existing email list, social media (Facebook, Twitter), and town-wide social media groups. Would it be helpful to include a calendar of all events held at FFH? Weekly/monthly mailings?

Review Neighboring Communities Marketing Strategies

Compile information offered for businesses and residents. Visit web sites, review content, watch videos, meet with others involved in surrounding communities.

DISCOVERY PROCESS

Access and Include the Latest Data Statistics Provided by the Town and other Government Resources

This brochure is an important resource, packed with information.

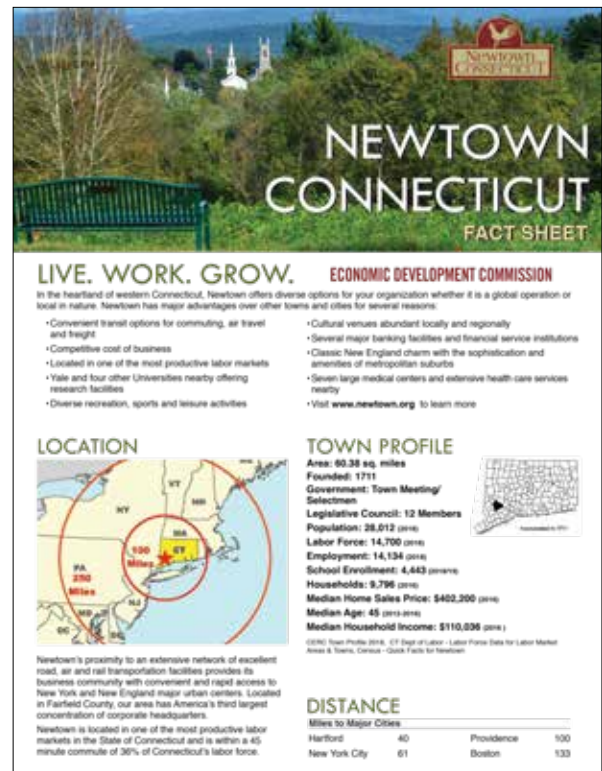
Includes:

- Town Profile
- Travel Distances
- Housing / Real Estate Market
- Latest Building Permits
- House Sales
- Employment
- Labor Force
- Demographics
- Education
- Quality of Life
- Recreation
- Arts & Culture

How is it used?

How can it be better used?

Update to reflect any change in branding.



COMPILE, REVIEW and ANALYZE RESEARCH

Determine Needs

What is important to the Town? Business owners? Residents?

- Determine assets that will be needed
- Prepare presentation
- Meet with Team to review and determine strategy

BRANDING ASSETS

Branding Solutions

Identify key elements and assets of the Town of Newtown, from the traditional to the new.

Flagpole, rooster, Main Street, Fairfield Hills, Senior Center, Community Center, cultural events, trails, lakes, parks, golf, horseback riding, gardening

Create logo and tag-line

- Logo revision. Up to 5 versions of logo artwork.
- Tag line.
- Upon completion, provide full color and black and white versions (including vector artwork) as part of the Brand Book

Brochure revision?

Brand / Asset Book

Once logo and tag line is decided on, create a brand book (style guide) to provide a framework of consistency and cohesion. Use for designers, employees, marketing, and more. Keeping assets in one place helps to communicate consistently and uniformly.

- logos in various versions for different projects
- color palette
- typography (fonts)
- design elements
- images / photography

COMPILE, REVIEW and ANALYZE RESEARCH

How do we know the campaign / branding is successful?

What is important to the Town? How do you define success?

Determine specific key performance indicators: Some KPI examples include:

- Views on web site with Google Analytics
- Opened emails
- Opt-in subscribers increase on mailing lists
- Opt-in subscribers increase on social media
- Forward to a friend
- Submit a question
- Register for events
- Total attendance at events
- Number of permits issued
- Number of inspections performed

WEB SITE

Initial process is to determine what needs to be on the site and what can be removed.

NOTE: There is a lot of very good content on the current sites. Recommend paring it down and linking to anything that is already being managed by the Town's main web site. Reduces the need for constant updates moving forward as well.

Base content on response from users.

Some thoughts for cost reductions to help make the \$15,000 budget go further and/or make the work more manageable moving forward.

- Use existing WordPress site files (migrate into a new theme).
- Pare content on site – making it simpler to find information
- Add/merge content from at least Fairfield Hills site and Newtown/Sandy Hook Eats site. Eliminate hosting and SSL certificates for 2 sites.
- Eliminate annual maintenance of 2 sites with only one site to manage.
- Eliminate parts of site that can be managed by the Town's web site. Reduces the need for constant updates moving forward as well.
- Creation of one graphic that can be used across everything will streamline process. Calendar for events at Fairfield Hills and others sponsored by Newtown EDC

WHY WINGCAT WEB

Terry Laslo & Wingcat Web Design

Since 2000, I have been working with organizations to help tell their stories in a cohesive, organized way. I love creating concepts - whether it be for something as simple as someone's first business card or as complex as a complete branding package. My goal is achieving the complete satisfaction of my clients.

What began with working from home doing word processing, copy writing, and content organization assignments so I could take care of my infant son, turned into a full time passion when I started with digital arts classes and learned how to code html for building web sites. I was hooked and continued my education, graduating NVCC with an AS in Web Authoring (2004), WCSU with a BA in Graphic Design (2007), and CCSU with a Masters in Information Design (2017).

I love Newtown. It's home.

I'm a native. I really know and really love Newtown. It was a pretty neat place to grow up in the 60's and 70's. My husband, Jack, and I stayed here and raised our son. Both my mom and sister still live here today. We all call Newtown home. I read the Newtown Bee and keep up with a lot of the local social media groups. It amazes me how much we have to offer, what big hearts people have, the generosity of neighbors helping neighbors. I have done a couple of searches in preparation for this proposal and find most people think the same thing. Newtown is a pretty nice place to be. :) I have been involved on a grassroots level with local organizations and town issues. I know we don't all agree on everything but there is something here for everyone. I think whether you are a business owner, resident, or lucky enough to be both - for most, to know Newtown is to love Newtown.

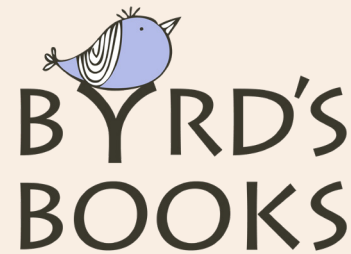
WWD experience working for Newtown's ECD

I have provided support as a sub-contractor to Newtown's ECD since 2012. I am very familiar with much of the ECD's content. Work completed for the team includes graphic design, email marketing, and web site support (site maintenance, hosting, and updates). While I did not develop much of the original content, I was hired to work substantially on all three web sites after they were launched as well as provide custom graphics and print materials. I have worked with Christal Preszler, Kimberly Chiappetta, Betsy Paynter, and Liz Stocker of the ECD.



CASE STUDY - BRANDING & CONSISTENCY

One of the most effective examples of a small business owner using digital assets, including visual design and information is that of a store in Bethel, CT. Since opening the store just over 7 years ago, the owner has taken the time to learn how to use various tools. Starting out with very limited abilities, she now routinely manages the majority of her digital information and assets, which includes



- Sending out weekly complex emails
- Updating her web site with newly published books and products
- Providing local papers and on-line news agencies with press releases
- Pushing information out to social media
- Creating promotional pieces with her graphics

Opening a physical bookstore in the age of Amazon and other major distributors of digital books and audio has not been easy. She has had an uphill battle - and has had to take advantage of every possible free or inexpensive marketing tool available to her. She credits her ability to take over and manage the majority of marketing in-house with saving her considerable time and money, so much so, that she is able to keep her doors open and survive in a tough business climate. Not only has she survived, she has won and been nominated for awards honoring independent book sellers.

Over the last several years this bookstore owner and I have had many conversations about what she has had to do, what she has learned, and what her frustrations are when it comes to working with information and design. She is just one of several case studies that I will be citing and the handouts and website that I intend to create will be based on the needs of her bookstore as well as other real-life examples.



CASE STUDY

I first started working with The Newtown Parent Connection in 2002. At that time they were just starting out and had a real need for a cohesive visual package. The organization — like many other non-profits that I have worked with since — continually ran into the problem of not enough time. Everyone, including me, was a volunteer with a full-time job and family, and there were not enough hours in the day. It was an ongoing (but not so funny) joke about how everything was done last minute.

My part involved creating and managing the visual content, including the logo, web site, mailings, posters, signs, and business cards. By my creating these assets, they were able to focus on their real goal of educating and embracing parents that were struggling with children that were using and abusing substances.

Today this local group has grown into a well-known substantial organization. They continue to work with many of the same tools we originally started out with:

- Logo
- Email marketing program
- Web site
- Email Account
- Dropbox to maintain files for those in the organization.

Various versions of the logo. The first one is the one in use today.





CASE STUDY

One of my earliest experiences with email marketing was over 15 years ago when I first started working with a businesswomen who owned a clothing and accessory boutique. She had been (snail)mailing “monthly specials” postcards to a 1,000+ customer list. It had become increasingly frustrating because of the time it took to send out each batch — the process had become cumbersome. She had very little control over managing the lists, and she was desperate for a solution that would expedite the process and reduce costs. The current process was:

- design & print cards
- create address labels, print and affix
- purchase and add postage
- and finally, deliver to the post office to be mailed.

My recommendation was that she switch from paper mailings to an email marketing product. It served several purposes, including:

- speeding up the process with the use of templates
- creating a database with email addresses
- allowing recipients to forward email to their friends
- allowing recipients to opt out or change their mailing list preferences
- provide metrics on who opened the mailings and what links they clicked

I set up the first couple of mailings and then she was able to use them as templates. She easily created new mailings by swapping out images and text with the new content. She could also proof and schedule the mailings to go for specific dates.

This change saved her considerable time and thousands of dollars a year. It also allowed her more control over what and when she could send. Within one year of switching over to this system, she doubled her customer base which gave her the confidence to move her business from her home into a retail store plaza. Today her business is thriving and she continues to use email marketing.





CASE STUDY - FARMERS' MARKETS

One of the strongest cases for email marketing are those that didn't originally think that it would be a good fit for them and now use it on a regular basis. I have worked with two different organic farms that sell at farmers' markets and one farmers' market. Initially I set up the accounts, initial mailings, and auto-responders for sign-ups. I also provided access to sign up for the mailing list on the web sites. After the initial set-up, each now manages setting up and sending out their mailings on their own. They work with templates I prepared which includes their logo, contact information, and a layout based on the type of mailings they want to do.

Initially each had given me a mailing list of customers that they believed would want to receive their mailings. We grew the lists by adding a sign up for the mailing list directly on each of the web sites. As a result, each of the mailing lists have increased by more than double in the first year, and continues to grow. All three use the mailings to notify customers when certain crops are in and available at the various farmers' markets they sell from.

I find this significant and a convincing case for using an email marketing program because initially all three had to be convinced of the value. Now, each use it as an integral part of their marketing plans - with very little to no help from me. These farmers have provided some of my strongest testimonials on why they love using email marketing.

