



Digital Towns

Connecting people via SOCIAL MARKETING

November 2018

THE RETAIL
PRACTICE

Digital Plan

Why digital presence?

Data for Towns on Social Media

Optimising Digital Presence –Your Roadmap

Local SMEs promoting on the hashtag



Za

zays_bakes



1

My bonfire cupcakes were a dream at my stall today!!! People loved the colours and the touch of glitter 🥰🥰🥰🥰

#instadaily #newmalDEN #london #london🇬🇧 #cakes #wimbledon #photography #wimbledonbaker #baking #baker #kingston #photooftheday #surrey #raynespark #cakedecorating #birthdaycake #birthday #cakesofinstagram #instacakers #bakes #londonbakes #cakestagram #southlondon #southlondonbaker #southwestlondon #wimbledonvillage #lindt #cakeart



42



28

03/11/2018 06:08:24 pm



1 COMMENTS



0

Successful Digital Presence -what good looks like?

- Compelling campaigns and town imagery across all platforms.
- Opportunity to use Geolocation data and Demographics sourced from Social.
- Optimise town's marketing reach/support retail and developers
- Branding: A smarter, wider use of multi-media can rejuvenate town's image.
- Focus: authenticity, help make followers feel involved with the town – building volunteering and participation

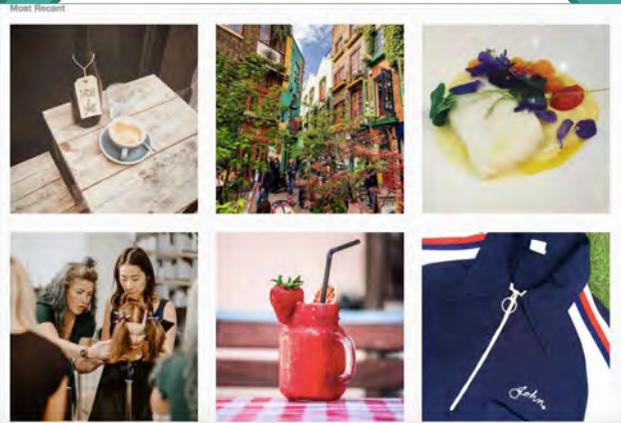
Covent Garden v Marylebone

Top Digital Topics

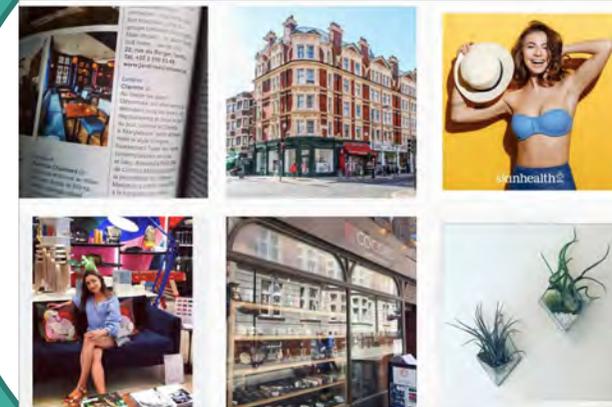
Data Source

CRM

GeoLoc



Food, architecture, flowers, cocktails, organic
Travel Bloggers promote non-local fashion



Organic Fashion Bloggers promote **local** fashion
brands/influencer strategy/Users Location Share

Digital footprint -competitors

Competitor Hashtag Posts Volume (Organic)			
Area	Number of Posts	Key words - topic cloud	Rank
Shoreditch	1679857	food, drink, streetart, clubs, music	1
PortobelloRoad		3 hashtags combined as overlapping	
PortobelloMarket			
NottingHill	1250700	food, drink, cocktails, flowers, architecture, fashion	2
Oxford Street	647649	Fashion, Food, architecture, cosmetics	4
CoventGarden	957741	food, drink, flowers, theatre, dance, fashion	3
Trafalgar Square	447794	architecture, drinks, pavement art	5
Camden Market	248199	food, drink, streetart, music, fashion	6
Carnaby Street	241952	food,drink,shoes, fashion, architecture	7
MaryLeBone	170648	food, cocktails, fashion, luxury, versace, flowers	9
Picadilly Circus	145002	architecture, drinks,	9
Bond Street	142462	fashion, food, tattoo, shoes,	
KingsRoad	129001	fashion, shoes, food, drink, nightlife	10
Sloane Square	65444	food, drink, cocktails, fashion,	11

Wimbledon v Wimbledon Village

Results for wimbledon

Hashtags

[Looking for more specific](#)



wimbledon
1.1M media



wimbledon2018
41k media



wimbledon2018 
3.7k media



wimbledonvillage
32.7k media



wimbledonxspn
2.8k media



wimbledoncommon
29.2k media



wimbledonpark
13.2k media



wimbledon2017
40.4k media



wimbledonatennis
8.5k media



wimbledonqueue
1.8k media

Brighton 5.1mln Posts+ multihashtag

ICONOSQUARE | Search # on Instagram

Fi finalmystery



2 1

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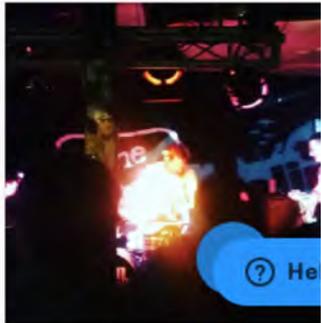
Be bethkidger



Or organic_omlette



Ha harrihearts



? He

Brands using GEOLOC-based AI



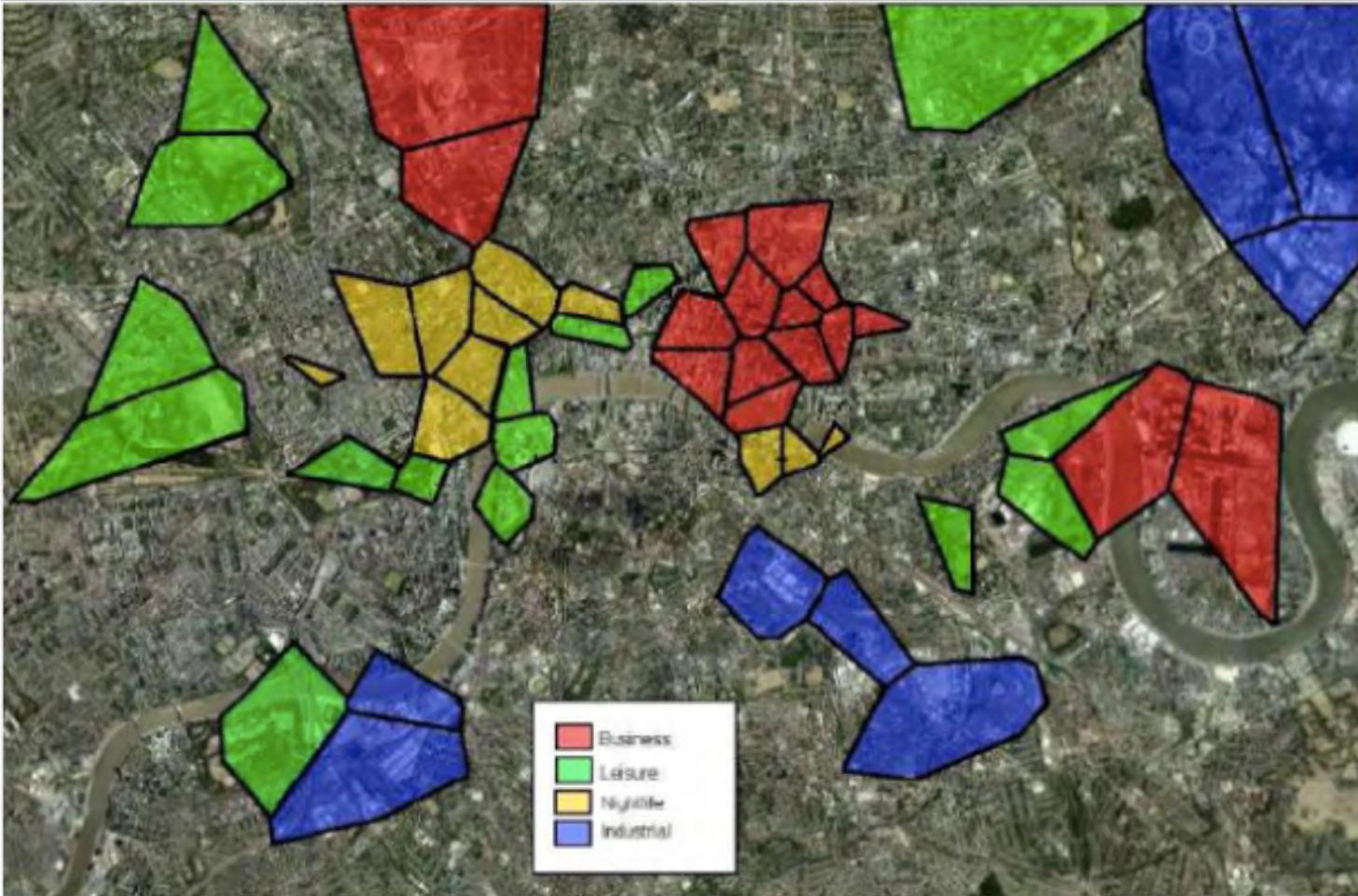
Insight for Short and Long Term Planning

- Source real time business/leisure/crime use data for modeling algorithm.
- Increase your High Street/Town's understanding of changes
- Geoloc /Social media provides a rich source of data for your town analytics
- Empower locals to do data collection on Water Leaks, Potholes, Crime.
- Build a reader of where the problems occur, feed into planning



Anonymous Geoloc city data- use cases

GEOLOC- based Land Use Data in real time



Physical layout of business, nightlife, leisure and industrial clusters in London. Areas not marked with any color indicate residential land use.

GEOLOC
Madrid
real time town
land-use
activity



Classification of the city of Madrid according to the user activities identified from the FourSquare categories.



Camden Conservatives @CamdenTories · 19h

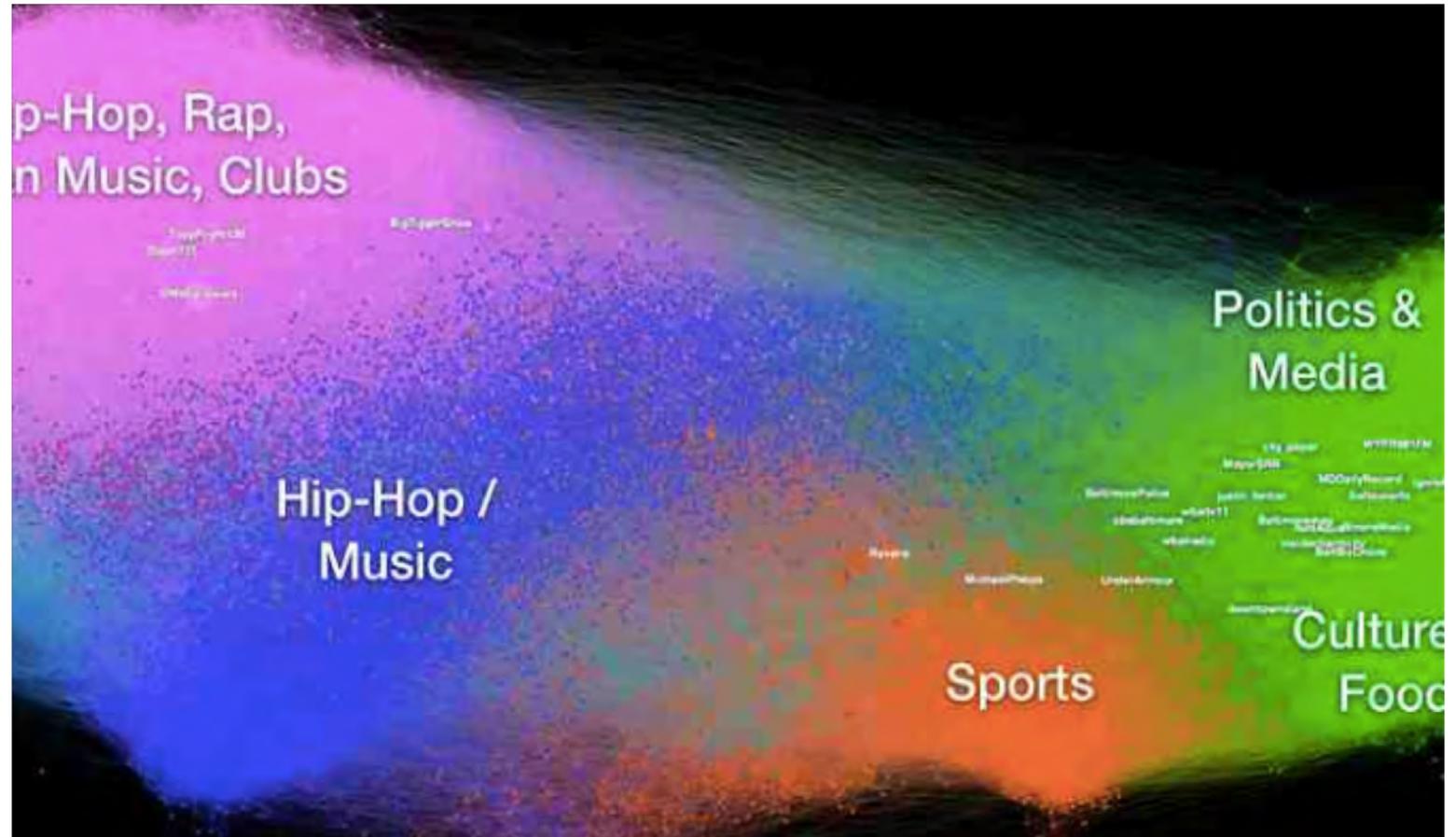
Every day, people in South End Green take their recycling to the place where the recycling bins used to be. They leave it and @CamdenCouncil have to collect and send to landfill. Either that or they dump it outside no 3 South End Rd. Give us back our recycling bins!

Location
Data on
issues from
Twitter to
@Camden
Council



shifts in
demographics

GEOLOC + Cultural capital zones



WHAT YOU CAN MEASURE YOU CAN MANAGE



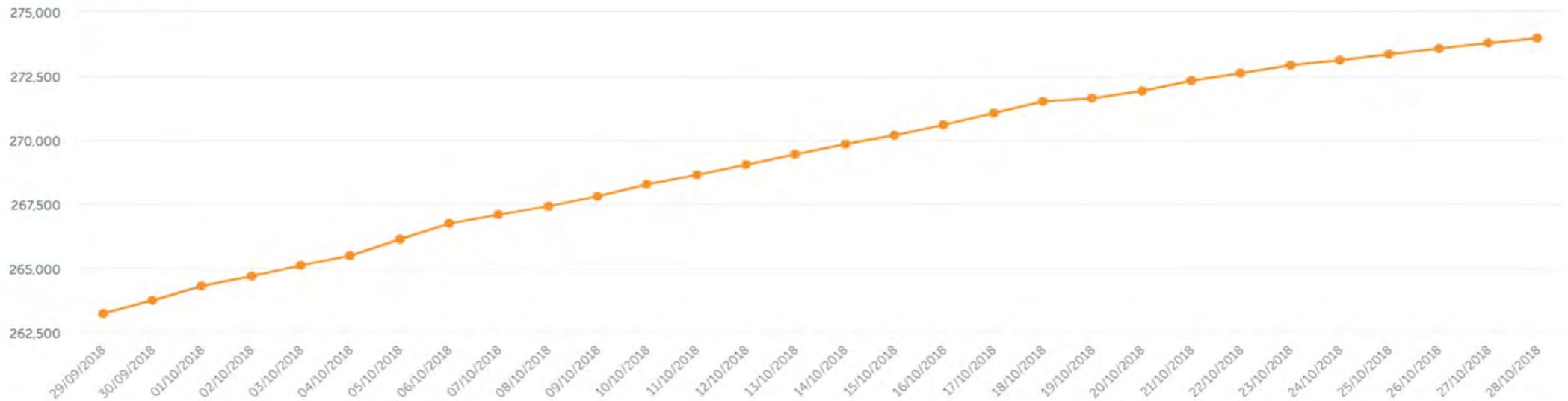
Search # on Instagram



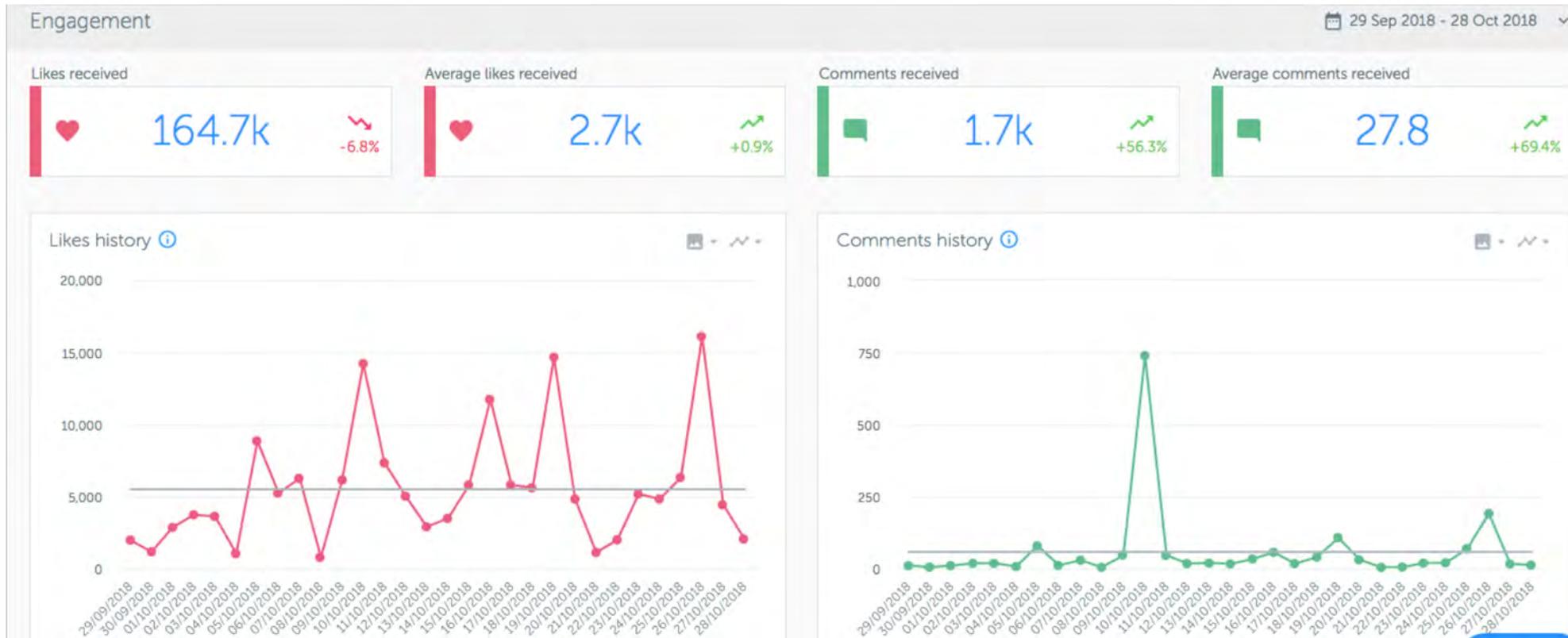
Community

29 Sep 2018 - 28 Oct 2018

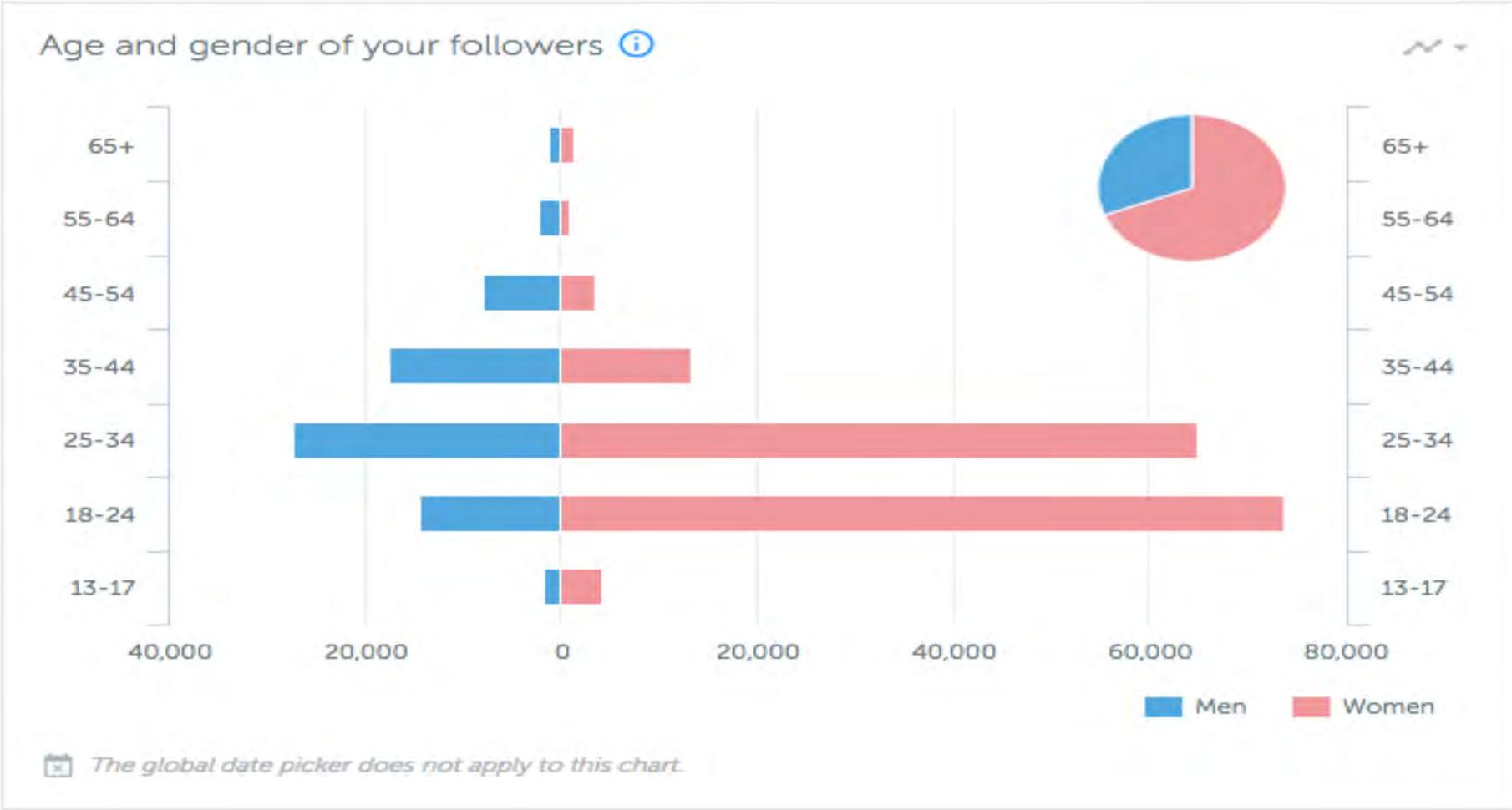
Followers growth



TOOLS



DEMOGRAPHICS TRACKERS



QUICK
WINS

Town's PERSONALITY

stadroeselare Following

351 posts 2,643 followers 175 following

stadroeselare
Gebruik #igroeselare en wie weet komt je foto in ons stadsmagazine RSL!
www.roeselare.be

POSTS TAGGED

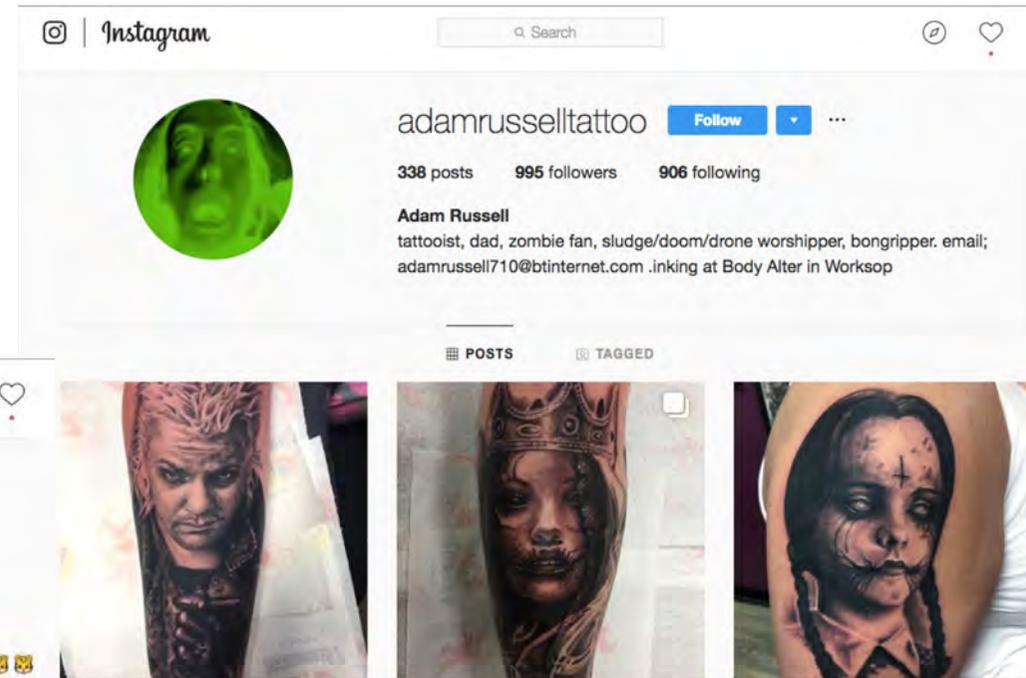
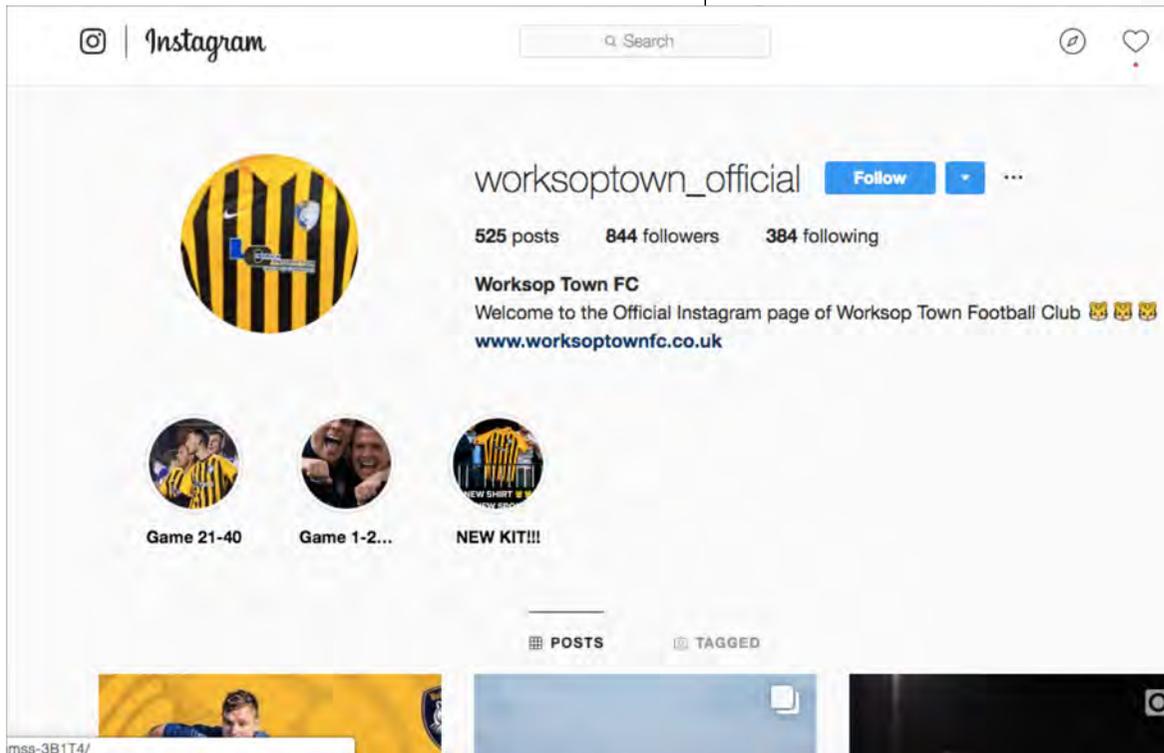


Content:

- Events
- Town Promos
- Sport results
- Crime notices

QUICK
WINS

Town's PERSONALITY



Content:

No official town site
Tattoo Artist
Sport results
Pubs and Food venues

THE RETAIL
PRACTICE



INSTAGRAM SWOT ANALYSIS - example



STRENGTHS:

- Consistent, visually powerful content; strong focus on product & outfits inspiration
- Recent content shows more creative approach through use of apps & multimedia

WEAKNESSES:

- Copy could be more powerful and more local
- Lack of links to shops doesn't allow followers to 'follow on line'
- Content is one-dimensional (even though shift towards multi-dimension is now more evident)

OPPORTUNITIES:

- **Re-post high quality UGC you're tagged in to make your feed feel 'real'**
- **Explore more creative use of multi-media – go beyond short videos**
- **Host competitions to increase engagement**
- **Use Instagram Stories to cover events, give sneak peeks and to gain reach analytics**
- **Add Sponsored Stories for events**

THREATS:

- Your 'aspirational' feed risks to feel too out of touch for your customers



FACEBOOK SWOT ANALYSIS - example



STRENGTHS:

- Every post re-directs to a shop via links
- Copy and images are consistent across posts
- Use of videos adds creative angle to content

WEAKNESSES:

- ToV is generally informative, but not engaging
- Promo posts are far too frequent and repetitive
- Promo post photography/graphics are less visually compelling than other imagery
- Customer service is rather formal not engaging

OPPORTUNITIES:

- **Make your promotions resonate with fans through creative approach to sales**
- **Mix up promos with multi-dimensional content – even if this means posting more (i.e. once a day is recommended)**
- **Develop creative FB campaigns**
- **Establish a clear role for FB**

THREATS:

- Boring and too frequent promo-led content risks to devalue the messaging
- Unexciting ToV and flat imagery risk to encourage image of your town being a ‘cold’ brand
- Customers can turn to towns that show more warmth and personality despite similarly High Street offer



TWITTER SWOT ANALYSIS

-example

STRENGTHS:

- Multitude of Twitter content (i.e. retweets, UGC) adds variety to post stream
- Copy, images and hashtags used are consistent across posts
- Use of videos – particularly GIFs – adds creative angle to content

WEAKNESSES:

- ToV appears different than FB
- Customer service (increasingly important on Twitter) fails to truly engage with followers
- Lack of creative, dedicated hashtags

OPPORTUNITIES:

- **Use hashtags to build an town community / launch creative campaigns**
- **Increase creative use of animations / GIFs as they achieve high engagement**
- **Increase Twitter frequency to 2 posts per day – and be consistent with it**
- **Establish competitions**
- **Ensure customer service is not only helpful, but goes the extra mile**

THREATS:

- Slow / non-genuine Twitter customer service can alienate customers
- As with FB, unexciting ToV and flat imagery is missing an opportunity to engage

QUICK
WINS

BE
AUTHENTIC:
UGC



wimbledonvillage • Following

wimbledonvillage Spent the day shopping @thisiswhistles & @hobbslondon in the Village!

Credit: @hannyclaire7

#WimbledonVillage #Wimbledon
#Southfields #Putney #Chelsea #instagood
#photooftheday #instamood #bloggers
#bloggerstyle #fashion #fashionblogger
#fashionlover #fashiondaily #fashionaddict
#ootd #styleoftheday #stylefile #lookbook
#streetstyle #streetstyleluxe #instafashion



74 likes

SEPTEMBER 25

Add a comment...



THE RETAIL
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QUICK
WINS

SOCIAL APPS TOOLS

BREAKING THROUGH THE CLUTTER



VSCO CAM®



sproutsocial



QUICK
WINS

COMPETITIONS

- Create extra engagement for visitors, driving algorithm.
- Increase your High Street/Town's network.
- Can be a rich source of data for your town analytics
- Empower locals to do your town marketing for you.
- Build a sense of community among your followers, visitors and locals

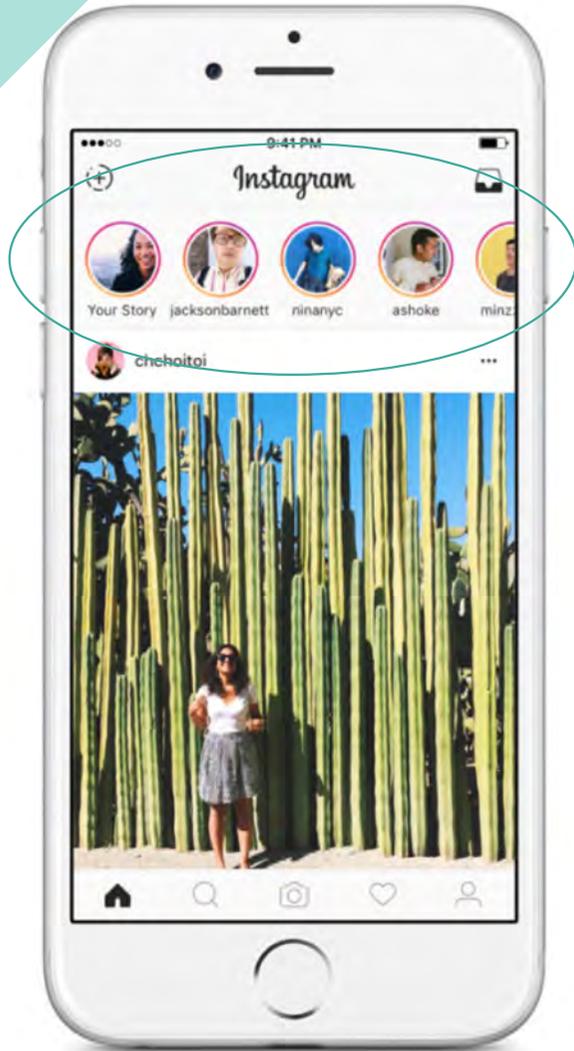
QUICK
WINS

TOWN COMPETITION

Example
#THEMIISTAS

Building CRM for
future campaigns





INSTAGRAM STORIES

Stories are a new development on Instagram, based on the Snapchat model.

They work by uploading a series of images, animations or videos in a slideshow format available for 24 hours, located at the top of the dashboard.

The tool has huge reach potential – as it's the first thing seen by the user when logging in to the platform.

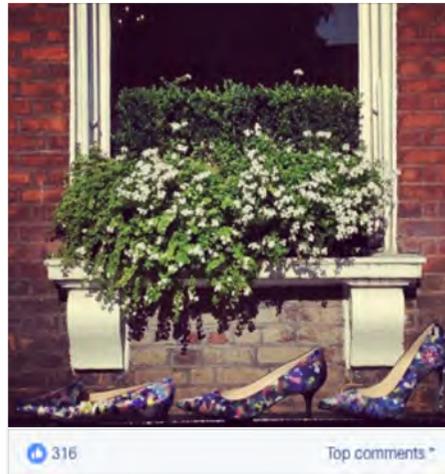
Towns can use Stories by showing an inside look into the town's behind-the-scenes. For example, your BID director could show her favourite pieces from the new retailers on the High Street, or sneak peeks from the new housing Press day could be shared.

INSTAGRAM: 3 QUICK WINS

- Adopt a creative multi-media approach; trial use of apps such as Boomerang, quick videos and Instagram Stories.
- Instagram landing page.
- The UGC from your local people is tagged in is impressively high quality – use it as part of your content strategy to make the town look genuine without losing its polished/aspirational look.

FACEBOOK: 3 QUICK WINS

- Use more creative ways to communicate your town promotions – create diverse graphics, aesthetically pleasing product shots and use an engaging ToV that highlights location benefits & usage.
- If FB is your bullseye customer’s preferred platform, ensure your website and other channels have a strong, visual call-to-action re-directing to your FB page.



TWITTER: 3 QUICK WINS

- Keep an eye out for relevant content to retweet e.g. tweets from **retailers** and influencers, which will add variety to your feed and diversify it from Facebook.
- Establish a clear content role for Twitter.
- Encourage employee engagement via Twitter and do this with a top-down approach – get leadership team to lead by example.

AFTER THE QUICK WINS...
12 MONTH OPPORTUNITIES

CONTENT STRATEGY

TOWN CONTENT STRATEGY

“Without strategy, content is just stuff... and the world has enough stuff”

- Arjun Basu

KEY MESSAGE DRIVING LKB CONTENT

'Your Town: is a quintessentially 'Cotswold" town that appeals to sophisticated locals who want to feel welcome and special. It's high end yet affordable'.

We recommend developing a **word map** defining the key terms and messages and driving all your town contents.

WHAT SHOULD FLEX ACROSS PLATFORMS

- Amount of copy – e.g. IG language has to be snappier, shorter and immediate.
- Frequency of promo-led posts – these should be delivered via FB and TW, not IG.
- Use of hashtags – dedicated hashtags that create sense of community (e.g. #WimbledonHighStreet) should be shared across all social, however IG allows for more general #s to be used.

WHAT SHOULD *NOT* FLEX ACROSS PLATFORMS

- Your town DNA.
- Your ToV – which should be consistent, and outlined in a town ToV guide.
- Your key messages – to be repeated consistently across all platforms.
- The way you depict your customer and show understanding of your local people lifestyle.

BEST PRACTICE: Brighton

With 5.1mln posts on Brighton hashtag and 14.4 K of Insta followers on VisitBrighton, Brighton is supporting High Street retailers with a low cost marketing channel

The town's wide content strategy is **consistently aligned to its core DNA**, while being relevant to each platform's functionality and demographics.

A balanced mix of product, promotion, inspiration and lifestyle ensures content is various, dynamic and exciting – always keeping local customers and visitors and their needs at the heart of the strategy.



reiss reissfashion [Follow](#)

3,620 views

reissfashion STEAL THE SPOTLIGHT | Master the art of occasion dressing and set the tone for party season with our new in partywear pieces.



reiss reissfashion Dalloway Terrace [Follow](#)

1,764 likes

reissfashion We scout out London's best Bank Holiday hotspots on the blog, first stop: breakfast
claredolly This looks good...near your work? @nehambin
Sberty @louloves1
ellia26 @touis we must go to london one day all of us
millywatson94 @sophiehemy
marygroves @kalagroves @liztremble .this place looks like a perfect breakfast/lunch spot
stephreswell @gracepatten1
janemaron @imftz this looks nice
kuhnix @dailycupofjoy hin dal
gifrench @feipecovinho
dailycupofjoy @kuhnix kommt auf die Liste :)



reiss reissfashion [Follow](#)

702 likes

reissfashion What Bank Holidays are all about...
joseldn Couldn't agree more!
elenimacfarlane
robertomodels



REISS

reiss reissfashion [Follow](#)

786 likes

reissfashion The #SSOREISS press day is here. #reissweek



reiss reissfashion [Follow](#)

678 likes

reissfashion Sundry style inspiration from @marcfortova who wears the Afile ribbed rollneck jumper



THE RETAIL PRACTICE

SOCIAL CAMPAIGN OPPORTUNITY: THE BENEFITS

- Most cost-effective way to promote your town and engage your followers.
- Easy to measure campaign effectiveness – as opposed to traditional media.
- Can be tailored to meet specific goals e.g. building awareness, reinforcing town values, pushing product through competitions...
- Drive website traffic and increase conversion
- Create sense of community among former followers, and **attract new ones**

SOCIAL CAMPAIGN IDEA: #WimbledonVIP

- As well as being perceived as a sophisticated, elegant location, your town is seen as very aspirational .
- This message resonates well with locals and visitors customers (as they can feel proud of the association Britain/sophistication) but also with international ones, who appreciate the timeless style of heritage locations.
- Your followers are invited to share their ‘very Wimbledon moment’ with hashtag #WimbledonVIP – this can be an afternoon tea, a countryside walk, or a day out in the rain!
- Every month, the best # gets chosen and their ‘very British picture’ is reposted on the town’s social feed.
- The winner gets a prize (e.g. £200 to spend in local stores).

SOCIAL
CAMPAIGN
#WimbledonVIP



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INFLUENCERS



INFLUENCER TACTICS

Tag your influencers in your posts (especially Twitter – in the hope of getting a retweet!).

Retweet them, in order to create brand association.

Share when they are in the news, when they wear town's retailers or are in neighbourhood.

NETWORK STRATEGY



Wimbledon NETWORK VS. BEST PRACTICE

	FACEBOOK	TWITTER	INSTAGRAM	LINKEDIN
Wimbledon	217K	14K	64.8K	10K
Brighton	162K	19K	21.3K	7K
Bath	97K	13.9K	49.2K	4K
Ascot	233K	72.5K	135K	36K
Windsor	73K	11.5K	26.6K	12K
Eton	30K	11.1K	15.3K	8.5K
Surbiton	280K	34K	95.3K	30K

NETWORK STRATEGY

Network: followers, reach and engagement.

Engagement: amount of likes, comments, and feed impressions.

Tactics to grow network:

Campaigns to encourage following (see content strategy section).

Paid media.

Cross promotion across platforms.

Competitions (see quick wins).

Follow to be followed (on Twitter and Instagram only).

PAID MEDIA

Instagram and Facebook paid media can be set through the Facebook ad platform.

Paid media is different to organic content – it does not show up on the town's newsfeed, instead targets users within the right demographic and location who may be interested in the brand.

Posts show up on targeted users' newsfeeds alongside organic content.

Ads can be formed as an image, video or carousel (multiple images) and include a 'sponsored post' in the top right hand corner and a call to action button, which can be directed to the town's online store.

Carousel option is recommended as it can show wide range of shops available

PAID MEDIA: EFFECTIVENESS

- Social vs traditional media: a full page ad in the Daily Mail is **€45k** (average) with a circulation of 2,3 million. However the circulation has much 'wastage' e.g. non target audience...
- It's believed **65%** of Instagram users take action – such as visiting a website – after looking at an Instagram advertising post.
- Average advert click-through rate on Facebook is **0.9%** – although adding a CTA button ('Shop now', 'Learn More' etc.) can lift rates by 2.85 times.
- Research conducted in November 2018 crowns Facebook as 'one of the most cost-effective advertising platforms available'.

Sources: *Hootsuite 2018, Sprout Social 2017, Brandwatch 2016, Wordstream 2018*

MEASURES

Facebook	Instagram	Twitter
Page like growth*	Followers' growth	Followers' growth
Reach & impressions (organic & paid for)	Impressions (organic & paid for)	Impressions
Engagement (liking, sharing, commenting)	Engagement (liking, commenting)	Engagement (replies, mentions, retweets)
Post clicks & conversion	Post clicks & conversion	Post clicks & conversion
CPC (cost per click), CPM (cost per 1000), CTR (click-through rates)	CPC (cost per click), CPM (cost per 1000), CTR (click-through rates)	CPC (cost per click), CPM (cost per 1000), CTR (click-through rates)

Secondary insights such as trends, buzz around your town, optimal posting times etc. can be identified through 3rd party platforms.

REPORTING

Best practice should be daily reports on social performance - weekly at least.

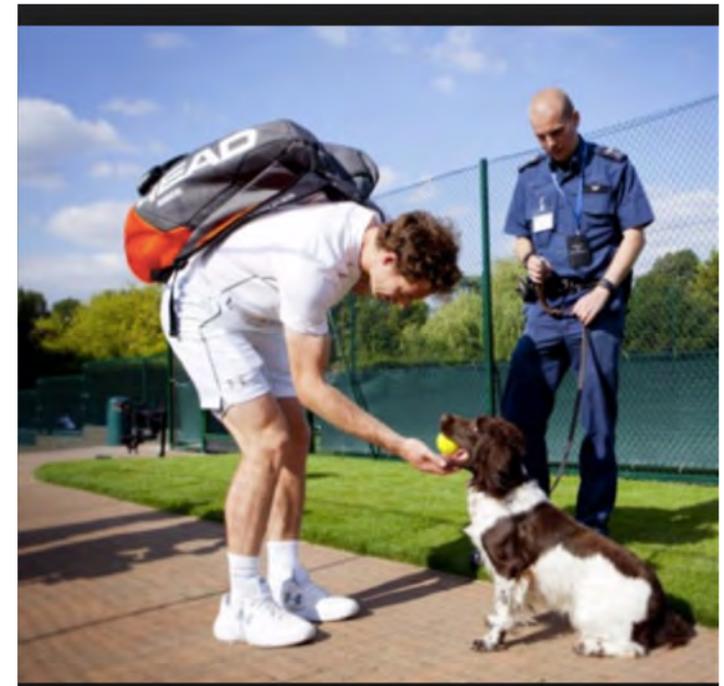
Instagram, Facebook and Twitter have their own analytics pages.

We recommend using external reporting platforms. Many are available in different price ranges and scope of reporting.

All data can be cross-matched with Google Analytics.

A customised dashboard including data from channel-specific insight pages and third party platforms can then be created to round-up all analytics.

'ENGAGEMENT BOOSTERS' VS. STRATEGIC USE OF CONTENT



CROSS- PROMOTION ACROSS PLATFORMS

In order to further expand and engage with your network, a plan needs to be in line to encourage sustained cross-promotion from all channels to town's preferred platforms.

Quick wins like promoting your Instagram contest via the town's newsletter, or encouraging FB fans to follow you on platforms with less reach (i.e. Twitter) could enormously increase your following base.

A CONSIDERED & STRATEGIC APPROACH

The 'follow to be followed' method is following users who may be interested in your town, so that they can be made aware of its Instagram feed.

Who to follow

Follow people who have shown an interest in local events, local celebrities you want to associate your town with as well as your competing towns.

Follow Instagrammers who correspond to your best local customer profile and have high amounts of followers to see the best results.

Finally, following influential people alerts them to the town's events/offer.



Example: Partner with local Sport shops

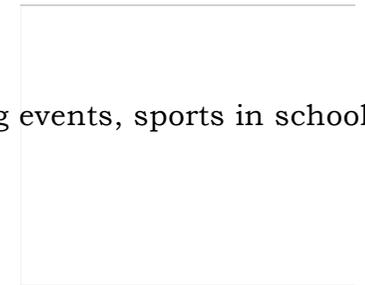
Campaign aim: encourage UGC

The challenge

- Promote Sport in your town to appeals to a young market
- Follow to Follow local sport influencers
- Create local sporting event to power Instagram campaign

Successes KPIs

- Growth of impressions, target to reach over first week
- Increase in website clicks and traffic to town' page
- Long Term - build relationship with local club, sporting events, sports in schools



Hampstead: A SOCIAL MEDIA TRANSFORMATION



The challenge

Any truly social business needs to be social internally as well as externally. Town Team leaders and local Business Leaders need to lead from the front

What we did

- We started with the leadership/Town Team team and a top-down approach
- We worked across the location, especially retailers
- We created collaboratively individual Social plans – all aligned to one strategy of creating awareness and town advocacy by retailers and Town employees

2018

December

- review position with current strategy and delivery - except for actionable quick-wins.
- Align to new town strategy and position.
- Select preferred platforms.
- Agree measures and targets.
- Create social wide level and platform-specific content strategy.

January

- Begin daily and weekly reporting. Get fluent with analytics/tools
- Ongoing community management starts.
- Preferred platform identities updated.
- Plan for non-priority platforms.
- Explore and identify tools required.
- Media spend planning and content calendar creation (10 months).
- Content strategy including ToV live FROM mid March
- First campaign trial - budget allows management time for three.

Feb

- First monthly review and plan session with the town.
- Tools live.
- Internal team comm.

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