BIA Marketing Committee Recommendations June – Dec 2022

**June 27, Mayors Mingle 4-8 pm**

Recommendation:

Stores and businesses that will be open to run a promo, sale, or special offer.

* Talk to town about putting info on the digital sign
* BIA radio commercial advertising the Mayor’s Mingle and promos are going on.

Please let me know so we can create an event page on Facebook and list the stores and businesses that will be open and any special promo you will be offering.

**June – Sept**

**Google ads**

Run them during the summer months to drive sales. Advertise great shopping and unique stores, restaurants, and Artist Alley. Then advertise shopping and Harvest Fest for Sept.

UPDATE: Google kept denying the verification process for the Municipality. For ads, Google only has two categories, organizations, and individuals. Documents for Municipality did not conform to their organization category. After seven attempts and numerous emails/calls with Google, the account was finally verified on Aug 24th. We hope to have ads running by the end of day Aug 26th, which will run to the end of October.

**Oct**

**Pre-Christmas – advertise great stores/ shopping in Clinton**

* Facebook ads
* Instagram ads

**Nov**

Christmas and Ladies Night – great shopping in Clinton/Ladies Night Festivities

* Full page Focus newspaper Ad
* Facebook and Instagram ads