ANYTHING BUT LITTLE MARKETING PLAN
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Actively manage your reputation or someone else will.
GOALS

ONE
To activate the new brand and messaging statewide

TWO
To attract new residents to Littleton

THREE
To encourage visitors to spend money in Littleton

FOUR
To engage businesses to operate in Littleton
TARGET AUDIENCE

Residents
Visitors / Non-residents
Business owners / Partners
OBJECTIVES

ONE
All internal and external communication supports the new brand and messaging

TWO
All marketing initiatives consider a younger demographic

THREE
Increase sales tax revenue

FOUR
Fill empty commercial property
GOAL ONE
To activate the new brand and messaging statewide

1. **Strategy** - Ensure brand book is available to all partners (and online) and use logo and tagline together whenever possible
   - **Action** - Make the brand book easily accessible and easy to use

2. **Strategy** - Establish the Littleton marketing committee as the branding review board
   - **Action** - Provide a memo to partners and appropriate follow up with the option to send all communication pieces to the Littleton branding review board for support with messaging

3. **Strategy** - Use the *Littleton Report* and all communication vehicles to support the core values
   - **Action** - Design the back page of the *Littleton Report* with a section highlighting each of our core values
GOALS TWO & THREE
To attract new residents to Littleton and encourage visitors to spend money in Littleton

1. **Strategy** - Host events to attract younger demographic and new visitors
   - **Action** - Ensure all events include a kick-off event with band, beer, entertainment and a non-profit alignment.
   - **Action** - Host three new events in 2014 – Elf Pub Crawl, The Little Garten (Littleton Beer Garden) and The Little Jam.

2. **Strategy** - Use advertising and marketing campaigns to attract new residents and visitors
   - **Action** - Initiate an outdoor advertising campaign around Denver
   - **Action** - Recommend ad buys to attract younger demographic and visitors
GOAL FOUR
To engage businesses to operate in Littleton

1. **Strategy** - Initiate quarterly Marketing Partnership Meeting
   - **Action** - Create the space for partners to come together and collaborate on events and marketing opportunities

2. **Strategy** - Promote new businesses in Littleton
   - **Action** - Include editorial mentions in *Littleton Report* promoting any new businesses that open in Littleton
   - **Action** - Include new businesses on go2littleton.com and littletongov.org

3. **Strategy** - Initiate a media relations campaign to target new residents, visitors and businesses
   - **Action** - Obtain media coverage on economic development and new businesses operating in Littleton
     - *Denver Business Journal*
     - *Denver Post*
     - *ColoradoBiz Magazine*
   - **Action** - Obtain media coverage promoting the events in Littleton
     - *5280 Magazine*
     - *Westword*
     - *9NEWS*
     - *CBS4*
Events
Advertising
Public Relations
Digital Strategy
Events

- Ensure all events have the following components:
  - Kick-off event with entertainment and food/beverages
  - Non-profit alignment

- Month-long event themes:
  - Fall/Halloween - Cider Days
  - Winter/Holiday - Twinkle Days
    » Create a brand for each theme with a logo, tagline and marketing collateral

- Host three new events:
  - Little Garten - Littleton Beer Garden (May 31)
  - Elf-Pub Crawl - after Candlelight Walk (Nov 29)
  - Little Jam - formerly known as Carousel of Music (Aug 9)
    » Create a brand for each event with a logo, tagline and marketing collateral
In Littleton, diplomas seem to get handed out left and right. Credit our top-ranked school district, standing above all in Colorado and rivaling many across the nation. But our students and our schools are not the only ones getting ‘A’s. See how our entire community scores top marks at littletongov.org/schools.

--- SPECIFIC STRATEGIES ---

Advertising

- Create an outdoor media buy campaign
  - Billboard rotation on boards leading into Littleton (Santa Fe/Hampden, Broadway/Evans, Federal, Colorado Blvd.)

- Execute a strategic media buy to attract young families and visitors
  - *5280 Magazine*

- Use Main Street banners to promote events
Public Relations

• Obtain media coverage on the following topics:
  - Economic development in Littleton and South Metro Chamber of Commerce
    » Real estate updates
    » New businesses operating in Littleton
  - Events
    » Events happening in Littleton
    » Non-profit alignments with events
  - Profile stories on business owners and leaders of Littleton

Target Media Outlets:
  - Denver Post
  - Denver Business Journal
  - 5280 Magazine
  - ColoradoBiz Magazine
  - Colorado Real Estate Journal
  - Colorado Homes & Lifestyles
  - Colorado Parent
  - Colorado Life Magazine
  - Colorado Springs Gazette
Doing our part to keep cap and gown designers busy.

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**SPECIFIC STRATEGIES**

**Digital Strategy**

- Ask all the partners to like the Littleton Facebook page and follow them on other social media networks such as Twitter and Pinterest.

- Encourage partners to share Facebook posts to create awareness about the events happening in Littleton.
  - Partners should also share Littleton’s Facebook page posts.

- Incorporate Littleton’s core values and messaging on all social media pages, such as Facebook, Twitter, Pinterest and Instagram.
  - Post information about the open space and trails, historic downtown and community events.
  - Create boards on Pinterest with names of each of our core values: Outdoors, Community, Historic Downtown, Events.

- Host quarterly meetings with the partners and discuss business and event updates and a specific topic. Topics could include marketing, PR, advertising, digital strategy.

- Online event calendar - have each partner submit their calendar of events to Littleton. Create two options for the event calendar, one with all government events and another with social events.
• Number of new businesses renewing or moving into Littleton

• Sales tax revenue increase

• Measure the number of impressions promoting events, the Littleton brand and message, economic development

• Event attendance and experience
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MARKETING PLAN