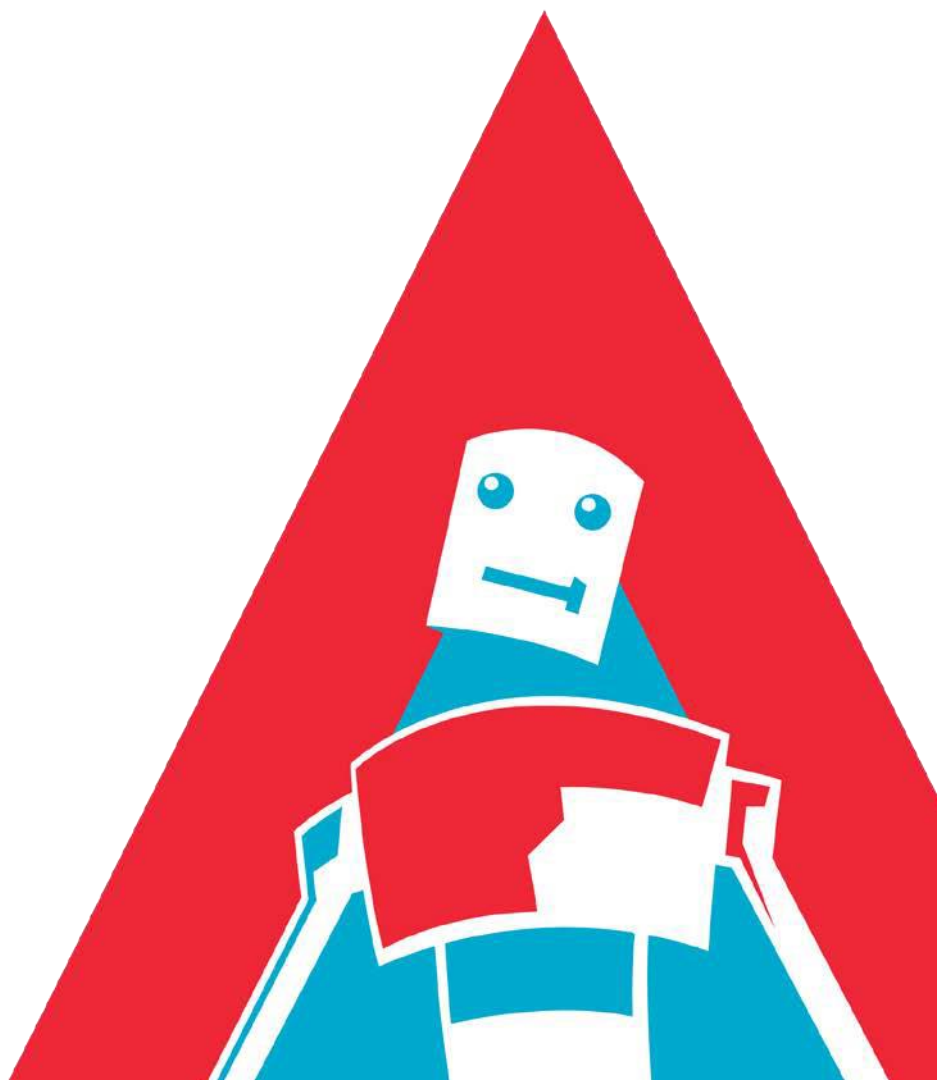




Marketing plan

Elsternwick Mainstreet Committee - 2023/2024





PROMOTIONAL CALENDAR

In addition to the regular core activities outlined in this section, the following is a list of proposed promotional activities over a 12-month calendar, based on available budget.

RETAINER OVERVIEW

As a base of activity, every month there are 2 articles on the site, social media activity across Facebook and Instagram, and email newsletters to customers. These will tie in with promotional periods and activate around existing trader activity.

Included in the retainer is updating the website and maintaining good site health along with keeping the directory up-to-date and adding trader offers and promotions. Regular in-person visits to the precinct are also part of the retainer.

While not part of the retainer time is also spent on various other activities such as:

- Liaising with The Glen Eira City Council on various issues i.e., Pop-up parklets, COVID-19, carparks etc.
- Looking for and applying for grants at Government (federal and state) and council level
- Managing and resolving trader enquires
- Creating and sending annual trader feedback survey and implementing feedback in future plans

MARKETING CALENDAR OVERVIEW

FILL YOUR BASKET (FYB) CAMPAIGN

July - August 2023

A campaign designed to capitalize on the change over in the financial year and winter sales. It also addresses a quieter time in the seasonal calendar. The campaign promotes the area broadly with a receipt driven entry system for a trader donated prize pool.



JEWISH NEW YEAR (ROSH HASHANAH) CAMPAIGN

September 2023

A campaign to focus on the Jewish community over the Jewish New Year period. Dedicated article with additional boost and unique social media graphics included along with an advertisement in the Australian Jewish News Rosh Hashana supplement.

HALLOWEEN CAMPAIGN

October 2023

A large campaign to take advantage of the increasingly popular Halloween holiday, with a dedicated event during the day and night.

A Family Day event day to bring people to the area will include a 'Trick-or-Treat' trail (including traders handing out treats), face painting, balloon modeling, arts and crafts table, a photo wall. This will be accompanied by musicians and entertainers to give the street a spooky atmosphere.

During the evening there will be a 'Halloween Party' in Elsternwick Plaza, with marquees set up where traders and outside suppliers can offer food and drinks to the customers. This will also be accompanied by live music to help continue the spooky atmosphere.

BLACK FRIDAY SALES CAMPAIGN

November 2023

A campaign to promote trader promotions and offers over the end of financial year shopping period.

FESTIVE CELEBRATIONS CAMPAIGN

November - December 2023

A large campaign to tie in with Christmas/Chanukkah holiday period. Existing Festive decorations to be installed along the shopping strip to give a fun atmosphere include wreaths and garlands, large festive candles, four sets of Christmas trees, soldiers and presents and three giant menorahs. New decorations will also be purchased and installed along the precinct.

A Family Fun Day event day to bring people to the area will include Santa, face painting, balloon modeling, an arts and crafts table, a photo wall and fire truck rides. This will be accompanied by musicians and entertainers to give the street some festive cheer.



The campaign will also promote trader promotions and offers over the Christmas/Boxing day period. Dedicated article with additional boost and unique social media graphic will accompany a Facebook event page for the Family Fun Day.

AGM/CHRISTMAS PARTY FOR THE TRADERS

December 2023

An event night run for the traders to say thank you for the year. The event will be an opportunity for our traders to relax and enjoy some food and drinks, as well as networking and getting to know each other.

The EMC Annual General Meeting (AGM) is also held before the Christmas Party.

NEW YEARS AND SUMMER CAMPAIGN

January 2024

A campaign to promote trader promotions and offers over the New Year and Summer period. A dedicated article with additional boost and unique social media graphics.

VALENTINE'S DAY CAMPAIGN

February 2024

A campaign to promote trader promotions and offers over the Valentine's Day shopping period. A dedicated article with additional boost and unique social media graphics

EASTER/PASSOVER CAMPAIGN

April 2023

A campaign to tie in with the Easter and Passover holiday period. Dedicated articles for both Easter and Passover with additional boost and unique social media graphics.

Event day/days as budget allows to have the Easter bunny and helper roaming the streets around Easter. Event day supported by digital and social media advertising and physical collateral (posters, flyers for a letter box drop).

The campaign will also have an Easter egg hunt style competition designed to bring customers to the precinct. Customers must find the hidden Easter eggs spread out in shop windows for a chance to win a trader donated prize.



THE ELSTERNWICK VILLAGE FOOD AWARDS CAMPAIGN

May 2024

A campaign designed to take advantage of the diverse and plentiful food and dining offerings available in Elsternwick Village. It also takes advantage of the warmer weather that spring brings encouraging customers to the precinct to enjoy their favourite hospitality stores.

The campaign promotes the area broadly with a receipt driven entry system in which customers vote for their favourite food and drinks in a number of categories. The campaign is designed to not only drive customers to the precinct but to also foster buy in from our hospitality retailers and encourage them to get involved and win one of the awards.

MOTHER'S DAY

May 2024

A campaign to promote trader promotions and offers over the Mother's Day shopping period. A dedicated article with additional boost and unique social media graphics.

END OF FINANCIAL YEAR SALES CAMPAIGN

June 2024

A campaign to promote trader promotions and offers over the end of financial year shopping period.