

CRITICAL PATH STRATEGY #9

RELATED GOALS



Create a media relations and marketing plan for the promotion of Richmond that incorporates both online platforms and paper methods.

Action Steps	Parties to Involve	Time Frame	Estimated Cost
<p>Assemble an advisory group of City leaders and department heads to guide the development and implementation of the Richmond’s marketing plan.</p> <p>Inventory all existing marketing efforts including but not limited to printed mailers, flyers or brochures, e-mails, and social media posts. As possible, indicate the approximate reach of each method to establish a marketing and promotions baseline.</p> <p>Identify future goals for the marketing effort such as program participant increase.</p> <p>Define target markets and population segments.</p> <p>Determine appropriate marketing tactics such as brochures, posters, events, social media channels, online dashboards, and align these tactics to the target markets and population segments.</p> <p>Identify necessary resources including materials, manpower and monetary amounts that will allow for implementation of the marketing plan.</p> <p>Develop a consistent brand for the City of Richmond.</p> <p>Establish partnerships with newspapers, local bloggers, community organizations, etc. and align new and existing partnerships with the resources necessary for implementation.</p> <p>Implement marketing strategies and evaluate the success by measuring progress against the identified goals.</p>	<p>General Public</p> <p>Community Development Coordinator</p> <p>Communications Director</p> <p>Mayor's Office</p> <p>City of Richmond Infrastructure and Development Dept</p> <p>Wayne County Tourism Bureau</p> <p>Wayne County Convention and Tourism Board</p> <p>Professional consultant</p>	<p>3-6 months</p>	<p>Low - Medium</p>

Funding Assistance to Explore: General revenues from the City of Richmond, local Chamber of Commerce, and other economic development organizations.