



MARKETING GOALS



RESEARCH & DEVELOPMENT



PRIORITY PROJECTS (CLICK LINKS FOR DETAILS)

Define Target Audience



Clearly identify your target audience: both demographic (attitudes, interests and behaviors), to help develop key messages and to identify the best communication channels to reach them: City, County, City Departments, etc.

City/County (Shelbyville, Fairland, Morristown, Waldron, New Palestine): IMPaCT Partnership, Education, Workforce Development, Community/Economic Development, Industry, Healthcare, Real Estate, Sports, Tourism, Entertainment, Chamber, Community Services (Quality of Life)

City Departments: Animal Shelter, Engineering Department, Planning & Building, Street Department, Parks & Recreation, Police Department, Fire Department, Wastewater Department, Municipal Airport, Public Utilities

Region: Indianapolis, Franklin, Greenfield, Greensburg, Columbus

[Shelby County/RHIT IMPaCT Partnership](#)

[MSC Manufacturing Skills Connection](#)

[Quality of Life Coalition of Shelby County "Draft"](#)

Determine Social Media Focus



Questions to ask: What channels does our target audience currently use? What are the channels' strengths and weaknesses? Will we use these channels and will they help reach our objectives?

Facebook, LinkedIn, Twitter, Instagram, YouTube, Google+

[Shelbyville City Voice](#)

Establish a Consistent Look Content/Brand

Visual identity: Your logo AND your integrated campaign/channels should have a common overarching design (look and feel), consistent logo treatment [and] common colors and fonts. Your brand is about everything looking as if it came from the same entity (company, organization, etc.). EXAMPLE: your e-newsletter, direct mail piece, brochure, etc., should have a visual connection with the website...

County-wide Video Marketing Project "Experience Shelby County"

[Experience Shelby County \(under development\)](#)

Create a Tool for working Together/ Integrating Message

It is vital that all communications be Clear, Compelling and Consistent (regardless of channel -- Web, phone, direct mail/ flyer, mobile, etc.).

Social Media Portal, what's going on today in each department, the Mayor's office, outlying counties, etc... "Shelbyville City Voice"

[Shelbyville City Voice](#)

Data Tracking: putting the proper analytics and attribution methods in place; understanding how you're achieving results



Drive traffic to your ultimate target: whether it is your website, Facebook, Twitter (for engagement). Include links for press releases and other elect marketing collaterals and help "influencers" connect more easily (e.g. Twitter) with printed materials and the brand and share with their networks. URLs and usernames should be as uniform as possible, (@shelbyINPD, @shelbycityvoice, @shelbyINparks, shelbyvillecityvoice.com). Use the same keywords and phrases throughout integrated marketing campaigns...

[Mail Chimp](#)

Have regular team meetings: When there are multiple members of a team working on various projects within the same integrated marketing campaign, regular team meetings will ensure everyone is on the same page...

[Google Drive](#)