

TECUMSEH *BIA*

Marketing Strategy Overview



- New logo
- New website
- Grow BIA awareness through social media platforms, Facebook, Instagram, TikTok and YouTube and drive traffic to our businesses
- Provide helpful resources to current business owners and potential investors
- Create visually appealing content to showcase the businesses in the area, business spotlights and visibility therefore adding value to our membership
- Collaborate with influencers and bloggers to amplify the BIA community and reach a larger audience
- Market research, discover target audience
- Media, video, photography

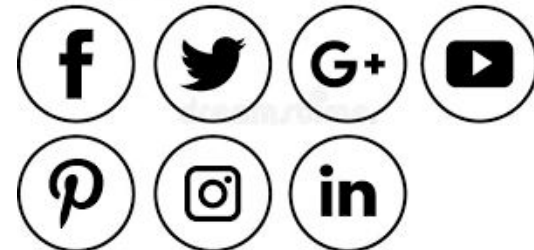
Marketing Highlights



New & Improved Website

- Mobile friendly
- Business directory by category with links to businesses, interactive map
- Separate page for Tecumseh dollars with possible online purchase option
- Up to date business information, traffic information, town projects, etc.
- Information page for prospective business investors “ie. Why come to Tecumseh?”
- Events Page, calendar with events
- Track engagement through Google analytics
- Search engine optimization

Find us here

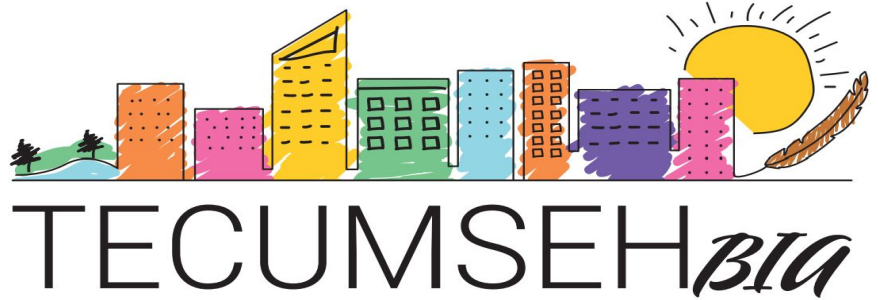


BIA websites for comparison...

[Windsor BIA](#)

[Ottawa BIA](#)

[Orillia BIA](#)





BEAUTIFICATION

Where we are
now...



Where we want to be...



Short Term BIA Goals:

- Benches
- Garbage receptacles
- Bike Racks
- Planters
- Themed banners for light posts



Small holiday lights display - BIA Parkette







Long Term Beautification Goals

- Additional landscaping, large flower pots
- Trees
- New light posts with electrical outlets

