

2024 Q2 Tecumseh BIA Strategy

Date: 04/02/2024

Attendees: Aly, Rylee, Laura, Kim, Eddy

[Analytics Insights](#)

[General Updates](#)

[Short Term Goals](#)

[Monthly Strategy](#)

[April 2024](#)

[May 2024](#)

[June 2024](#)

[Client Communication](#)

Analytics Insights

- **January**
 - Accounts Reached: 10,463
 - Impressions: 18,611
 - Follows: 92
 - **Top Content:**
 - Local Restaurants - 14.3K Views | 29 Shared
 - Oven 360 Collab - 5.7K Views | 73 Shares
- **February**
 - Accounts Reached: 5,351
 - Impressions: 13,498
 - Follows: 44
 - **Top Content:**
 - LLS: Beauty Refinery - 3.3K Views | 24 Shares
- **March (1st-27th)**
 - Accounts Reached: 6,621
 - Impressions: 15,778
 - Follows: 46
 - **Top Content:**
 - Mixer Photos - 1,860 Views | 7 Shares
 - El Patron Staycation - 2.2K Views | 19 Shares

General Updates

- New FB page
- **Events Coverage:**
 - We successfully covered several key events in Q1, including the Super Bowl, Valentine's Day, March Break, St. Patrick's Day, and Easter
 - Our content showcased the vibrancy of our community and the joyous celebrations that make Tecumseh special!

Short Term Goals

- Promote Tecumseh Dollars for Business participation
- Promote Tecumseh Dollars to Residents
- Launch Program/Mixer event
- Video testimonials from businesses
 - Tecumseh Dollars, BIA efforts... etc
- Email Marketing

Monthly Strategy

April 2024

Promote Tecumseh Dollars Program

Objective: Motivate Tecumseh residents to purchase and use Tecumseh Dollars, emphasizing the dual benefits of saving money on local purchases and supporting the local economy.

Phase 1: Teaser and Awareness

- Social Media Countdown: Launch a countdown on social media platforms, building anticipation for the introduction of Tecumseh Dollars to the community.
 - Follow up on date
- Press Release: Distribute a press release to local news outlets detailing the upcoming launch of the Tecumseh Dollars program and its benefits for residents.

Phase 2: Education

- Educational Content: Publish blog posts, videos, and social media content explaining what Tecumseh Dollars are, how they work, where they can be used, and why they matter to the community.
- Purchase Incentives: Announce the 20% bonus on purchases over \$50, highlighting the extra value buyers get from using Tecumseh Dollars at local businesses.
- Influencer UGC: Offer \$50-\$100 Tecumseh Dollar Cards to influential accounts in Windsor/Tecumseh, to share and educate on the program.
 - Potential Influencers: [@_ninango](#) & [@nissandmegeats](#)

Campaign Key Messages

- Maximize Your Spending: Emphasize that purchasing Tecumseh Dollars means more bang for your buck, thanks to the 20% additional value on every purchase over \$50.
- Support Local: Highlight the role of Tecumseh Dollars in strengthening the local economy by ensuring money spent stays within the community.
- Discover Tecumseh: Encourage residents to explore the variety and richness of local businesses they might not have visited yet.

Important Dates:

- National Oral Health Month
 - Highlight dentists
- April 20 - 4/20 Cannabis Day
 - Highlight all local smoke/cannabis shops
- April 22 - Earth Day
 - Promote eco-friendly and sustainable products/services offered by Tecumseh businesses.

May 2024

Launch Tecumseh Dollars

Objective: Promote the program & the businesses who participate.

Phase 3: Launch

- Launch Event/Mixer: Celebrate the availability of Tecumseh Dollars with an event that showcases participating businesses, live demonstrations on how to purchase and use the cards, and the announcement of special promotions.
 - This event happens in June instead (leaves room for hiccups)
- Social Content: Videos, posts & stories of using the Gift Cards and their benefits.
- Influencer UGC: Offer \$50-\$100 Gift Cards to influential accounts in Windsor/Tecumseh, to promote and push the program.

Important Dates:

- May 5 - Cinco de Mayo
 - Promote local restaurants and food shops offering specials or events.
- May 5 - Wings for Life
 - <https://www.wingsforlifeworldrun.com/>
 - @ Toto Cafe
 - First time in Windsor, \$35 to participate
 - Follow up with Kim
- May 12 - Mother's Day
 - Encourage the purchase of Tecumseh Dollars as the perfect Mother's Day gift, supporting local shopping.
 - Highlight local businesses/services for Mother's Day gifts.
- May 20 - Victoria Day
 - Story "Happy Victoria Day"
 - People open their pools around this time
 - Highlight pool stores
- May 25 - Wine Day
 - Highlight wine spots

June 2024

Important Dates:

- Tecumseh Night Market - TBA

- Video recaps/highlights
 - Follow up
- Taste of Tecumseh - TBA
 - Video recaps/highlights
 - Promote if we collab with them
- June 16 - Father's Day
 - Advocate for buying Tecumseh Dollars as versatile Father's Day gifts.
 - Videos highlighting local businesses and services that make good Father's Day gifts
- June 19 - Juneteenth
 - Support and promote businesses owned by people of color through special features and stories.

Client Communication

- 5 min recordings of account analytics
- They meet with the board on the third Wed of each month
- Send them monthly plans 2 month prior