



WILDWOOD

Economic Development Committee

July 19, 2023 Meeting

Live, Work, Play Marketing Campaign (Ad Proofs)

Overview

During the last Economic Development Committee meeting held on June 13, 2023, the Committee reviewed ad proof images provided by the Department. The Committee directed the Department to develop ad proof language to go with the images. The Committee also provided feedback regarding the pictures used in the ad proof images. The Department has provided the full ad proofs within the agenda for the Committee's review. You can also view the ad proofs on the pages below.

Ad Proof

The department has worked diligently to create an ad proof that showcases the essence and benefits of the Live, Work, Play Marketing Campaign. The proof includes key elements such as engaging visuals, compelling messaging, and a clear call-to-action that aims to attract businesses to the City of Wildwood, Missouri. It is important to note that the ad proof serves as a preliminary concept and can be further refined based on the Committee's feedback and suggestions.

Next Steps

It is now essential for the Committee to carefully review the ad proof and provide feedback on its content, design, and overall effectiveness. This feedback will enable the Department to make any necessary revisions and adjustments to ensure the campaign's success. Additionally, any specific insights or ideas from the Committee members regarding the target audience, distribution channels, or campaign duration would be greatly appreciated. The Department wanted to note that these ads have limited text capabilities. Specifically, the headline can be 200 characters and the introductory text can be 600 characters. You want this text to be as short as possible. If approved, the Department will create a page on the City's website telling the story of Wildwood while showcasing some of Wildwood's greatest assets. This page will provide users with information on all the commercial listings available in Wildwood along with the proper contact information to lease said properties. This page will also prompt the user to provide their contact information, so the Department can follow up with them.

Campaign Objectives

As a reminder, the Live, Work, Play Marketing Campaign aims to position the City of Wildwood as an ideal destination for business owners to open and operate their businesses. By highlighting the unique blend of residential, professional, and recreational opportunities, the City intends to foster economic growth and help shape the narrative associated with owning a business in the City of Wildwood. The success of this campaign relies on effective messaging, targeted marketing strategies, and collaboration between various stakeholders.

Conclusion

After conducting interviews with thirteen marketing vendors, only three proposals were received within the planned \$10,000 budget. To proceed effectively, it is recommended to run a \$1,000.00 in-house LinkedIn campaign. The evaluation of these initiatives will provide valuable insights to determine the future direction of the City's marketing efforts and potential budget considerations. The ad proof provided by the Department is an initial step towards realizing the Live, Work, Play Marketing Campaign. The Department encourages the Committee to thoroughly review the proof and share their feedback and suggestions. The Department is seeking feedback from the Committee regarding next steps for the Live, Work, Play Marketing Campaign.

Ad Proof 1:



City of Wildwood, Missouri

142 followers

Promoted



Discover the Perfect Blend of Business and Bliss in Wildwood!



Looking to elevate your business and quality of life? Look no further than Wildwood, Missouri!

[Learn more](#)

cityofwildwood.com

Like Comment Repost

Ad Proof 2:



City of Wildwood, Missouri



142 followers

Promoted

Discover the Perfect Blend of Business and Bliss in Wildwood!



YOUR BUSINESS STARTS HERE

Learn how you can become a business owner in Wildwood today!

[Learn more](#)

cityofwildwood.com

Like Comment Repost

Ad Proof 3:



City of Wildwood, Missouri



142 followers

Promoted

Discover the Perfect Blend of Business and Bliss in Wildwood!



YOUR BUSINESS STARTS HERE

Unleash Your Business Potential in Wildwood - Explore Our Commercial Listings Today!

[Learn more](#)

cityofwildwood.com



Like



Comment



Repost

Ad Proof 4:



City of Wildwood, Missouri



142 followers

Promoted

Discover the Perfect Blend of Business and Bliss in Wildwood!



Explore Wildwood's Hot Commercial Listings, Before They're Snapped Up!

[Learn more](#)

cityofwildwood.com

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