



**FARMERS
BRANCH**

Farmers Branch Marketing Overview

CITY COUNCIL STUDY SESSION

December 12, 2017

4 Marketing Categories

1. Live Here & Work Here

Demo/Rebuild Program, City Amenities, Public Safety, Economic Development

2. Events & Entertainment

Special Events and Farmers Market

3. Facilities & Programs

Historical Park, Rec Center, Aquatics Center, Senior Center

4. Tourism

Visitors at large, Tournaments, Large Groups/conferences, Hotel Room Nights

5 Marketing Goals

Through our marketing we want...

1. Elevate the perception of Farmers Branch

We want to be viewed as vibrant, community focused, and relevant

2. People use our facilities and go to our programs and events

We want a variety of people engaged in our community and experiencing our culture and history

3. People to book our hotel rooms

We want visitors, groups and tournaments to stay in our hotels

4. People to Live and do Business here

We want potential residents and businesses to make us their home and experience our first-class amenities and the Farmers Branch way of life

5. Engage our Current Residents

We want to ensure our current residents are engaged in the community and aware of City events, opportunities, and news

Marketing Related Staff



Bradley Kent

*Parks & Recreation
Marketing Coordinator*

Manages Parks & Recreation, Historical Park and Special Event graphic design, marketing and digital media



Melissa Thomas

Tourism Manager

Manages tourism marketing, groups, tournaments, hospitality team and hotel relationships



Tom Bryson

*Director of
Communications*

Public Information Officer
for the City

Manages Communication tools directed towards residents, (Branch Review, Branch Bulletin, Video Outreach)



Rachael Johnson

*Marketing and Special
Projects Manager*

Manages general city marketing, graphic design and digital media;

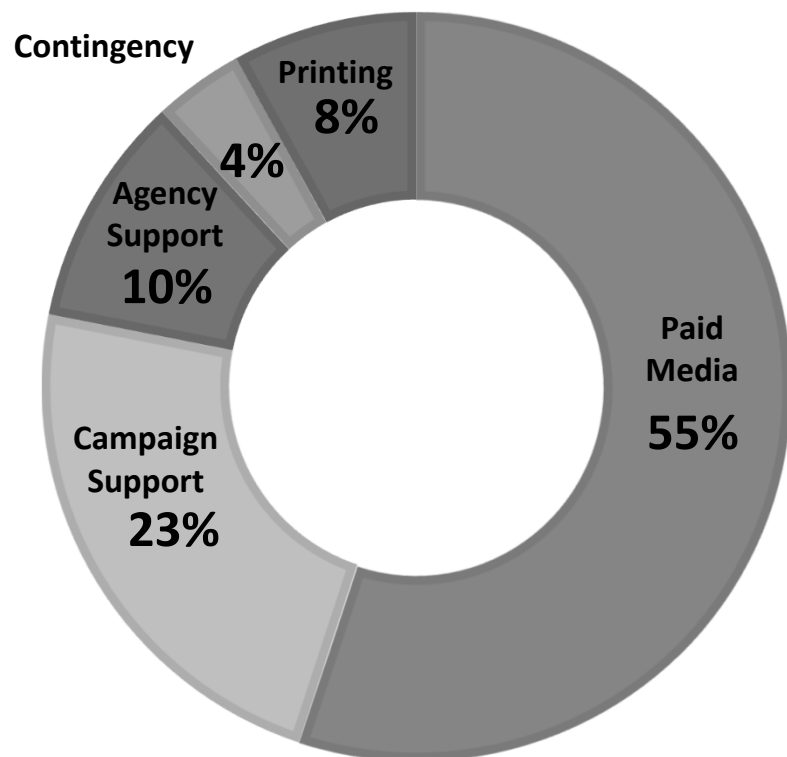
Manages ampersand campaign

Manages Live Here/Work Here marketing

Marketing Dollars for 2018

Live Here/Work Here	\$65,000
Events & Entertainment	\$90,000
Tourism Marketing	\$85,000
Facilities & Programs	\$43,400
Historical Park Marketing	\$48,000
Ampersand Campaign Assets	\$30,000
Contingency for unplanned marketing needs	\$15,000
TOTAL	\$376,400

2018 Distribution of Marketing Dollars



Paid Media

- Paid Search
- Paid Social
- Digital Display
- Print Ads
- Blogs
- Direct Mail
- Email Marketing

Agency Support

- Media Planning, Management and reporting
- Creative Development

Campaign Support

- Photography & Video
- Website hosting and updates
- Marketing Subscriptions
- Promo Items/Swag
- Ampersand Displays

The #1 Marketing Tool We Use is Digital Media

Types of Digital Media Used

- **Paid Search**— Ads served at the top of search engine listings based on key words
- **Digital Display** – banner ads with a visual located on webpages
- **Email Marketing** – Targeted emails to bought lists and our database
- **Social Media** – Facebook and Instagram ads and boosted posts
- **Blogging** – New for 2018
- **Digital Community Calendars**
- **Web listings** – Trip Advisor, Yelp

Other Marketing Tools Include

- Branch Review, Branch Bulletin and Branch Living publications
- Video Outreach
- Community flyers & posters
- School Outreach
- Water bill inserts
- Mailings (occasionally)
- Niche & Community printed ads (Eco Devo, Bluegrass, DFW Child, Family E-Guide)
- Cross-promotion at City events

4 Reasons Digital Media Works for Us

1. Cost effective
2. Targeting abilities
3. Provides analytics
4. Preferred method to reach our target demographic (24 -44)

Digital Media Successes

Fall Date Night in the Park

- Paid advertising only on Facebook
- Spent \$584 on sponsored posts
 - Reached 315,000 people
 - 34,000 people viewed the event
 - 10,000 responded they were interested or going
- Estimated Event Attendance – 4,000

Celebrating 150 Years of Laura Ingalls Wilder

- NO paid advertising, only posted as an event on Facebook
- Spent \$0
 - 1,083 interested in the event
 - Event Sold Out in 1 day
 - Total registered 263

Police Recruiting Video

- Facebook campaign cost - \$700
- Facebook users reached – 339,191
- Total video views on Facebook – 194,114
- Clicks on the post – 24,070

2017 Analytics Snapshot

Discover Farmers Branch Website Analytics

Discoverfarmersbranch.com

April – November 2017

- 67,668 sessions
- 51,432 unique users
- 104,470 page views

Visitfarmersbranch.com

April – November 2016

- 10,281 sessions
- 8,791 unique users
- 21,894 page views

66% of traffic
was due to paid media

Paid Display & Search (April – September 2017)

- 7,104,114 Impressions
- 44,607 clicks
- Amount Spent \$53,828
- Average cost per click
\$1.21 (industry average for 2016
was \$2.14)

Facebook Engagement (January – November 2017)

- 40,065 Followers
- 226 paid campaigns
- Amount Spent \$8,668
- Impressions 2,122,851
- # of people who took an
action due to our ads -
203,904

2018 Opportunities

- **Historical Park**
 - Messaging, branding, promotion
- **Aquatics**
 - Continue to increase Aquatics attendance and revenue generation
- **Façade Grant Program**
 - Update materials and Increase promotion
- **Expand the Stay & Play program**
 - Offer staycation packages
- **Include retailers and business in the Discover FB campaign**
- **Continue to optimize the website to increase engagement**

Looking Ahead to 2018

1. We have a plan of action for 2018
2. We have a healthy budget

Discussion & Questions