



## Legislation Text

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### **Discussion regarding City marketing.**

#### BACKGROUND:

The City's marketing program began in 2011 with the goal of promoting Farmers Branch as a great place to live and raise a family. Since that time, the marketing program has expanded into a more comprehensive program that seeks to promote to residents and non-residents the endless opportunities in Farmers Branch.

The City's current marketing program is organized into 4 main categories.

1. Live Here & Work Here
2. Special Events and Entertainment
3. Facilities & Programs
4. Tourism

The City's current approach to marketing involves a heavy emphasis on digital marketing due to its cost effective nature and ability to specifically target the desired audience. Digital marketing also has the ability to offer detailed analytics that are not available with most traditional media. Additionally, with our target audiences' heavy reliance on mobile devices, digital marketing is a great way to reach people on their phones and tablets and direct them either to our website or social media pages.

#### DISCUSSION:

Staff will briefly present an overview of the City's current marketing program that includes a high-level look at the City's current marketing focus, available staff and resources. Staff seeks discussion and direction from Council on their priorities for 2018.

#### ATTACHMENTS:

1. PowerPoint