

VIRTUAL TOURS AND MARKETING VIDEOS
 OKLAHOMA MAIN STREET DIRECTORS & VOLUNTEERS TRAINING
 Facilitated by Norma Ramirez de Miess, National Main Street Center



MAIN STREET AMERICA
Nationally recognized. Locally powered.™



URBAN MAIN™




MARKETING OUR DISTRICTS: VIRTUAL TOURS & VIDEOS



Offered by:
Oklahoma Main Street
 August 26, 2020

Facilitated by:
Norma Ramirez de Miess
 Director of Leadership Development
National Main Street Center

YESTERDAY'S SESSION:
FACILITATED BY AMANDA ELLIOT

STORYTELLING...

EVERYTHING YOU DO DOWNTOWN IS PART OF YOUR STORY

- Community Architecture
- Cultural Relevance
- Special Recognition
- Special Events
- Folklore
- History
- Art

SHARING YOUR STORY ACROSS PLATFORMS

- + Your own newsletters and website
- + Newspapers, press releases
- + Social media (Facebook, Twitter, Instagram, YouTube)
- + Internet (website, e-mail, e-newsletters)
- + Civic organizations and churches
- + Booths at events
- + Networking by Board Members



It Matters Because ...

- + Because your history distinguishes your community





- + It Makes Economic Sense
- + It's about strong, proud, vibrant communities where we all want to live, work and play!




Wednesday, August 26, 2020

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IMPORTANT EMERGING **MARKETING TRENDS...**

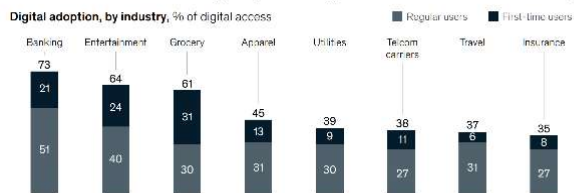
Reimagining marketing in the next normal

COVID-19 is changing consumer behavior in at least six important ways. Here's how marketing leaders can adapt.

July 10, 2020 | McKinsey

By Arun Arora, Peter Dahlström, Eric Hazan, Hamza Khan, and Rock Khanna

US consumers are accelerating adoption of digital channels, a trend seen across global regions.



Note: Figures may not sum to 100% due to rounding.
 Source: McKinsey Q4-19 US Digital Sentiment Survey, Apr 25-28, 2020

1. *Shopping: Catching up to the great digital migration to expand digital borders*
2. *E-services: New 'service platforms' to help consumers take care of business*
3. *Home: Finding a spot in the new 'command central' for all activities*

Other than groceries and household supplies, at-home entertainment is the only category where net intent to spend has remained resilient during the crisis.

<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/reimagining-marketing-in-the-next-normal>

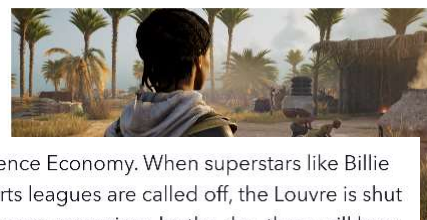
IMPORTANT EMERGING **MARKETING TRENDS...**



WHERE NEXT?

10 CROSS-INDUSTRY TRENDS THAT ARE ACCELERATING BY THE COVID-CRISIS.

1. VIRTUAL EXPERIENCE ECONOMY



You know all about the Experience Economy. When superstars like Billie Eilish are cancelling tours, sports leagues are called off, the Louvre is shut and the Olympics are looking more precarious by the day, there will be a massive void in people's lives. But immersive new technologies mean that people can increasingly get their experience-based status fixes from virtual experiences, too. Social media and esports are the obvious manifestations of how consumers accrue status in the virtual realm. But

now watch out for other, less competitive virtual experiences - 'travel', retail, gatherings and more - to take on new levels of meaning.

<https://info.trendwatching.com/10-trends-for-a-post-coronavirus-world>

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4. Community: Localizing the experiences

The near-total shutdown of travel and other current lockdown constraints have made local neighborhoods much more important. Many community social-media pages and forums have been created to connect people with local volunteers and mutual-aid groups.^[4]

Businesses seeking to expand their connections with consumers, therefore, can reap benefits by localizing their marketing. This could include messages tailored to different neighborhoods and delivered through the newly established community networks; or using their existing retail footprint to support local businesses, sponsor community centers, and host community events.

<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/reimagining-marketing-in-the-next-normal>

VIRTUAL TOURS AND VIDEOS: IMPORTANT MARKETING TOOLS TO TELL OUR DISTRICT'S STORIES...

The screenshot displays the 'Believe in Bristol' website interface. At the top, there's a navigation bar with links for 'DISCOVER DOWNTOWN', 'EVENTS', 'SHOP', 'BLOG', 'A&E DISTRICT', and 'DOING'. A featured event section highlights 'REALFOLK' with a 'Special Exhibit - Real Folk: Passing on Trades & Traditions'. Below this, there's a 'Shop Main Street' virtual tour section with a 'Click the link above to access Shop Main Street's virtual tour for Downtown Bristol. Please note: Shop Main Street is an independent website in no way affiliated with Believe in Bristol. If you have questions, comments, or corrections, please contact Shop Main Street directly.' To the right, a map of the region shows states like Tennessee, Kentucky, and North Carolina, with a star marking the location. Further right, there are sections for 'Downtown Bristol' and 'The Birthplace of the American Museum'.

<https://www.believeinbristol.org/discover-downtown/virtual-tours>

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<https://www.tnvacation.com/local/franklin/downtown-franklin-virtual-tour>

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Celina360 Downtown Tour
"Walk" the sidewalks of Downtown Celina and take a peek inside businesses and city facilities on this 360 virtual tour [here](https://www.celina-tx.gov/1192/Explore-Downtown).

<https://www.celina-tx.gov/1192/Explore-Downtown>

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A SELF-GUIDED TOUR OF SAN MARCOS ART
Start Your Self-Guided Experience

CURRENTS
Riverfront Park has been joined with eye-catching murals created by the local Community Art as a nod to San Marcos' history. Make sure to stop along the river on the way to see some of the best artwork in the area.

FARM TO TABLE
The Farm to Table mural depicts a woman holding a basket of produce, symbolizing the local food movement and the connection between the land and the table.

BIENVENIDOS
El Paso Plaza, El Paso, Texas, is a vibrant community hub that welcomes you to the heart of El Paso. The large mural is a vibrant expression of the culture of the area and the people who live there.

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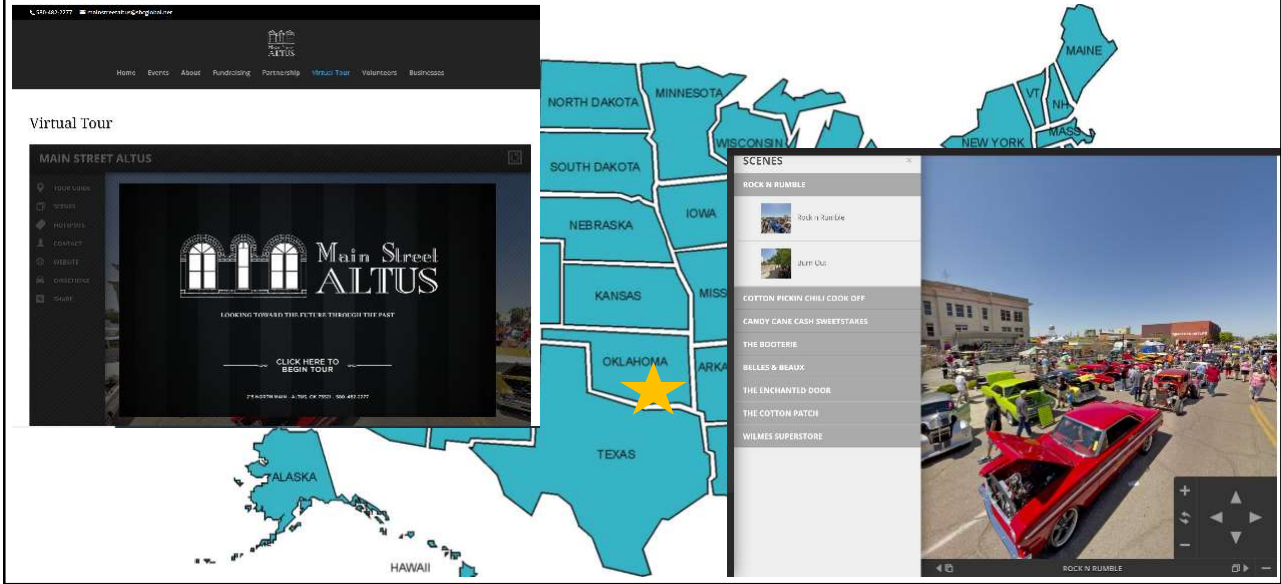
A Place Like This

Walla Walla
WASHINGTON

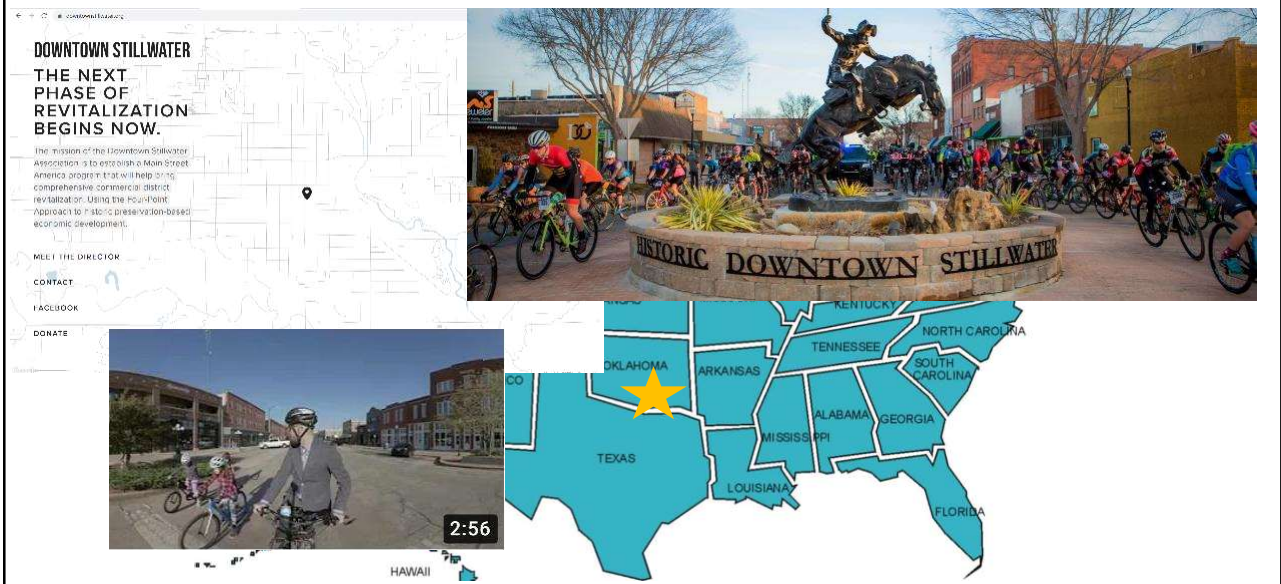
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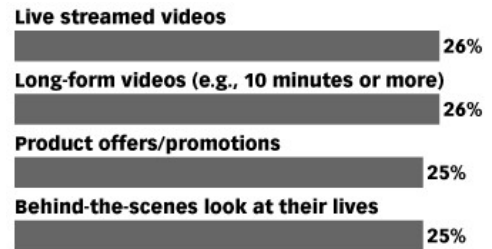
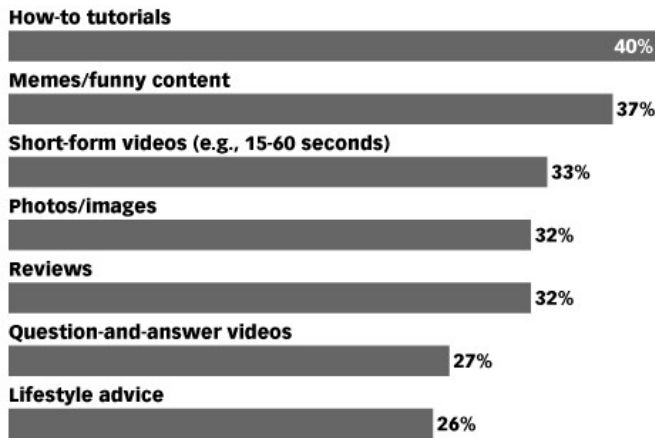
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MORE ON EMERGING **MARKETING TRENDS...**

What Types of Influencer Content Do US and UK Social Media Influencer Followers Want More of?

% of respondents, May 2020



Note: ages 16-64
 Source: GlobalWebIndex and Influencer, "The Age of Influence," July 19, 2020
 257449 www.eMarketer.com



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PROMOTING MAIN STREET
 AS AN ECONOMIC DEVELOPMENT ENGINE






PACKAGING YOUR VALUE

Thursday
 August 27, 2020

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