



A Proposal to Design a Marketing Strategy for the Thorold Business Improvement Area



**Submitted to: Serge Carpino
Chair, Thorold BIA**

**Submitted by: Paul Carfagnini
Consultant, Divine Media**

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Paul Carfagnini, Divine Media

Company Background, Experience and Qualifications

- **Company Background**

Divine Media is a Thorold-based marketing agency operated by Paul Carfagnini, a marketing and communications consultant with more than 30 years of local and national media experience.

Established in 2003, Divine Media offers integrated marketing solutions produced by Paul Carfagnini and a group of associates showing a commitment to help local businesses prosper in the Niagara Region.

- **Experience**

As an integrated marketing consultant, Paul Carfagnini draws from many years of experience in a wide range of media. This professional experience from 1986 to today includes work as a journalist for local newspapers, website publisher, social media manager, video advertising, event producer, community relations agent, as well as radio advertising for local companies on all stations in Niagara.

In managing integrated marketing campaigns in a customized media mix for clients, Paul also has utilized billboards, video ads, direct mail, brochures / flyers, digital signage, among other forms of communications.

- **Qualifications**

A university education prepared Paul Carfagnini for a career in communications, sales and marketing.

- B.A. (honours), Mass Communications, Carleton University
- Masters, Communications, University of Louisiana
- Website Design course, Niagara College
- Hootsuite Academy (social media training online)
- Trainer, Thorold Ambassador Program (customer service)
- Local Guide, Google

As a volunteer board member on the Niagara Health System, Shaver Hospital, Club Roma, St. Catharines Business Club, Paul gained extensive experience in strategic planning and organizational communications.

Project Approach

Primary and secondary research will serve as a solid foundation to build a hyper-local marketing strategy for the Thorold Business Improvement Area in 2020. Using research to find a direction for the BIA, a multi-pronged approach will be developed to help achieve the goals of this project.

- **Consultations**

As a first step, consultations with Thorold BIA chair, member merchants, project stakeholders, local residents, Niagara entrepreneurs and visitors of the downtown area will be conducted to serve as reference points for research on this project.

A public meeting for BIA members, city councillors and staff, as well as interested members of the general community would be held to provide input to the marketing strategy.

Research

For the proposed project, a **2-part survey** (1- consumers and 2- Key Persons e.g. business owners / managers / community leaders) would be conducted to identify the primary and secondary customers in Downtown Thorold. The surveys would also measure consumer and business patterns for effective target marketing purposes. A Key Persons questionnaire would be designed to draw comments related to the strengths, weaknesses, opportunities, and threats to be assessed in forming a Thorold BIA marketing strategy.

Additionally, local business owners, BIA member merchants as well as consumers who are highly engaged in the downtown area would be part of focus groups in primary research.

Direct phone calls segmenting people indicating low visitation frequency in Downtown Thorold would be used to gather insights for messaging in marketing communications as well as media planning.

- **Strategy**

Based on market research data, survey results, findings from focus groups, as well as creative brainstorming sessions, the strategy will identify tactics and initiatives to guide the BIA to achieve marketing objectives.

The plan will outline specific campaign ideas and promotion opportunities, and events to fill an annual marketing calendar for 2020.

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The strategy will aim to show how to increase **community engagement** to raise awareness of the positive aspects and advantages of doing business in Downtown Thorold.

Recommendations would outline cross promotional opportunities and **strategic alliances** to create synergies in the community and across the Niagara Region.

All recommendations of this marketing strategy will be consistent with the Accessibility for Ontarians with Disabilities Act, as well as plans established by the City of Thorold, while embracing the community's unique characteristics such as heritage, central location in Niagara Peninsula, a friendly culture enhanced by locally owned and operated businesses, among other highlights.

- **Marketing Guide**

The BIA marketing strategy would take shape in the form of a guide (print and digital) that would include marketing assets (photographs, videos, BIA logo, taglines, social media prop frames, social media tags, radio jingle / music bed, keywords for websites among other items). The guide would establish a common theme to be used in marketing Downtown Thorold. The guide would assist BIA members and stakeholders to be consistent in messaging and branding when promoting their business in Downtown Thorold.

- **Tactics And Initiatives**

Short-term solutions including tactics for effective business communications during the closure of Front Street in 2020 will be proposed in the plan.

Moreover, a unified vision to promote Downtown Thorold will focus on initiatives to be implemented for the community to profit from long-term benefits of an integrated communications plan.

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Estimated Costs and Fees

SERVICE	DESCRIPTION	TIME FRAME	BUDGET
Consulting*	Project supervision and advisory services	November 25, 2019 to January 2020	\$750. ⁰⁰
Research			
• Survey Design	Creation of questions	Nov. 25- 29, 2019	\$450. ⁰⁰
• Focus Group	Pre-test survey to better understand how people view Downtown Thorold	Dec. 2-4, 2019	\$450. ⁰⁰
• Online Survey	Use Survey Monkey and Facebook to run questionnaire on MY Thorold	Dec. 5-8, 2019	\$250. ⁰⁰
• Phone Survey	Sample 100 random Thorold / St. Catharines phone #s to run questionnaire	Dec. 5-8, 2019	\$325. ⁰⁰
• Analysis		Dec. 9-11, 2019	\$225. ⁰⁰
• Summary Report	Write, print, present / distribute research summary report.	Dec. 12-13, 2019	\$340. ⁰⁰
Consultations			
• BIA Chair	Open line of communications for full duration of the project	November 25, 2019 to January 2020	*
• BIA Members	Consultations in person, phone, and email throughout the project		\$150. ⁰⁰
• Public Meeting	Set up, venue, meeting moderator	Dec. 2-6, 2019	*
Marketing Audit	Identify current assets and deficiencies within the current BIA marketing plan	November 25, 2019 to December 19, 2019	*
	Design, writing, production of guide	January 2020	\$250. ⁰⁰
Marketing Guide	Supply print & digital editions of guide to BIA members & stakeholders	January 2020	\$1,000. ⁰⁰
	Present BIA marketing model & implementation plan.	January 2020	\$75. ⁰⁰
Final Report	Public meeting focused on presentation of 2020 marketing strategy.	January 2020	\$150. ⁰⁰
SUMMARY		November 2019 To January 2020	\$4,415. ⁰⁰ +HST

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References

Henderson's Pharmacy

John Henderson
Pharmacist / Owner,
15 Front St., South
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905-227-2511

Thorold Community Activities Group

Dan Pelletier
Executive Director
131 Richmond Street
Thorold, ON L2V 3H3
905 227-0545

Elio's Foot Comfort Centre

Mario DiFelice
Co-Owner
9 Pine St. N.
Thorold, ON L2V 3Z9
905-227-4215