2024

Telling Oakland's Stories

Oakland BID Marketing Plan

Priority Goals

Public Space Experience:
Celebrating Oakland Together

- Oakland's plazas and green spaces
- Oakland's accessibility and mobility
- Oakland's safe and clean streets and sidewalks

Business Vitality:
Inspiring Oakland's Entrepreneurs

- Oakland's retail corridors
- Oakland's supportive infrastructure

Priority Goals cont.

Partnerships:
Convening Oakland's Leaders

- Oakland's housing and neighborhood services
- Oakland's human and social services
- Advocacy, racial, and social justice

Identity:
Promoting Oakland's Innovation Economy

- Events
- Arts and culture
- Institutions

Content Pillars

Centered on Priority Goals

- SHOP
  - *Business Vitality & Public Space Experience*
- LIVE
  - *Business Vitality & Partnerships*
- WORK
  - *Partnerships & Identity*
- PLAY
  - *Public Space Experience & Identity*

SHOP
Marketing Promotions

Campaigns:

- **Oakland Happy Hour**
  Summer promotion in conjunction with Outdoor Dining
- **Show Your Receipt**
  Winter promotion in conjunction with Small Business Saturday and GLOWLAND

KPIs:

- Foot traffic at participating businesses via POS
- Visitation and dwell time in BID via Placer AI
- E-newsletter outreach analytics via MailChimp
- Social media analytics via Hootsuite

LIVE
Rentals and Homeownership

Campaigns:

- Pittsburgh's Academic Heart
  Instagram Promotion
- Iconic Landmarks and Urban Vibes
  Instagram Promotion

KPIs:

- Foot traffic at participating businesses via POS
- Visitation and dwell time in BID via Placer AI
- E-newsletter outreach analytics via MailChimp
- Social media analytics via Hootsuite

WORK
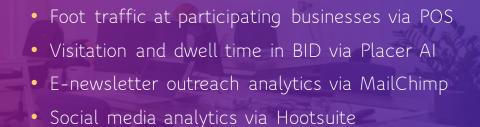## *Meds, Eds and Tech*

Campaigns:

- UPMC Healthcare Professionals Week

  February promotion targeted to medical professionals at UPMC

- Avenu Coworking Spaces

  Promotion targeted to Avenu tenants

- Pitt Homecoming

  October promotion targeted to Pitt students, faculty, staff, and alumni

KPIs:

- Foot traffic at participating businesses via POS
- Visitation and dwell time in BID via Placer AI
- E-newsletter outreach analytics via MailChimp
- Social media analytics via Hootsuite

PLAY
Culture and Entertainment

Campaigns:

- **Out in the O**

  Spring/Summer promotion focused on Outdoor Dining, Open Streets, and WYEP Summer Music Fest

- **Oakland Historical Trail**

  Fall promotion in conjunction with Oakland historic landmarks and community partners

KPIs:

- Foot traffic at participating businesses via POS

- Visitation and dwell time in BID via Placer AI

- E-newsletter outreach analytics via MailChimp

- Social media analytics via Hootsuite

Marketing Pillars

Lines of Communication

- Community Engagement & Relations
- Digital Engagement & Relations
- Media Engagement & Relations

Community Engagement & Relations

Strategy:

- Highlight unique culture and history of community
- Enhance livability, attract and retain talent and businesses
- Transform 9-5 business district into 24/7 neighborhood
- Inspire and engage a new generation
- Create shareable stories
- Enable partners to execute vibrancy building, programming, and events

Resources:

- Survey residents & members for feedback and ideas

  How many quality places are located nearby?
  How are they connected?
  Are there places that aren't recognized that should be?

- Lean into nostalgia, local lore and legends
- Scavenger hunts with local trivia and challenges
- Placer AI data and analytics
- B2C connections – i.e., young professionals & students
- B2B connections – i.e., entrepreneurs & restaurants

Blog

The Oakland Renaissance:

Cultivating Commerce, Community, and Creativity

Discover the Hidden Gems of Oakland's Arts and Culture Scene!

- Highlight the diverse offerings including museums, galleries, music venues, etc.
- Encourage visitors to immerse themselves in the vibrant arts scene of Oakland and get inspired.

Experience the Global Cuisines in Oakland's Best Dining Spots!

- Introduce foodies to the delectable dining options open daily in Oakland – from trendy cafes to artisanal restaurants.
- Highlight the mouthwatering dishes and inviting ambiance.

Shop Till You Drop: Uncovering the Unique Shops of Oakland!

- Highlight the diverse shopping scene from occult boutiques to handmade goods.
- Engage, excite and encourage shoppers to explore Oakland's retail landscape and support local businesses.

Monthly Topics:

- 01 | Culinary Scene
- 02 | Arts and Culture
- 03 | Local Business Entrepreneurs
- 04 | Interviews with Locals
- 05 | Parks and Recreation
- 06 | Local Events and Festivals
- 07 | Photography Showcase
- 08 | University Life
- 09 | Historical Highlights
- 10 | Sports Culture
- 11 | Community Initiatives and Volunteer Opportunities
- 12 | Seasonal Celebrations

E-Newsletter

Monthly e-newsletter to Noteworthy News audience
- End of month recap/preview of next month
- Distribute on last day of each month
- Wednesdays and Fridays have best open rate
- Design monthly guide to Oakland in Canva
- Deliver via attachment in MailChimp

Bi-monthly e-newsletter to OBID Member audience
- Visitation and impact report
- Short, concise with headlines for easy reading
- Distribute mid-month (around 15th)
- Wednesdays and Fridays have best open rate
- Deliver via attachment in MailChimp

Monthly Themes:
- January – *New Beginnings & Community Resolutions*
- February – *Love Local: Celebrating Oakland's Businesses*
- March – *Blooming Opportunities: Nurturing Business Growth*
- April – *Innovation Ignition: Sparking Creativity in Oakland*
- May – *Diversity & Inclusion Spotlight: Oakland's Strength in Unity*
- June – *Sunny Days & Sustainability: Green Practices in Oakland*
- July – *Artistic Expressions: Celebrating Oakland's Creative Economy*
- August – *Harvesting Successes: Strategies for a Bountiful Business Season*
- September – *Back to Business Basics: a Month of Learning & Development*
- October – *Global Connections: Oakland's Businesses in the International Spotlight*
- November – *Gratitude & Giving: Supporting Oakland's Local Causes*
- December – *Festive Cheer & Year-End Reflections*

Digital Engagement & Relations

Strategy:

- Block scheduling to respond, engage & interact with audiences via stories, comments, and liking posts
- Post according to Hootsuite recommended scheduling
  - Facebook *1-2x per day*
  - Instagram *3-7x per week*
  - LinkedIn *1-5x per day*

Resources:

- Storytelling content
- User-generated content
- Shared assets from community partners & members
- Memes & quotes
- Contests, games, & challenges
- Behind-the-scenes content
- Content created by influencers

Social Media

Platform:	Facebook	Instagram	LinkedIn
Content Mix:	New businesses and developments, business anniversaries, fun things to do in the district, places to shop, dine or gather, partner highlights, news, and events.	Giveaways, collaborations with businesses and community partners, weekend plans, happy hour, fun things to do, places to shop, dine or gather, Oakland views, business highlights, event highlights, public interest, and news.	Relevant news, employee highlights, business highlights, reports, development updates
Audience:	25-34, young families, entry to mid-level careers	18-24, Gen Z and Millennials, college students	30-39 professionals, check-in weekly looking to expand networks
Strategy:	Leverage history and cater to family-oriented audience	Leverage user generated content (UGC), promote experiences, display aesthetic content	Share successes, highlight team members, interact with community partners and members
Examples:	Oakland then vs. now, museums, Schenley Plaza, dining and shopping in Oakland	Engage with influencers and brands to showcase dining in the district, where to park, highlight green spaces	Announce URA grant, new employees

Content Examples

Content Calendar Example

MONTHLY CONTENT CALENDAR 01/2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
01 ●●● *Happy New Year Video*	02 ●●● *GLOWLAND Closes*	03	04 ●●● *OBID Field Trip: Phipps*	05	06	07
08 *Spring Term Begins Pitt, Carlow*	09	10	11	12	13	14
15 *Martin Luther King Jr. Day*	16 *First Day of Classes (CMU)*	17	18	19	20	21
22 ● *OBID Annual Meeting*	23	24	25	26	27	28
29	30	31 *Monthly Newsletter*				

(Goals)

1. _____
2. _____

3. _____
4. _____

(Notes) _____ _____

● Facebook
● Instagram
● LinkedIn

Content Performance

Adopt Monthly and Quarterly Check-Ins:
- Research algorithm changes and platform best practices
- Track engagement, audience and other metrics relevant to KPIs
- Mark your best performing post on each platform
- Monitor which hashtags had the most reach
- Notice trends in what content performs best and implement

Tips and Tricks:
- Improving engagement with others can improve yours (comment, like, repost)
- Share others content on your feed but don't let your message get lost
- Pin top-performing and important posts to your profile for high visibility
- Boosted posts on Meta (Facebook and Instagram) – a little goes a long way
- Be flexible with content calendar – make room for pop-up news and alerts
- Curate posts for each platform
- Always be capturing content
- Utilize ChatGPT to assist with creative content writing

Media Engagement & Relations

Strategy:

- Earned Media
  - *Media outlets*
  - *Social sharing*
- Paid Media
  - *Boosted ads on Meta*
  - *Paid digital display*
  - *Traditional advertising*
- Owned Media
  - *Website*
  - *E-Newsletter*
  - *Organic social content*

Resources:

- Media Outlets for PR and Pitches:
  - *The Pitt News*
  - *Next Pittsburgh*
  - *Pittsburgh Magazine*
  - *WESA/WYEP*
- Paid Media:
  - *Lamar Advertising*
  - *Influencers*
  - *City Cast Pittsburgh newsletter and podcast*
  - *Pittsburgh City Paper*
  - *VisitPITTSBURGH*

Resources

Tools for Curating and Creating in 2024

- Oakland BID 2024 Brand Board – click here

- Social Media Campaign Template – download here

- 2024 OBID Marketing Strategy – view here

- 2024 OBID Media Plan – view here

- Content Calendar – view here

- Monthly Metrics – report here

2024

Questions? Comments?

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