



**Marketing and Promotion Strategy  
2020**



**An Oakland County Community  
[www.farmgov.com](http://www.farmgov.com)**

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## **Marketing and Promotion Statement**

The City of Farmington strives to provide proactive and action-oriented marketing targeting residents, businesses, and visitors by utilizing the City of Farmington brand messaging.

The City of Farmington shall utilize messaging as outlined in the adopted 2014 Downtown Farmington Retail Market Analysis and the 2015 Grand River CIA Road to Revitalization. The City of Farmington messaging defines the core values and purpose of the City.

### **City of Farmington Messaging**

Integrate brand standards into the City of Farmington's marketing and promotional messaging for the community. By utilizing the Downtown Farmington Retail Market Analysis and the Grand River CIA Road to Revitalization, employees at all levels will be able to craft the voice and style of Farmington in a fashion that is on par with promotional materials, internal documents, and other key communications. These guidelines will be used consistently and strategically as the standard for all materials produced to represent the City of Farmington brand.

The downtown Farmington Retail Market Analysis identifies key elements of the City's marketing in downtown. Specifically, it references businesses desired in the City and the approach to bring them to Farmington.

[https://www.downtownfarmington.org/document\\_center/studies%20and%20reports/2014%20Retail%20Market%20Analysis.pdf](https://www.downtownfarmington.org/document_center/studies%20and%20reports/2014%20Retail%20Market%20Analysis.pdf)

The Grand River CIA Road to Revitalization encourages and promotes new business opportunities in the Grand River Corridor. It identifies and promotes those opportunities specific to the City's main commercial corridor. <http://grandriver.fhgov.com/Resources-For-Investors/Road-to-Revitalization.aspx>

The City of Farmington strives to work with our welcoming, family friendly neighborhoods and continue to lead and foster growth. Farmington celebrates the vibrant, active lifestyle of its residents, business owners and visitors. Brand messaging will reflect the City of Farmington long range plans, including the City Vision Plan, the Master Plan, the Downtown Master Plan, the Downtown Area Plan, and the Grand River Corridor Vision Plan, which defines the vision and mission statements.

**Brand Descriptors** Should be conveyed directly and indirectly through brand messaging and images.

- Family-friendly
- Caring
- Educated
- Safe
- Welcoming
- Green
- Charming
- Informational
- Open
- Growing
- Exceptional
- Outstanding
- Engaging
- Vibrant
- Active
- Supportive

### **Vision Statement**

The City of Farmington shall utilize the adopted vision statement as an aspirational stretch statement used internally and through some external communications.

Vision Statement: Our vision is to achieve and maintain a sustainable and welcoming community with the highest quality of life for our residents. This encompasses protecting our natural environment and our health and safety, and enhancing our prosperity, cultural heritage, diversity and recreational opportunities.

### **Mission Statement**

The City of Farmington shall utilize the adopted mission statement as a guidepost for the type of performance expected to achieve desired results, ultimately supporting the vision statement. The mission statement shall be used in external communications.

Mission Statement: Our mission is to provide a safe and welcoming, sustainable, community.

### **About Farmington**

The City of Farmington is a destination for raising families. Farmington's vision is to achieve and maintain a sustainable and welcoming community with the highest quality of life for its residents.

This encompasses protecting our natural environment and our health and safety, and enhancing our prosperity, cultural heritage, diversity, and recreational opportunities.

We offer an array of quiet neighborhoods and an abundance of natural beauty with four seasons of outdoor activities.

## Demographics

- Square Miles: approximately 2.7
- Population (2017): 10,560
- Median Age (2010): 37.6 years
- Households (2016): 4,778
- Media Housing Value (2016): \$177,100
- Median Household Income (2010): \$64,805
- Per Capita Income (2010): \$36,407
- Persons per Household (2016): 2.21
- Percent Renters (2016): 40.6%
- Median Gross Rent: \$1,064 (2 bedroom units)
- College Bachelor's Degree or Higher (2016): 56.1% (over age 25)

## City Assets/Hidden Gems

- City Parks: 37.2 acres; 6 parks
- Sundquist Pavilion
- Governor Warner Mansion
- Farmington Farmers Market
- Farmington Masonic Lodge
- Farmington State Savings Bank
- The Winery

Residents and visitors can find links to the above resources at this webpage:

<http://www.farmgov.com>

## Marketing and Promotion Objectives

- Define how the City of Farmington is distinct from other communities.
- Fine tune efforts to draw attention towards how Farmington is a desired Community.
- Deliberately and intentionally provide positive attention toward City goals and events.
- Advertise Priority Redevelopment Sites critical for the quality of life and aesthetic of our City. Priority Sites will be maintained by the Economic and Community Development Department and housed on the following webpage:  
<https://www.farmgov.com/City-Services/Economic-Community-Development/Redevelopment-REady.aspx>
- Showcase Farmington's current and future valuable assets including neighborhoods, business districts, services, hidden gems, green space, schools, and offerings as they relate to the City's vision and mission statement. Continue to coordinate with local real estate brokers and development professionals in promoting new business opportunities in the City.
- Hold periodic workshop development meetings with local brokers and real estate development professionals promoting opportunities in the City.
- Coordinate between the City of Farmington Downtown Development Authority, the Grand



River Corridor Improvement Authority, and the City's Economic & Community Development Department in attracting new business to the downtown and throughout the City. Then work with the DDA and the CIA to further develop attributes and manage how Farmington is a desired Community.

### **Marketing and Promotion Goals**

The City of Farmington shall target marketing efforts towards specific audiences focusing on core brand messaging as described in the Downtown Farmington retail Market Analysis and the City of Farmington Grand River CIA Road to Revitalization.

### **Marketing and Promotional Materials**

The Farmington logo should be used on all official government materials including clothing, pins or vehicles that will be utilized by City of Farmington staff (i.e. shirts, lapel pins, hats, etc.)

The City of Farmington logo may be used on promotional items that will not be used to identify the City in a professional or governmental manner (i.e. pens, note pads, etc.) to be distributed to the community.

City of Farmington marketing materials, promotional items and collateral pieces shall be in accordance with the adopted City of Farmington policies.

### **Distribution Process/Plan**

- **Facebook:** Posts are informative and contain links, pictures, and videos to encourage engagement.
- **Twitter:** Tweets get information out while being the appropriate length. They always include a link and/or picture. Bitly links are being used correctly.

### **Brand Image**

- **Voice:** City of Farmington is a Government Entity, not a Political Entity. Shares information that is time sensitive, relevant and community focused. Every post should relate back to the City.
- **Tone:** Posting content should be done in a manner that makes Farmington seem approachable and friendly, while still sharing information in a professional manner.
- **Goal:** To provide information to our fans and followers, in order to show transparency and increase engagement.
- **Measurement:** Effectiveness will be measured through quarterly and yearly analytics, based qualitative information such as fans/followers, reach, engagement, etc.
- **Content Manager:** Communications Director is responsible for content unless otherwise noted. City marketing materials, including the City logo and other marketing and promotional items for the City and for Downtown are available on the City of Farmington website: [www.farmgov.com](http://www.farmgov.com) and the Downtown Development website: [www.downtownfarmington.org](http://www.downtownfarmington.org) and by coordinating with the Communications Director.

**Banners:** Social banners need to be updated as needed, based on season, City events, etc.

**Critical Information:** Road work, Oakland County 911 Alerts, Power Outages, etc. should be posted immediately. Post should include all relevant information that is provided and if more information is required, contact should be made with correct individual. As new information is provided, updates must be posted until issue is resolved. Critical updates must be made or approved by the City Manager.

**Comment/ Inquiry Responses:** Public questions and comments are responded to immediately. Responses always start off with a thank you and end with have a happy day, weekend, holiday, etc. If you don't know the answer, respond: "Thank you for your question. We have forwarded the concern/question to the appropriate person and as soon as we hear back, we will let you know. Thank you again."

**Cross Promotion:**

- Promote other accounts for the City.  
Ex: Promote City of Farmington Facebook on City of Farmington Twitter and Vice Versa.
- Promote events and information across the various accounts.  
Ex: Posts about parks receiving a grant should be shared on City of Farmington with a Congratulations message.

**Engagement:**

- Make sure all nouns (person, place and/or thing) are tagged in all posts.
- Like & Follow various businesses (especially ones that we tag or that tag us.)
- Create & publish visitor posts on other pages

**Events:** Upcoming events should be promoted one week and one day in advanced, as well as the morning of the event. (For larger events, additional promotion will be required.)

- **Thank you/Follow Up:** Posts should be sent out the day after with results and thanking the community for attending large events.
- **Information Flow:** Intern submit content calendar → Approval by Communications Assistant/Communications Director → Post on Social Media
- Create press release if needed → Share on Social Media
- **Frequency:** Minimum 14 posts weekly (2x daily) with posts scheduled in the morning, afternoon and/or evening. Posts should also be scheduled for the weekend.

**Coordination with Local, Regional, and State Partners:** City delegates will attend and represent Farmington and deliver its message in a wide variety of organizations and events including but not limited to:

- Oakland County Board of Commissioners
- Southeast Michigan Council of Governments
- Michigan Economic Development Corporation
- Michigan Economic Developers Association
- Greater Farmington Area Chamber of Commerce
- Michigan Chamber of Commerce
- City of Farmington Hills
- Farmington Public Schools
- Farmington Area Libraries
- Farmington Area real estate networking groups

City staff will continually educate and inform residents and volunteers about development projects and available commercial and office parcels to drive awareness and drive a high level of occupancy in our commercial districts.

**Non-Critical Information:** City holiday closings, special hours, public hearing notices, employment opportunities, seasonal information, City due dates, etc.

**Sharing 3<sup>rd</sup> Parties:** News stories should not be shared on City of Farmington social media accounts. Any content from 3<sup>rd</sup> parties must have relevant content to the City.

**Trending:** Sharing trending topics tends to increase awareness & engagement; when you share these types of posts, make sure it ties back to the City.

**City Meetings:** Meetings should be announced the morning of the meeting. Posts should include who, what, where, when, 2-3 top items on the agenda and a link to the City's website, where the packet/agenda is located. Post should also include "If you're unable to attend tonight's meeting, you can stream it online at [www.farmgov.com](http://www.farmgov.com)

### **Measure Social Media**

Leverage and track posts providing monthly, quarterly, bi-annual and annual reports. Conduct an annual audit and review.

### **Media Resources**

The City of Farmington will work with the media for the purpose of informing the public of information in a consistent and credible manner, coordinating with people responsible for producing news and features in mass media.