

Marketing and Tourism

Research/Documentation

1. Demographics—primary, secondary, tertiary markets (assigned to other task group)
2. Current Inventory Mix—(assigned to other task group)
3. Identify Opportunities—missing/limited services/amenities

Collateral/Web Presence

1. Website content development
2. Town Staff assistance for web design/creation/input
3. Collateral Design for review for traditional marketing and tourism marketing efforts, to include:
 - Town of Acton “doing business in Acton” primer
 - Town of Acton “living in Acton” primer
 - Town of Acton “visiting Acton” primer
 - i. Historical Things to do/see/hear
 - ii. Cultural Opportunities Itinerary
 - iii. School Curriculum

Tourism Marketing

1. Research/Document current inventory of cultural, historical, landscape and architectural tourism opportunities
2. Meet collectively w/organizations to discuss tourism opportunities and evaluate interest
3. Identify appropriate target markets—school/group tours/VFR/leisure/other niche markets
4. Create tourism packages/partners/itineraries, identify marketing opportunities for each
5. Determine tracking mechanisms for each participant
6. Measure/Document results
7. Scheduled regular recaps w/Acton partners for ongoing development

Outreach/Response/Questions

1. Speakers Bureau
2. Who receives interested business calls?
3. What is the follow-up process?
4. Town of Acton marketing packet distribution?
5. How is conversion measured?
6. What are incentives available for businesses?

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Marketing/Tourism: Image/Content Development

- Definition:** Develop image/content for marketing collateral and web presence
Include three specific markets:
- Economic/Business recruitment—“Doing Business in Acton”
 - Living in Acton
 - Visiting in Acton
- Tasks:** Work with Demographics committee for specific numbers/detail info
Design multiple options for a cohesive Acton brand for appropriate evaluation and selection
Develop design and recommendations for marketing pieces needed
Secure estimates (or create RFP specifics for bid generation via Town Staff)
Work with appropriate committee to ensure all incentives are reflected in marketing materials
Work with appropriate committee to identify missing business/services in Acton for contact w/marketing materials
- Deliverables:** Acton brand options
Collateral design with marketing material recommendations
Estimates or RFP language
Business/Services Priorities list for Acton marketing/recruitment effort
- Timeline:** 120 days

Tourism Marketing

- Definition:** Identify cultural, historical, landscape and architectural tourism opportunities, create itineraries, and implement marketing programs and fulfillment/results tracking procedures.
- Tasks:** Identify tourism opportunities and potential package itineraries
Meet w/participating organizations to streamline grass-root marketing opportunities and establish fulfillment/result tracking criteria
Create package itineraries
Design web content for town site
Identify other opportunities for local marketing—Comcast local channel, partnerships w/local grocers and service organizations
Work with appropriate regional and state marketing programs to gain marketing visibility with potential visitors
Meet w/participating organizations for ongoing participation and package creation
- Deliverables:** Tourism packages
- Timeline:** 120 days