



Olympia Downtown Alliance Imagemaking Strategy

Downtown Olympia's Customer/Hero

- Adventure Seekers
- Health & Wellness Devotees (Yoga/CrossFit/Radiance)
- Day-Trippers
- Families
- Ladies Who Lunch (And Shop!)
- Business Lunch Seekers
- Urban Dwellers
- Students (Saint Martin's, Evergreen, SPSCC)
- Diners/Foodies
- Antique-Seekers
- Music Enthusiasts
- Theater Goers

What does our customer want?

- Human-Scale Environment
- Relationships and Community
- Unique and Authentic Experiences
- Use Five-Senses: Touch, Feel, Taste, Sound, Smell
- Experience something genuine and free-spirited
- Expect the unexpected
- They want to experience something REAL that isn't 'plastic' 'fake' or 'artificial'
- #GETOUTSIDE

What is the customer's problem? (Internal, External, Philosophical)

- They sense a lack of safety
- Big box, synthetic experiences
- Overwhelmed by too much information and aren't sure what to do
- Perception of 'No parking downtown.'

What is the role of the Olympia Downtown Alliance?

- The Olympia Downtown Alliance is the customer's guide and can help **curate an authentic experience**

The plan:

- To address the problem of overwhelmed by too much information: Curate experiences for each customer segment. Share this information via Thurston Talk, Olympian, Social Feeds, ODA website. We'll do this in both print, electronic and video. High quality photography. Create an editorial calendar that addresses each customer persona.
- To address the problem of safety: Education: Include subject matter experts about what's going on to help the homeless and design a campaign around the idea of Safety for All. We want a safe downtown for our homeless population, for our business owners, for urban dwellers, for visitors. Safety for all.
- To address the problem of lack of parking: Education campaign about parking availability and address the perception vs. reality. Create a guide persona who can straight talk about parking. This may be a PBIA committee persona.
- Transit: Let's include information about Intercity Transit as a way to avoid parking downtown.
- Tours: Let's bring in a tour company...this needs more thought. Downtown docents. Experiential tours.
- Tap into subject matter experts to share
- Tours
- #thatssoolympia, #decidedlydifferent, #olylocal, #olympiaproud, #downtownoly #iconically
- #lovemydowntown, #loveolympia
- Create a social media guide for downtown businesses to use to help them learn how to share content with the Alliance.

Implementation of Olympia Downtown Alliance's Imagemaking Strategy

- We write high-quality content that is keyword rich that targets a Hero/Customer Segment/Buyer Persona.
- We post this content to the NEWS page of the Olympia Downtown Alliance website and include high quality images that help tell the story.
- We re-purpose this content for the e-newsletter that we push out to our database via Constant Contact.
- We create a link back to the website with buttons that say "Click Here to Read More". We want to drive customers to the website so they can engage with the site
- We post the content to Facebook, Instagram and Twitter with a link back to the website.
- In some cases we will re-purpose the information and will push out to the media as a press release.
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AUDIENCE	STORYTELLING	MEDIA
Antique Enthusiasts	Olympia's Antique Treasure	Write content. Post in e-

	Map Story Focus with Images. Talk to subject matter experts. Encourage the antique store owners to share news and events and a special hashtag. #olyantiques	news, website and submit to Thurston Talk and push out on social feeds.
Business Owners	Profile Business and high quality photo. Learn their story! Work through ODA Membership list.	
Theater Goers	Find Subject Matter Expert to write monthly column about what's going on in Olympia's Theater District. #olyoffbroadway #olympiatheater #olytheater #olylivetheater	Write content. Post in e-news, website and submit to Thurston Talk and push out on social feeds.
Book Lovers	Guide to book shopping downtown	
Runners		
Day-Trippers	Curate a day experience in downtown. For example, start at the Farmers Market, have lunch at a restaurant, shop and walk the lake. Photo rich. Create a new adventure for every season that is exclusively downtown focused. #olytripper	Write content. Post in e-news, website and submit to Thurston Talk and push out on social feeds.
Ladies Who Lunch	What are YOUR favorite lunch spots for a gals-lunch-out? Survey the community and then create a top 10 #olydiningguide	Write content. Post in e-news, website and submit to Thurston Talk and push out on social feeds.
Music Enthusiasts	Encourage local venues to share information about who is playing where. Create hashtag for post sharing. #olylivemusic	Write content. Post in e-news, website and submit to Thurston Talk and push out on social feeds.
Foodies	What's new in the Olympia food scene? Find SME to share. #olyfresh #olyfoodie #olydining	Write content. Post in e-news, website and submit to Thurston Talk and push out on social feeds.
Adventure Seekers	The Olympia Yacht Club, the Port's Marina...boating, bicycling, hoops fest at the capital. Plug into any adventure and make sure to develop content and push it	Write content. Post in e-news, website and submit to Thurston Talk and push out on social feeds.

	out. #olyadventure	
OTHER INFORMATION TO SHARE		