

# MARKETING GAP ANALYSIS



Marketing a community can only be a successful venture when all partners know the impacts and limitations of their combined efforts.

MARKETING GAP ANALYSIS	City of Escanaba	City of Escanaba Downtown Development Authority	Delta County Chamber of Commerce	Visit Escanaba
<b>How the Organization Can Promote Escanaba</b>	Improving Business Climate (Utilities, Incentives, Regulation) Place-making Brand Infrastructure maintenance Radio/Billboard/Social Media Programming Brochures & Recreation Guides Cooperative agreements Social Media/Website Presence	Façade Grants Design Assistance Available Properties Advertising Market Research & Analysis Print Ads, Brochures, Maps Business Directories Mobile Application Social Media/Website Presence Business Highlights	Business Directories Social Media/Website Presence Promotional Videos Visitor Guide/Information Access Available Properties Weekly Newsletter/Biz Blast/ Networking and Community Events Tradeshows Event Sponsorships Alliance Involvement & Advocacy	First Impression & Visitor Guides Extensive Social Media/Website Presence (Youtube, Twitter, Instagram, Facebook) Radio/Billboard/Social Media Ad Buys across U.S. Partnership with Pure Michigan Activity & Travel Blog Promotion and Advocacy for Hotels and Dining Travel Planner & Maps
<b>What the Organization Could Improve Upon</b>	Redevelopment/Retention/Expansion Housing Availability Workforce Attraction	Strategic Recruitment Success Stories & Case Studies	Success Stories & Case Studies Cohesive plan/ event teams	Visitor Education
<b>Programs or Initiatives to be Added</b>	Cohesive Goal Setting for Development	Incentive Packaging Housing/Downtown/Entrepreneurial Development Extended Financing Addressing Vacant Storefronts	Business relocation packet Extended Inclusion of Marketing and Economic Development Partners	Ask a Local Campaign Local Video Series Community Education
<b>Programs to be Evaluated</b>				