



NEW JERSEY DOWNTOWN REVITALIZATION & MANAGEMENT INSTITUTE

Digital Downtown 2014: Moving Partners, Customers & Stakeholders to Action

Agenda

April 30, 2014:

8:00am – 9:15am – Registration & Networking

9:15am - 9:30am -- Welcome & Overview

9:30am - 10:00am -- Introduction & Be Your Own (Digital) Guru

- Survey results discussed
- Expectations of the day
- Climbing the Engagement Ladder

10:00am - 11:00am -- Learn the Digital Realm

Digital Communication Strategy

- Fundamentals and framework for thinking
- Groundwork for tactics

Your Digital Footprint and the Social Landscape

- Use relevant downtown groups
- Walk-through of platforms: YouTube, FB, Twitter - (others on demand: Pinterest, Instagram, LinkedIn)
- Case studies + Q/A

11a-12:30pm -- Be Human: Keeping it Real on Digital

What should we say on social?

- Day-to-day content and conversations
- Create your social 'diet'
- External sources of inspiration
- Managing social interns

Social Website Strategy: It's more than an Icon

- Don't be a hostage to a developer

- Basics of an effective site
- Social relationship to website

12:30pm-1:45pm -- Lunch (two options)

- Option 1: Mobile Tour of [South Orange Village Center](#) with lunch included (free!) - FILLED; There may be space, please ask on site.
- Option 2: Lunch on your own in [South Orange Village Center](#)

1:45pm - 2:00pm – South Orange Goes Digital! Mayor Alex Torpey

2:00pm - 2:45pm -- Be Creative: Marketing

8 Advanced Marketing Tactics

- Cover strong marketing and content ideas
- Question/Answer creating tactics for individuals

2:45pm - 4:00pm -- Use Data

Does it even matter? ROI of Digital

- Process for looking at our data
- Relation of social activity to web
- Setting goals for social
- What to measure and what not to

Google Analytics for Digital Marketing

- Finding and using Data
- Understanding Analytics basics
- Scheduling dashboards

What now?

- Next steps planning

