



Marketing and Promotion Strategy | 2018



A PRIME COMMUNITY
meridian.mi.us

Table of Contents	2
Marketing and Promotion Statement	3
Meridian Township Messaging	3
Brand Descriptors	3
Vision Statement	4
Mission Statement	4
About the Township	4
Demographics	5
Township Assets/Hidden Gems	5
Marketing and Promotion Objectives	5-6
Marketing and Promotion Goals	6
Marketing and Promotional Materials	6
Distribution Process/Plan	6
Brand Image	6-7
Banners	7
Critical Information	7
Comment/Inquiry Responses	7
Cross Promotion	7
Engagement	7
Events	7
Coordination with Local, Regional and State Partners	8
Non-Critical Information	8
Sharing 3rd Parties	8
Trending	8
Township Meetings	8
Measure Social Media	8
Media Resources	8

Marketing and Promotion Statement

The Charter Township of Meridian strives to provide proactive and action oriented marketing targeting Meridian Township residents, businesses and visitors by utilizing the Meridian Township brand messaging.

The Charter Township of Meridian shall utilize messaging as outlined in the adopted 2017 Meridian Township Brand Standards Manual. The Meridian Township Messaging defines the core values and purpose of the township.

Meridian Township Messaging

Integrate Brand Standards into Messaging. By utilizing the Brand Standards Manual, employees at all levels will be able to craft the voice and style of Meridian Township 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 Meridian Township brand.

The Charter Township of Meridian strives to work with our welcoming, family friendly neighborhoods and continue to lead and foster growth. Meridian Township celebrates the vibrant, active lifestyle of its residents, business owners and visitors. Brand messaging will reflect the Board Policy 1.0 Global Ends Statement in the Board Policy Manual which defines the vision and mission statements.

The Charter Township of Meridian shall utilize an elevator speech which rolls off the tongues of everyone who works at and promotes Meridian Township.

The Charter Township of Meridian shall utilize the tag line: A Prime Community. The tagline can be utilized as an additional element with the township logo as described in the adopted brand standards manual.

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 Charter Township of Meridian 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 Charter Township of Meridian 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, prime community.

About the Township

Meridian Township is a destination for raising families. Meridian Township's vision is to achieve and maintain a sustainable and welcoming community with the highest quality of life for township 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.

Centrally located, Meridian Township has nestled within its borders two healthy and active communities; Haslett and Okemos. A smaller portion of East Lansing and Williamston are also within our border. Lying along the eastern border of East Lansing and MSU, we are in close proximity to the Michigan State Capitol.

Meridian Township welcomes visitors from surrounding areas to its vibrant business districts, over 906 acres of parks and natural areas and to the largest lake within 25 miles of the State Capital, Lake Lansing. We are a welcoming community that celebrates quality education, recreation and lifestyles. Our mission is to provide a safe and welcoming, sustainable, prime community.

The Meridian Township Website is and will remain a key tool to highlight this message. This message and supporting video will be housed on these two web pages:

<http://www.meridian.mi.us/residents/welcome-to-meridian>

<http://www.meridian.mi.us/residents/about-the-township>

Meridian Township cherishes its vibrant and rich history. As such, *The Lines That Define Us – History of Meridian Township* will be made available for viewing at all times, for free on the Township Website:

http://homtv.net/index_homtv.asp?view=programming&page=show&id=190

Demographics

- Square Miles: approximately 32
- Population (2017): 42,636 (up 6.9% since 2010)
- Persons 65 Years and Over (2017): 15.6%
- Persons Under 18 Years (2017): 19.5%
- Persons Under 5 Years (2017): 5.2%
- Median Age (2000): 35.4 years
- Female Population (2017): 53.2%
- Persons with a disability Under Age 65 (2016): 5.6%
- Households (2016): 17,834
- Media Housing Value (2016): \$186,000
- Median Household Income (2016): \$65,414
- Per Capita Income (2016): \$39,707
- Persons in Poverty (2016): 12.1%
- Persons per Household (2016): 2.30
- Language other than English Spoken in the Home (2016): 17%
- Median Gross Rent: \$828
- College Bachelor's Degree or Higher (2016): 65.1% (over age 25)

This information will be updated as new data is available and will be housed on this webpage:

<http://www.meridian.mi.us/businesses/economic-development/quick-facts-census-data>

Township Assets/Hidden Gems

- County Parks: 430+ acres; 2 parks
- Township Parks: 906+ acres; 29 parks
- Preserved Open Space: 954+ acres; 20 preserves
- 100 miles of bicycle-pedestrian pathways and park trails
- Harris Nature Center
- Nokomis Learning Center
- Meridian Farmers Market
- Meridian Historic Village
- Meridian Cares Program: Provides temporary assistance to residents in a financial crisis
- Green Meridian – Go Solar Program and Recycling Program
- HOMTV Studios: Government Access Channel

Residents and visitors can find links to the se resources of this webpage:

<http://www.meridian.mi.us/visitors/hidden-gems>

Marketing and Promotion Objectives

- Define how Meridian Township is distinct from other communities.
- Fine tune efforts to draw attention towards how Meridian Township is A Prime Community.
- Deliberately and intentionally provide positive attention toward township goals and events.

- Advertise Priority Redevelopment Sites critical for the quality of life and aesthetic of our Township. Priority Redevelopment Sites will have
 - Information maintained by the Economic Development Director housed on the township website: <http://www.meridian.mi.us/businesses/economic-development/core-business-revitalization>
 - Available properties shared on the Economic Redevelopment Fan page: <https://www.facebook.com/MeridianEconomicDevelopment/>
 - Assets of the sites be highlighted on FB and Instagram
 - Development opportunities and progress shared with the public and media
 - Materials at commercial and real estate style networking events
 - Word of mouth engagement with realtors and developers
- Showcase Meridian Township’s current and future valuable assets including neighborhoods, business districts, services, hidden gems, green space, schools and offerings as they relate to the Meridian Township vision and mission statement.
- Further develop attributes and manage how Meridian Township is A Prime Community.

Marketing and Promotion Goals

The Charter Township of Meridian shall target marketing efforts towards specific audiences focusing on core brand messaging as described in Meridian Township Brand Standards.

Marketing and Promotional Materials

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

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

Meridian Township marketing materials, promotional items and collateral pieces shall be in accordance with the adopted Meridian Township Brand Standards.

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.
- **YouTube:** Brandie and Coty cleaned up YouTube and got rid of everything that was HOMTV related. Currently this channel only has videos on Township events and happenings, Pollution Isn’t Pretty PSAs and Ribbon Cuttings.
- **Pinterest:** This site shares information about many of Township Departments, i.e., Police, Parks, Farmers’ Market. Boards were cleaned up recently and are more concentrated with specific content.
- **LinkedIn:** Posts are factual and share time sensitive Township information, i.e. Township Meetings, Employment Opportunities.

Brand Image

- **Voice:** Meridian Township is a Government Entity, not a Political Entity. Shares factual information that is time sensitive, relevant and community focused. Every post should relate back to the township
- **Tone:** Posting content should be done in a manner that makes Meridian Township 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 on qualitative information such as fans/followers, reach, engagement, etc.
- **Content Manager:** Communications Assistant is responsible for content unless otherwise noted.

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

Critical Information: Road work, Ingham 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 Communications Director.

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 Township.
Ex: Promote Meridian Township Facebook on Meridian Township Twitter and Vice Versa.
- Promote events and information across the various accounts.
Ex: Posts about parks receiving a grant should be shared on Meridian Township 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: Township delegates will attend and represent Meridian and deliver its message in a wide variety of organizations and events including but not limited to:

- Tri-County Regional Planning Commission
- Greater Lansing Regional Prosperity Initiative
- Lansing Economic Area Partnership
- Michigan Economic Development Corporation
- Michigan Economic Developers Association
- Lansing Regional Chamber of Commerce
- Greater Lansing Convention & Visitors Bureau
- Michigan Chamber of Commerce
- East Lansing/Meridian Township Government Roundtable
- Michigan State University/Governmental Economic Development Focus Group
- Meridian Area Businesses Association
- Capital Area District Libraries
- Capital Area Transit Authority
- Capital Commercial Connections real estate networking group

Township 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: Township holiday closings, special hours, public hearing notices, employment opportunities, seasonal information, Township due dates, etc.

Sharing 3rd Parties: News stories should not be shared on Meridian Township social media accounts. Any content from 3rd parties must have relevant content to the Township.

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

Township 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 Township website, where the packet/agenda is located. Post should also include "If you're unable to attend tonight's meeting, you can watch it LIVE on HOMTV Comcast Channel 21 or stream it online at www.homtv.net."

Measure Social Media

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

Media Resources

The Charter Township of Meridian 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.