

## HoNH - Marketing

A marketing campaign should commence 6 months prior to Heart of Newhaven's opening date. Different campaigns will be needed to target customers for the various activities within the building.

### 1. Target Audience

We have identified 3 target audiences:

#### COMMUNITY

1. Direct hire by individuals & groups
2. Events run at HoNH for the community
3. Childcare users

#### TARGET

- Clubs / groups that will rent the space for their meetings.
- Individuals who want to attend activities run within the building.
- People who live in or near Newhaven.
- Parents with young children and retirees during the day, mixed age groups outside working hours.

#### OFFICE SPACE

1. Office hire
2. Co-working desk hire

#### TARGET

- Organisations that see an advantage in not commuting to Edinburgh.
- Third sector organisations that see an advantage in a clustered together.
- Smaller businesses that may currently work at home.
- Organisations with a customer base in Newhaven.

#### VISITORS

1. Museum visits
2. Café visits

#### TARGET

- Cruise ship visitors interested in local history and avoiding the honey-pot destinations.
- Schools learning about local history.
- Café to service all visitors, to the museum, attending workshops, visiting offices.

### 2. Marketing Channels

Heart of Newhaven needs a mix of marketing channels to sell itself, including a website, social media, advertising and networking.

#### 2.1. Website

Heart of Newhaven already have a responsive designed website which is user friendly on all devices. SKS would recommend relaunching the website, with a focus on the building facilities. The different uses of the building need to be made very clear, both with imagery and text. Add "join our mailing list" functionality (recommend Mailchimp).

Website Structure:

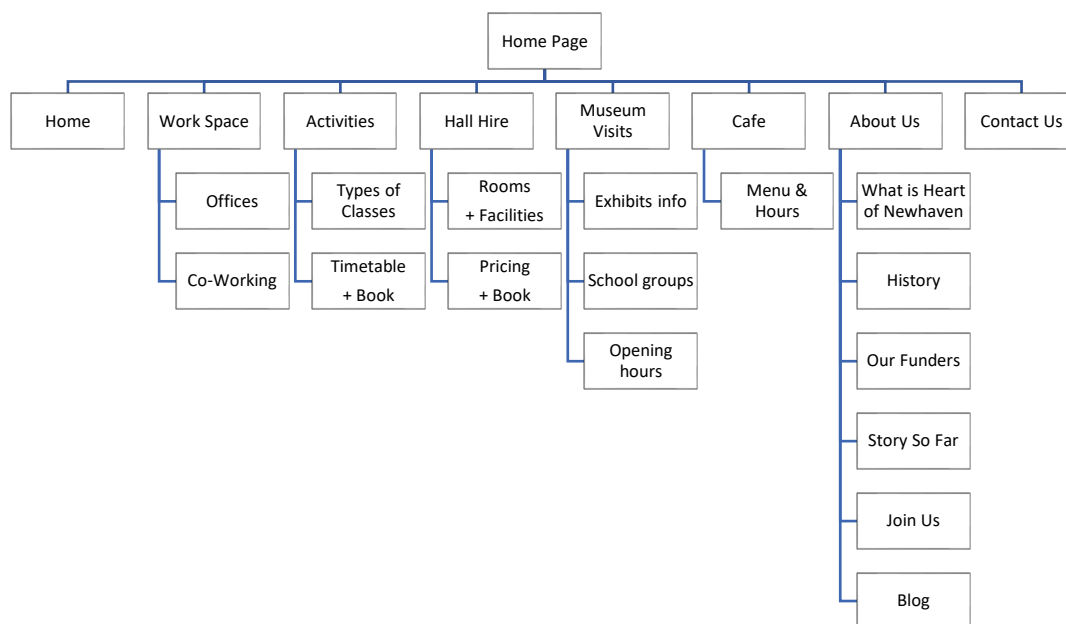


Figure 1. Suggested website structure

## Software

Review of software to enable online booking, diary management and invoicing. E.g. Hallmaster,

### 2.2. PR & Social Media

Build the buzz around the building opening on social media and PR. Drip feed your audience with ideas about what is coming. This will build curiosity and make them more eager to hear about the launch. E.g. Sneak peak images of original features of the old school building, behind the scenes videos, snippets from class programmes or tenants.

### 2.3. Social Media

It is important to choose the best channels for your audience and decide how many you'll be able to update. Use software such as Hootsuite to schedule posts and monitor interactions.



LinkedIn Company Page

Use to promote the office space and co-working.

Post monthly content.

Directors and employees should link to the account in their profiles and share content.



Facebook <https://www.facebook.com/TheHeartofNewhaven/>

Use to promote community activities, museum and co working.

Post weekly. Schedule posts to reduce workload (e.g. Hootsuite).

Link to activity partners.

Facebook advertising – target Newhaven community.



Instagram <https://www.instagram.com/theheartofnewhaven/>

Use to promote community activities and co working.

Post monthly. Schedule posts to reduce workload (e.g. Hootsuite).

Figure 2. Suggested Social Media Channels

### 2.4. PR

As with social media, the goal is to reach a local audience to make them aware of the facilities offered by Heart of Newhaven.

Target: Community newsletter, local newspapers and local magazines.

Pre-launch day – invite local papers for a private tour. Try to dress rooms as they will be used.

Open day – invite local papers.

### 2.5. Networking – Communication - Collaboration

Nurture networks with other similar-use buildings, treat them as allies, not competitors. They will help build awareness of your services and there is the potential to cross-promote each other. Ask if they will advertise Heart of Newhaven in their email newsletter, put up a poster in their lobby, let you attend any events.

Networking with other local companies – e.g. a local business might provide free drinks for your open day if you let them hand out their flyers or have a stand at the event.

A database should be up to date with all potential leads and a schedule created to contact them regularly. Communicate with existing and prospective users regularly with ongoing communications. Nurturing these relationships will build good will and word-of-mouth marketing.

### 2.6. Promotions / Advertising

We suggest using the allocated marketing budget to build up awareness prior to launch, then reduce the levels throughout the year. Not only will this give Heart of Newhaven good exposure, advertising in local publications means you're more likely to get your press releases published and/or have a journalist attend an event.

Marketing Collateral including:

Flyers for classes, museum and information back for workspace. Pop-up banners and poster. Museum leaflet to give to Cruise Forth and other cruise industry bodies.

Open Day / Evening:

Run an open day to showcase the rooms for hire and the classes. Dress the rooms to show their use. Run free taster classes. Aims – gather email addresses, build awareness, distribute flyers.

Paid Online Advertising

Facebook/Instagram – target local population with adverts. It is reactively simple to “boost” a Facebook post or advertising campaigns can be set up in Facebook. Use Facebook “lookalike” and “customer” audiences.

Paid Offline Advertising

Ads in local magazines and newspapers. Repeating the message over several months. Advertise workspace in local business publications.

### 2.7. Signage

Create temporary signage using vinyl banners during renovations. Make sure there is a notice board with up to date contact and booking information, facilities on offer, prices and events.

### 2.8. Email Marketing

An email list is a valuable marketing tool; however, they can take a while to build. Build the list by adding sign-up forms/apps to social media. Ask any contacts if they would like to join to be kept updated on the progress of the building.

### 2.9. Branding

Heart of Newhaven may want to consider professional help to develop the brand. A local brand designer who can be used to develop templates for marketing collateral and called-on for one-off projects. Laying down some brand rules for use of logo, colours, fonts etc at the start of a project will help with brand constancy and give a professional image.

### 3. Timeline

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Doors Open	Month 8	Month 9	Month 10	Month 11	Month 12
<b>Website</b>												
Update website												
Add sign up for newsletter												
<b>Social Media &amp; PR</b>												
Social media updates												
Press Release												
Video												
<b>Email</b>												
Email - whats on												
Third party emails												
<b>Collateral</b>												
Opening Day Flyer												
Office Leaflet												
Museum Leaflet												
Banner for building												
Community Leaflet												
Posters												
<b>Advertising</b>												
Local papers / Magazines												
Facebook Advertising Community												
Facebook Advertising Workspace												
Banner Ads Workspace												
Google Adwords Workspace												
<b>Other</b>												
Add to listings												
Add to google places												
<b>Events</b>												
Pre open fam trips												
Opening Event												

*Suggested Timescales for Year 1 Marketing.*

#### Maintain Momentum

It's important not to lose momentum post launch. It often takes several touch points before someone is convinced to commit to a desk/class/office. Continue sending information via the email list and offering free show rounds. Build extra creative, like a longer video or social media posts that you can save for after the launch. This will give you fresh assets to share.