

# Quincy Square

DOWNTOWN BREMERTON

[WWW.QUINCY-SQUARE.COM/OCT2019](http://WWW.QUINCY-SQUARE.COM/OCT2019)



## OCTOBER 2019

1. RECAP OF MARKETING EFFORTS FOR OCTOBER - SO FAR
2. SEO RESULTS/NEEDS FOR WEBSITE
3. CONTENT IDEAS FOR COMING MONTHS
4. WES' RECAP OF MEETING WITH MAYOR WHEELER

## MARKETING RECAP

- **GROWING EMAIL LIST.** 18 NEW EMAILS IN OCTOBER / 124 QUINCY SQUARE EMAIL SUBSCRIBERS
- **GROWING SOCIAL FOLLOWING.** 92 NEW FOLLOWERS IN SEPT / 740 FACEBOOK FOLLOWERS
- **QUINCY SQUARE VIDEO VIEWS.** OVER 12K - WE CAN RETARGET THESE VIEWERS

## WEBSITE SEO RECAP/NEEDS

- **CURRENT RANKING IN GOOGLE.** RANKING ON FIRST PAGE OF GOOGLE FOR THESE KEYWORDS
  - QUINCY SQUARE ON 4TH STREET (3RD) UP ONE
  - QUINCY SQUARE (3RD) UP TWO
  - QUINCY SQUARE BREMERTON (3RD) UP TWO
  - QUINCY SQUARE IN BREMERTON (3RD) UP TWO
  - QUINCY JONES SQUARE (5TH) UP FIVE
- **BLOG CONTENT.** WE NEED QUINCY SQUARE CONTENT TO DRIVE PEOPLE TO THE WEBSITE.
  - NEW DEVELOPMENT UPDATES
  - QUINCY JONES' BREMERTON/WASHINGTON FACTS
  - BUSINESS SPOTLIGHTS
  - STEVEN HOLL UPDATES
  - OFFICIAL QUINCY SQUARE STREET ADDRESS (4TH STREET NAME CHANGE?)

# SOCIAL MEDIA CONTENT IDEAS

- **SPOTLIGHT B FLATS APARTMENT. COMING SOON**
- **SPOTLIGHT ROXY. COMING SOON**
- **SPOTLIGHT OTHER 4TH BUSINESSES**
- **SPOTLIGHT RFM DESIGN/WORK**
- **IPHONE VIDEO INTERVIEW WITH STEVEN HOLL (IF HE IS AGREEABLE)**
- **MUSIC VIDEO SERIES. COMING SOON, FEATURING DESTINEE**
- **SPOTLIGHT BILL BISSELL. COMING SOON**

MORE IDEAS

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## WHERE DO WE GO FROM HERE?

- **WHAT DO WE WANT/NEED OUR AUDIENCE TO KNOW?**
- **WHAT DO WE NEED/WANT OUR AUDIENCE TO DO?**
  - SUPPORT RENAMING 4TH STREET TO QUINCY JONES AVE
  - CREATE PUBLIC HEARING TO ANNOUNCE NEW CONSTRUCTION SCHEDULE
  - INVITE BUSINESS OWNERS TO CONSIDER/MOVE TO QUINCY SQUARE

MORE THOUGHTS?

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