

Quincy Square

DOWNTOWN BREMERTON

WWW.QUINCY-SQUARE.COM/SEPT2019



SEPTEMBER 2019

1. RECAP OF MARKETING EFFORTS FOR SEPTEMBER - 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.** 11 NEW EMAILS IN SEPT / 86 QUINCY SQUARE EMAIL SUBSCRIBERS
- **GROWING SOCIAL FOLLOWING.** 207 NEW FOLLOWERS IN SEPT / 648 FACEBOOK FOLLOWERS
- **QUINCY SQUARE VIDEO VIEWS.** 12K - WE CAN RETARGET THESE VIEWERS -UP 1K VIEWS

WEBSITE SEO RECAP/NEEDS

- **CURRENT RANKING IN GOOGLE.** RANKING ON FIRST PAGE OF GOOGLE FOR THESE KEYWORDS
 - QUINCY SQUARE ON 4TH STREET (4TH)
 - QUINCY SQUARE (5TH)
 - QUINCY SQUARE BREMERTON (5TH)
 - QUINCY SQUARE IN BREMERTON (5TH)
 - QUINCY JONES SQUARE (10TH)
- **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

- **SPOT LIGHT AXE AND ARROW. DONE**
- **INTERVIEW WITH MAYOR. DONE**
- **SPOTLIGHT B FLATS APARTMENT**
- **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

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?
