

Quincy Square

DOWNTOWN BREMERTON



WWW.QUINCY-SQUARE.COM/AUG2019

AUGUST 2019

1. RECAP OF MARKETING EFFORTS FOR AUGUST
2. SEO NEEDS FOR WEBSITE
3. CONTENT IDEAS FOR COMING MONTHS
4. CITY'S REVISED CONSTRUCTION SCHEDULE FOR QUINCY SQUARE (KATIE KETTERER?)
5. NEW IDEAS

MARKETING RECAP

- **GROWING EMAIL LIST.** 73 JOINED THE QUINCY SQUARE EMAIL LIST
- **GROWING SOCIAL FOLLOWING.** 441 FACEBOOK FOLLOWERS
- **QUINCY SQUARE VIDEO VIEWS.** 11.8K - WE CAN RETARGET THESE VIEWERS

WEBSITE SEO NEEDS

- **CURRENT RANKING IN GOOGLE.** WEBSITE RANKS ON LOWER 2ND AND 3RD PAGES OF GOOGLE
- **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
 - ETC
- **WHAT IS THE OFFICIAL ADDRESS OF QUINCY SQUARE?** TO USE IN GOOGLE MAPS, YELP, ETC
- **THE WEBSITE NEEDS LINK JUICE.** OTHER LOCAL WEBSITES NEED TO LINK BACK TO OUR WEBSITE
- **DO WE HIRE SEO COMPANY?** TO HELP WEBSITE RANK HIGHER FASTER.

SOCIAL MEDIA CONTENT IDEAS

- SPOT LIGHT AXE AND ARROW. COMING SOON
- INTERVIEW WITH MAYOR. COMING SOON
- SPOTLIGHT SPARKS COMMON
- SPOTLIGHT B FLATS APARTMENT
- SPOTLIGHT ROXY
- SPOTLIGHT DOG DAZE BREWING
- SPOTLIGHT OTHER 4TH BUSINESSES
- SPOTLIGHT RFM DESIGN/WORK
- IPHONE VIDEO INTERVIEW WITH STEVEN HOLL (IF HE IS AGREEABLE)
- MUSIC VIDEO SERIES (FILMED AT THE ROXY. SPOTLIGHTING LOCAL MUSICIANS OF ALL AGES)

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?
