



Legislation Details (With Text)

File #: 19-0260 **Version:** 1 **Name:** Marketing Strategies
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File created: 8/1/2019 **In control:** Work Session
On agenda: 8/6/2019 **Final action:** 8/6/2019
Title: Discussion and action on marketing strategies
Sponsors: City Manager
Indexes:
Code sections:
Attachments: 1. Marketing Approach

Date	Ver.	Action By	Action	Result
8/6/2019	1	Work Session	received and filed	

Discussion and action on marketing strategies

SUMMARY: Recent incidents have illustrated the power of social media. The “fake news” regarding Aldi and the crowd that showed up to the splash pad when it was not supposed to be open to the general public. Since marketing functions have been redistributed, we have found a good deal of questionable expenditures were being made for advertising of questionable value, plus the expense of graphic work at \$50 an hour.

Attached is some information provided by the CEO of TAP relating to the costs and effectiveness of using Facebook advertising.

The City Manager would like to have a discussion and make sure the Council is comfortable with moving to more social media and get input and suggestions about other alternatives and opportunities.

BUDGET ACCOUNT:N/A

NECESSARY COUNCIL ACTION: