



City of Crossville

392 North Main Street
Crossville, Tennessee 38555

Legislation Text

File #: 19-0260, **Version:** 1

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: