

WORKFORCE • HEALTHCARE • LEADERSHIP • ADVOCACY • **MARKETING** • NETWORKING • RESILIENCY



# MARKETING TOOLKIT



A 2021 ARVADA CHAMBER GUIDE



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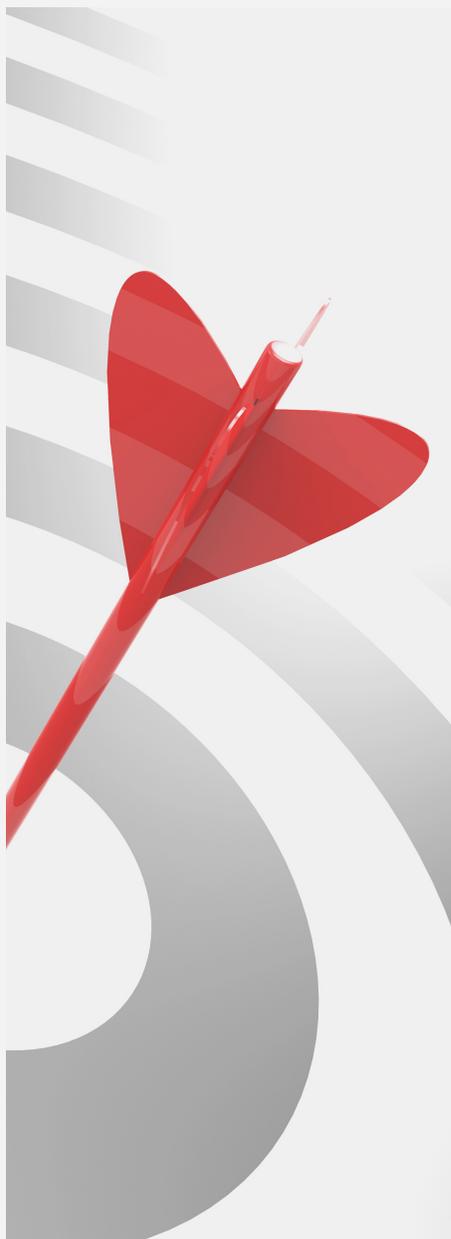
# WHAT IS THE PROBLEM THAT NEEDS TO BE SOLVED?

- The Arvada community lacks a connection to many local companies.
- Businesses need innovative solutions to cut through the clutter and tell their story.
- Many businesses do not have their own marketing resources, knowledge and expert staff to effectively promote their businesses.

## OUR VISION

Arvada businesses have access to the local messaging tools, resources and champions to effectively tell their story.

# THE GLOBAL SHIFT FROM TRADITIONAL MARKETING



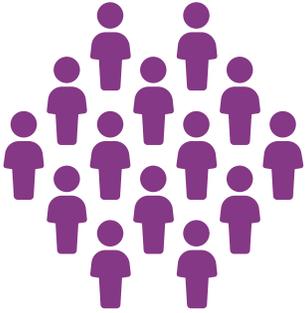
In the current economic landscape, disrupted by the evolving challenges of the pandemic, adaptability is an essential driver of marketing success. As technology grows and shifts continuously to keep up with new digital consumer demand, businesses need to constantly upgrade their marketing strategies. Businesses are no longer only using traditional tactics to advertise their products or services as those methods are inefficient, if not impossible, in today's economy.

Traditional marketing strategies focus on selling products while many modern marketing tactics emphasize telling the business story, discovering the needs of the customer, and building a relationship and community. Savvy marketers will build on these tactics with lead generation strategies like networking on LinkedIn, using video marketing, and developing interactive channels such as webinars and virtual conferences. There's no one-size fits all approach to modern marketing, but the most successful strategies start with access to the right resources, tools and data.

At the Arvada Chamber, we truly believe all our member businesses and organizations have a compelling story to tell. As the economy shifts, we're dedicated to offering new communication benefits and access to the right marketing expertise to amplify your message across Arvada.

# ARVADA DEMOGRAPHICS

SOURCE: THIS IS ARVADA: 2019 DEMOGRAPHIC SUPPLEMENT  
(CITY OF ARVADA)

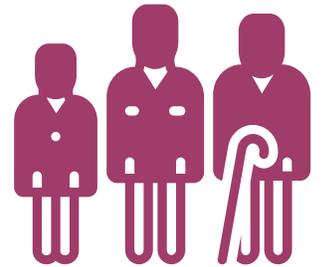


## POPULATION GROWTH

Arvada is the seventh-largest city in Colorado and the fifth largest in the metropolitan region. Arvada's population in 2018 was estimated at 120,492 and is projected to be over 153,000 in 2021. Arvada's number of households is projected to be 61,500, an increase of 13,100 from the 2018 Census report.

## AGE

Arvada's median age is higher than the median age of most of our peer cities, Colorado and the nation. The median age was 41.8 years in 2014-2018, which has increased from 37.2 years in 2000. The median age has continued to increase for Arvada and moved to the highest median age in the Denver Metropolitan area.



## HOUSEHOLDS

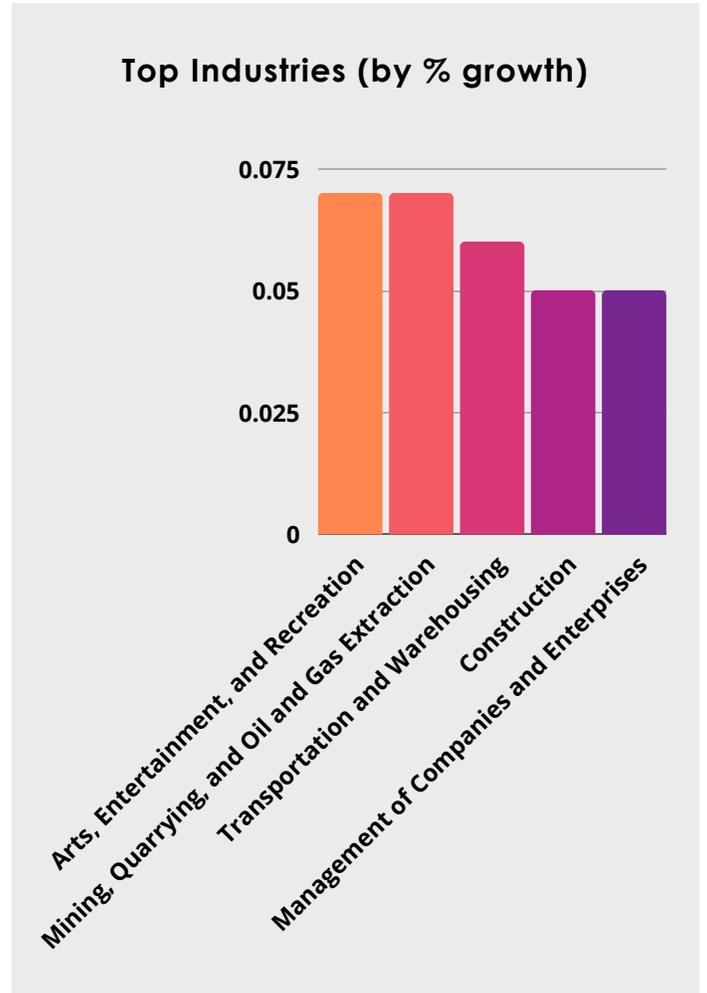
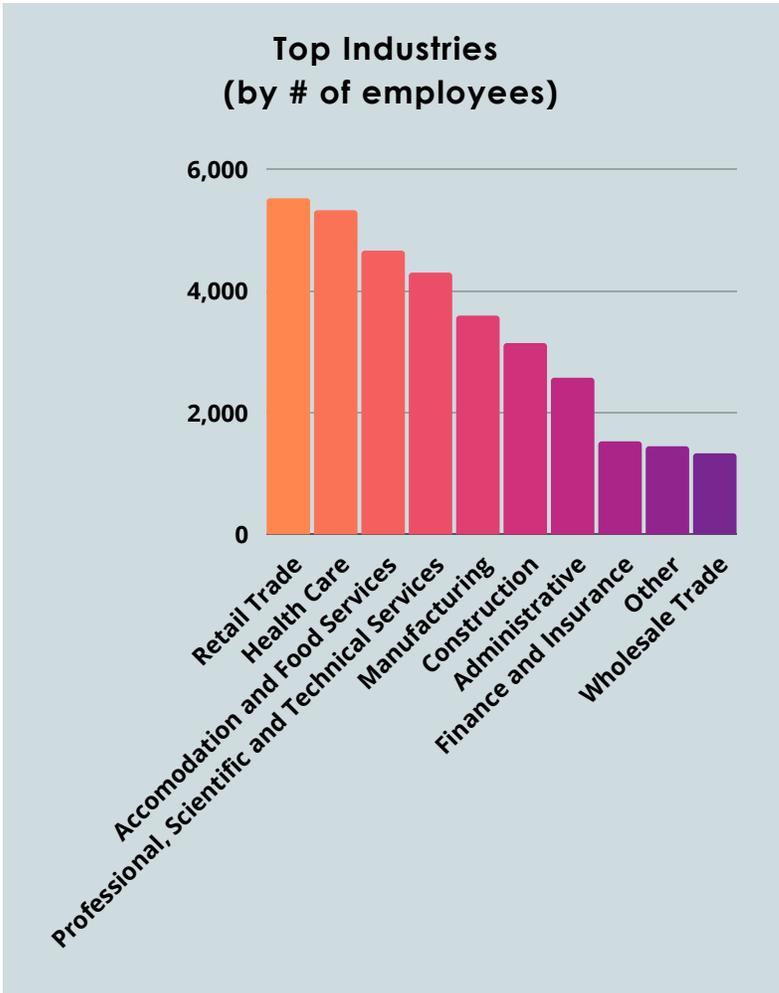
In 2014-2018, Arvada's average household had 2.48 members, slightly less than Colorado (2.56) and the U.S. (2.63). Since 2000, there has been a 17 percent increase in the number of one-person households in Arvada. Approximately 29.6 percent of all Arvada households have one or more persons 65 years of age or older.

## INCOME

Arvada's median household income for the period 2014-2018 was \$80,055 (ranked third in the Denver Metropolitan area) and was significantly above the median for the state. According to the Denver Business Journal, west Arvada (80007) ranks as the wealthiest Denver-area zip code, with a median household income of \$140,610.



## ARVADA MARKET DATA

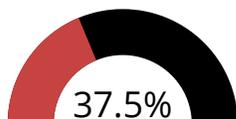


Source: City of Arvada Economics Report ([arvada-co.eimpactv2.report/reports](http://arvada-co.eimpactv2.report/reports))

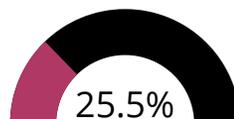
## CENSUS SMALL BUSINESS PULSE SURVEY: DENVER METRO

In the next 6 months, do you think this business will need to do any of the following?  
(Jan 10, 2021)

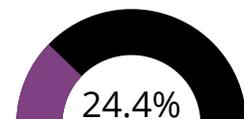
**Increase sales/marketing**



**Obtain financial assistance**

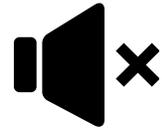


**Hire new employees**



Source: [census.gov/pulse/data](https://census.gov/pulse/data)

# TODAY'S SMALL BUSINESS MARKETING CHALLENGES



## 1. NO MARKETING PLAN

Planning out your marketing strategy, the specific tactics you'll use, how much they'll cost and how much time they'll take dramatically increases your chances for success.

## 2. INEFFECTIVE WEBSITE AND SEO

97% of consumers search online for products & services, and more than half of searches are local. People will search for your business online before they ever go to your business. Bottom line, small businesses need an updated website and Google My Business Profile.

## 3. NOT TRACKING MARKETING METRICS

Whether it's not tracking goals on your website with Google Analytics or not tracking conversions through your pay per click ads, or not tracking calls and foot traffic from a big advertising investment, if you aren't tracking, there's a good chance you're throwing marketing money away.

## 4. REACHING THE WRONG AUDIENCE

Some small business owners have such a clear, focused view of who they want their customers or clients to be that they can be completely blinded to the customers they actually have.

## 5. LACK OF MARKETING KNOWLEDGE

Most small business owners aren't marketers by trade. You're an expert in coffee or physical therapy. But you find yourself needing to make integral marketing decisions. This can lead to inaction if you don't know what to do or, perhaps worse, a waste of time and money trying to catch up.

# WHERE WE'RE GOING

## 8 Marketing Trends We're Watching



### 1. Increase in Mobile Consumers

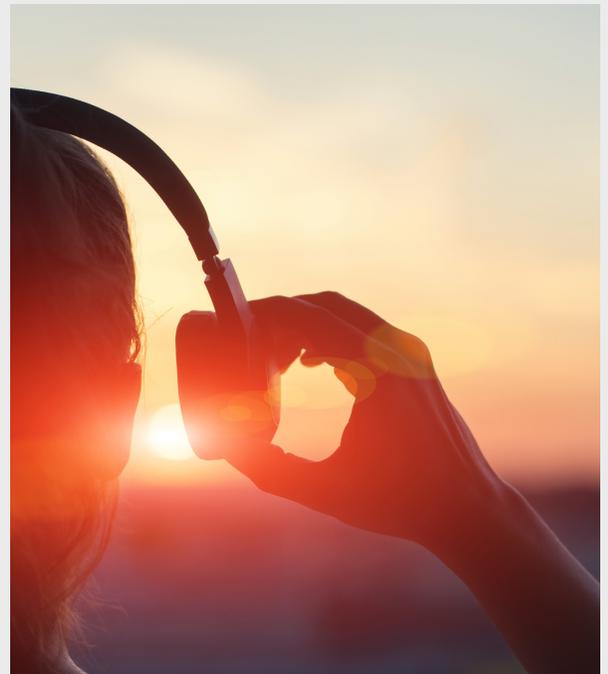
Statista estimates that there will be over 295 million mobile internet users by 2023. Mobile shoppers are driving more and more sales when it comes to e-commerce and purchasing all types of goods and services online.

### 2. Importance of Online Reviews

AdWhite reports that 90% of consumers read online reviews before visiting a business. This speaks to the need to develop trust and optimize customer service as your potential customers have plenty of other options.

### 3. Social Listening

In a 2020 report from Sprout Social, nearly two-thirds of marketers surveyed felt that social listening will be a crucial marketing tactic. Diving into conversations and sentiment analysis, marketers are growing more concerned with what's being said rather than how many people are talking or looking at a single post. We are seeing this play out with Instagram removing likes. Make sure you are documenting and reacting to trends of your mentions, and the mentions of your competition.





## 4. Private Brand Communities

Mark Zuckerberg says “the future is private.” More and more brands are marketing to groups defined by shared interests and passions speaks to the need for brands to focus on talking to individuals rather than speaking to wide-ranging demographics. Facebook Groups for marketing is becoming more and more popular and according to Bambu, people are 16x more likely to read a social post from a friend versus a brand.

## 5. Omnichannel Marketing

The 2020 Omnichannel Statistics Report reveals that marketers using at least three channels for campaigns enjoyed 287% more sales than those only targeting a single channel. Omnichannel marketing is essential for reaching today’s consumers.

## 7. Video Marketing

WordStream reveals that 51% of marketing professionals consider video as the type of content with the best ROI. Video is getting bigger every year, and every business needs to incorporate it to reach their audience.

## 6. Content Marketing

DemandMetric points out that content marketing is 62% less expensive than traditional marketing while generating three times as many leads. As paid advertising costs soar, focusing on quality organic content is a cost-effective way to promote your business.

## 8. Social Media Engagement

Customers who engage with a business on social media spend up to 40% more with them in the long term.





# CASE STUDY

## Snarky Sweet Cake Chick

### **What is your unique challenge with sales and marketing as a business in Arvada?**

Nicole Bendig-Lamb, owner: I would say that my challenge is that I am a home-based Cottage Foods baker, so I don't have the advantage of a store-front to draw in customers.

### **How have the Arvada Chamber's channels and benefits helped you tell your story?**

I have been continually impressed with the outreach provided through networking opportunities as well as staying on top of Social Media posts to keep the community aware and engaged.

### **What other marketing tactics are you excited about?**

I have spent the last year going through a bit of a re-branding of Snarky Sweet Cake Chick with a whole new website which really showcases my unique personality and take on cake art! I have also discovered my passion for teaching the youth of Arvada through accepting student interns from local area High Schools as well as teaching private and group cake art courses!

### **How do you measure marketing success?**

I track where new customers come from and I can say that since joining, the customers who have found me through the Chamber are the top referring group of clients I have.

### **Why do you think this priority (Activating Your Story) is so critical at this time for Arvada small businesses?**

So many small businesses have been adversely impacted by the events of 2020. It's crucial to make sure we all maintain our visibility so that we can get back to thriving!

# ACTIVATING YOUR STORY

## *Your Action Plan*

### **Know your demo**

The first step is know your pool of available customers. Study the Arvada demographic report and market data about the local business climate. Then create buyer personas. Do not make assumptions about who your ideal customers are - be very specific. Creo Interactive defines buyer personas are “composites of the values, behaviors, and characteristics of your perfect customers, distilled into unique summaries.” You may find it easier to create negative buyer personas once your actual buyer personas are complete, as your negatives will, for the most part, be polar opposites of your ideal customers. As with your buyer personas, demographic data is a great starting point when creating your negatives, as you can quickly identify demographics that don't apply to your business.

### **Know your competition**

Follow your competitors on social media and sign up for their email newsletters. Look at what competitor content and campaigns are successful. Don't be afraid to emulate what is working. Study contemporaries in other markets and other states for ideas to bring to Arvada.

### **Know your communication strengths and opportunities**

Customers are increasingly active on multiple devices and platforms. It's no longer enough to focus all your efforts on a single strategy such as email or Facebook. You want to make it easy for your followers, subscribers, and customers to connect with you wherever they go. This doesn't mean you need to maintain a presence everywhere. Focus on the platforms where your audience is active. The key is to provide a seamless experience so people can easily get from one channel to another. For example, link to your social pages and website in your emails.

Content marketing will continue to evolve and will remain as crucial as ever for digital marketers. Customers and prospects are always hungry for fresh content that educates them and points them in the direction of a solution. Content that will be especially popular in 2021 includes short-form videos, live-streaming content, podcasts, and Instagram and Facebook stories. Audiences are embracing content that's interactive as it gives people a chance to express their opinions.

# ACTIVATING YOUR STORY

## *Your Action Plan*

### **Know your Chamber benefits**

The Arvada Chamber offers a number of ways every member can activate their story in the community. Members can share content on the Chamber blog, add promotions to Shop Local Deals, contribute to the BusinessIQ Content Library or What's Important Now Podcast, and request a Member Spotlight article. Members also have access to sponsored social media posts, website banner ads, and event sponsorships at select membership levels. See page 12 for more information.

### **Know the Chamber marketing community**

The Chamber community is home to a number of marketing professionals to help you with print, digital, social media, video, branding, and more. Find a list of marketing members on the Arvada Chamber business directory.



# 9 WAYS TO ACTIVATE YOUR STORY

## With an Arvada Chamber membership

### Chamber Blog

One of the many perks of membership is the ability to post on our blog for free! Share community-focused thought leadership, news, celebrations, and more.

### Member Spotlight

Want to be the next Member Spotlight or nominate a business? Share your success stories and milestones or help us recognize a great Arvada business at [arvadachamber.org/memberstories](http://arvadachamber.org/memberstories).

### #ShopLocalDeals

Members can post promotions for members-only or the general public through the member portal on ChamberMaster. All deals will be posted to [arvadachamber.org/shoplocaldeals](http://arvadachamber.org/shoplocaldeals).

### BusinessIQ Content Library

BusinessIQ is an exclusive member resource to easily find educational business topics. Written and video content may be submitted for inclusion and must be related to helping small businesses thrive

### What's Important Now Podcast

The Arvada Chamber's podcast features business and community leaders with timely updates and advice to help Arvada businesses and non-profits thrive. This content should be educational, not promotional. If you have a topic worth covering, please reach out!

### Ribbon Cutting

Host a free ribbon cutting if your business is new to Arvada or celebrating a new location, remodel, anniversary or new ownership.

### Event Sponsorship

Promote your business with an event sponsorship at one of the Arvada Chamber's many in-person and virtual events. For the latest opportunities, please reach out to Samantha Geerdes at [samantha@arvadachamber.org](mailto:samantha@arvadachamber.org).

## Pro Membership and Above

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### Sponsored Social Media Posts

Our sponsored posts appear on the Arvada Chamber Facebook page, which counts over 3,000 followers. We recommend promoting a new offer, event, product, or opportunity and we can help with copy or graphics.

### Website Banner Ad

Banner ads appear on a high-traffic landing page of the Arvada Chamber website, which averages 2,000 monthly users. Banner sizes are 900 x 225 pixels and we can help with design as needed.

# ARVADA CHAMBER MARKETING KAPS COUNCIL

**Holli Arnett**, Your Neighbor Magazine

**Denny Basham**, Subsilio Consulting

**John Carlson**, John Carlson Design

**Sara Fulmer**, Mondo Solutions

**Deana Hill**, Odyssey Beerwerks

**Lindsey Honaman**, Piper Electric Co.

**John Thomas**, Alphagraphics

**Marcus Turner**, The Arvada Center for the Arts & Humanities

**Katie Winner**, For The Win Communications

**Chris Woodley**, Mountain Media Production Co.

**THANK YOU FOR YOUR CONTRIBUTIONS TO THIS WORK!**

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