



Strategic Marketing Plan

Mission Statement

[Draft] *This is Princeton, MN* is a collaboration between the City of Princeton, the Princeton Chamber of Commerce, and the Princeton School District with the focus of sharing the resources and opportunities that make Princeton, Minnesota a great place to live.

Main Goal

Increase the amount of people living and working in Princeton, Minnesota.

Target Market

People ages 18+ around (not in) the Princeton area

- People looking for jobs
- People looking for public school districts
- People looking for housing

Current Resources

- *This is Princeton, MN* Facebook
- *This is Princeton, MN* Instagram
- City of Princeton Website
- Facebook and Google Ads
- Speedway Advertising
- Billboards

SWOT Analysis

Strengths

- Involvement with community events to increase awareness
- In process of collecting information on responsive demographic/audience on social media
- Collaboration with other groups
 - Age-Friendly
 - Local businesses

Weaknesses

- Missing information on website
- No way of measuring impact of billboards or banners
- Little social media presence

Opportunities

- Promote on City of Princeton Facebook (3.2k followers)

- Rum River Festival Parade
 - Signs, banner, and handouts to increase awareness of campaign

- TikTok Ads

Threats

- Competition with other towns in area

Marketing Objectives

- Compile useful and accessible information on the webpage
- Name recognition
- Reach people who are good candidates for living and working in Princeton

Action Plan/Ideas

- Fill in website
 - Need general information for homepage ASAP
- Define measurable factors of growth
 - How will we know if what we're doing is working in the long term?
- Include a general logo with event materials
 - Consistency and name recognition
- Identify audience/demographic that is responsive to advertising
 - In progress
- Flyers/brochures available in small businesses around Princeton
- Decide monthly theme/focus for social media
 - Ex: Month focused on "Shop Here", feature local businesses on social media and collaborate for promotions
 - Ex: Month focused on "Be Safe Here" (during Nite to Unite?) and share info about Fire Department and Police Department and promote their social media
 - Consider events already happening, if there is nothing then consider more general ideas
- Word of mouth
 - Work with different groups in Princeton to spread awareness (could be as simple as social media collaborations, events, or flyers)
 - Lions Club
 - Leo Club & NHS
 - Legion
 - VFW
 - Churches