OCEAN BEACH
MAINSTREET
ASSOCIATION
Annual
Marketing
Breakfast
Our Vision for 2020

1

Welcome!
OCEAN BEACH
MAINSTREET
ASSOCIATION

2

Today's Agenda!
New Opportunities for Success
2020
VISION
Marketing Vision 2020

3

Introductions

OCEAN BEACH MAINSTREET ASSOCIATION

4

4

Thank You to Our Event Sponsors!

NEWPORT AVENUE OPTOMETRY

Dirty Birds

BMS BROWN MARKETING STRATEGIES, INC.

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5

5

40th Annual OB Street Fair & Chili Cook-Off

2019 Highlights!

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6

6

New 2020 Banners!

7

New Holiday Banners!

8

Welcome New Businesses to OB

Service **Kings**
Tile & Carpet Cleaning

La Dona
OB CANTINA
Coming Soon!

Caricature Party

South Bay Mike's
Tattoo Studio

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9

ATM
$1.95
LITTLE CHEF
CHINESE FOOD
Our Vision For 2020
Refreshing our engagement with customers and the community while focusing in on successful strategies
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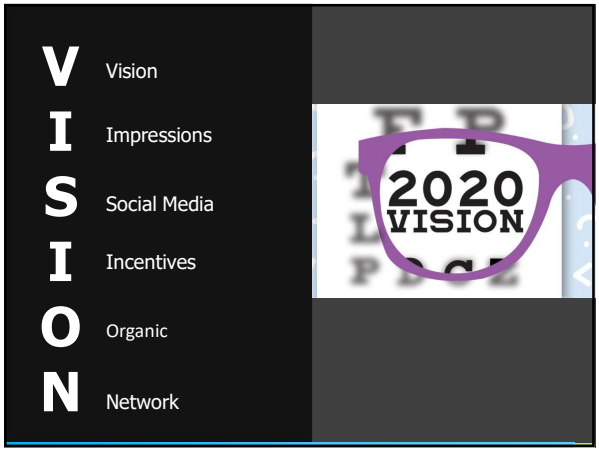
10

10


V Vision
I Impressions
S Social Media
I Incentives
O Organic
N Network
2020 VISION

11

Cementing your Vision!
2020
GOAL
PLAN
ACTION
Goals: The What & When?
Strategy: The Who?
Tactics: The How & Where?
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12

Impressions

What does your current reach look like?

Tactics:
-Local Ads
-Public Relations
-Paid Social Media
-Ecommerce

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13

Social Media

4 Easy Ways to Build up Your Social Media Presence!

1. Create Catchy Content
   a. Canva
2. Right on Schedule
3. Avoid Comment Graveyards
4. Sharing is Caring

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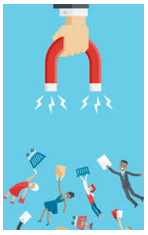
14

Incentives

Retaining and Gaining Customers

-OB Shop & Dine Card
-Punch Cards
-Special Population Discounts
-Social Media Contests
-Customer Appreciation Posts
-Give Back to the Community



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15

Organic

Word of Mouth

Community Facebook Pages

Referrals

Google Search

16

Network

- Sundowners
- Network
- LinkedIn
- Local Organizations

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17

Canva Tutorial!

- Go to Canva.com
- Create a FREE account
- Easily make a huge variety of content and materials!
  - Letterhead
  - Posters
  - T-Shirt Design
  - Menus
  - Social Media Graphics
  - Gift Certificates
  - Invitations
  - Shopping Tags
  - Postcards
  - Business Cards

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18

19

Exclusive Member Opportunities

FREE DIRECTORY LISTINGS:
Both online and printed in 3 categories

FREE SPECIAL ANNOUNCEMENTS:
In printed newsletter, on website, and through our social media channels

FREE SUNDOWNERS:
Attend and/or host fun mixers to meet other local business owners

FREE LOCAL MARKETING:
Provide your business card or literature to be displayed in the OBMA office

FREE SOCIAL MEDIA UPDATES:
Send in your events and promotions to be included in our social media updates

NEWSLETTER INSERTS: (small fee)
Provide 375 copies of your 2-sided flyer to be included in our community newsletter

WEBSITE ADVERTISING: ($450-$600 for six months) - a large or medium banner ad on our website, with 40K views per month

CO-OP ADVERTISING: (fees vary)

SPECIAL EVENTS MARKETING: (fees vary)

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20

OB Directory

20,000 copies distributed

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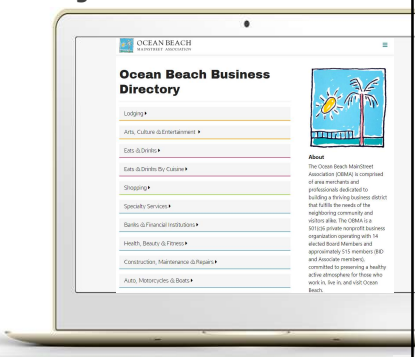
21

Online Directory



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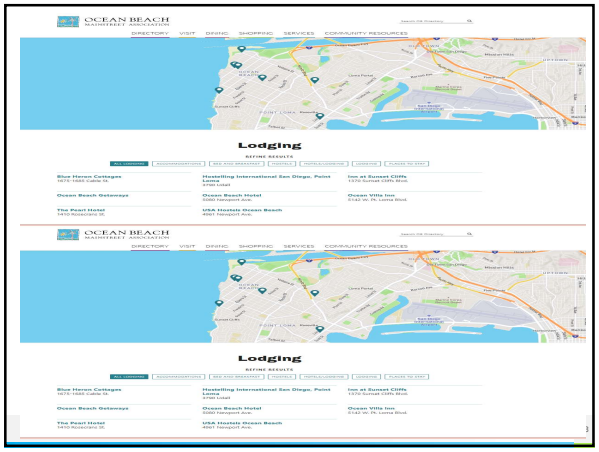
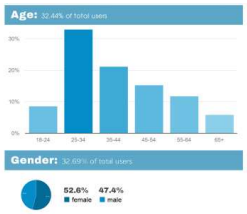
22



23

OBMA Website Statistics

The Ocean Beach San Diego website boasts over half a million pageviews each year. In 2019 77% of those views came directly from search.60% of people who view the website use their smartphone.



Top 5 States

	Sessions
California	234,179
New York	15,592
Illinois	13,142
Texas	13,547
Arizona	12,373
TOTAL	**269,913**

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24

OBMA Website Statistics

Interests: Affinity Category (reach) 37% of total users	
Entertainment	5.30%
Lifestyles & Hobbies	4.86%
Shoppers/Value Shoppers	3.12%
Travel/Travel Buffs	2.65%
Sports & Fitness/Health	2.65%
Food & Dinning/Cooking	2.27%

Interests: In-Market Segment 34% of total users	
Travel/Hotels/Air Travel	7.32%
Real Estate/Residential (for sale)	3.17%
Employment	2.03%
Home & Garden/Home Decor	1.89%
Event Tickets/Concert & Music	1.50%

Online Statistics	
Pageviews	565,647
Unique Pageviews	497,478
% of New Site Visitors	82%
% of Returning Visitors	18%

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25

Website Ads

- www.OceanBeachSanDiego.com

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26

OBMA Event Attractions

- Farmers Market
  - Winter – 2,500 – 3,000 visitors per week
  - Summer – 3,500 – 5,000 visitors per week
- Ocean Beach Street Fair & Chili Cook-Off
  - 70,000 visitors annually
- Ocean Beach Oktoberfest
  - 20,000 visitors annually
- Shop Small Saturday
  - 5,000 visitors

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27

OB Farmers Market

2,500-5,000 Customers Every Wednesday

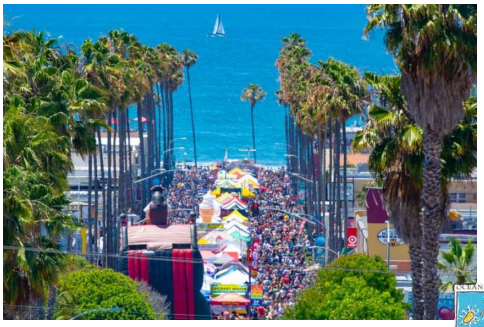
Discounted booth for members +
priority sponsorship to local businesses

28

28

Special Events

Opportunities Throughout the Year



29

29

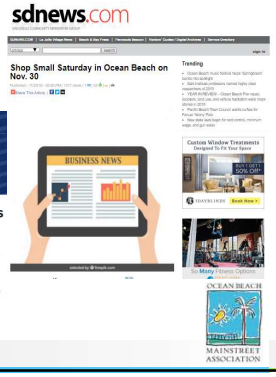
Shop Small – Small Business Saturday

30

30

Shop Small – Small Business Saturday

- PR
- 2020 Opportunities



31

Special Announcements

OB **Calendar**

www.OceanBeachSanDiego.com

32

Special Announcements

Social Media Channels

33

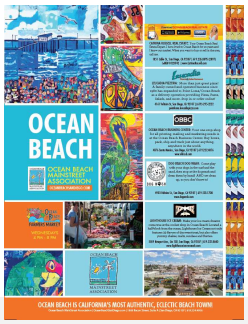
Local Info Center

Add your cards, coupons, or flyers!

34

Cooperative Advertising

Big Publications – Affordable Ads



PassPort to San Diego™

Local Living & Savings for Residents, Visitors & Newcomers

Point Loma-OB Monthly

35

OBMA Farmer's Market

Peninsula Beacon co-op ad

36

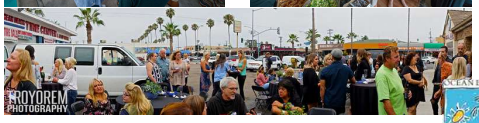
OBMA Newsletter

Printed once a month
+ online

37

Sundowners: Your Networking Opportunity in OB

Attend and/or HOST!



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38

Upcoming Sundowners

- February 27, 2020-Belching Beaver
- March 26, 2020- OB Business Center
- April 23, 2020- Ravive
- May 28,2020- CC Summerfield

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39

What do you need from us to be more successful?

40

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Please take a minute to complete the COMMUNICATION SURVEY.

We understand our members like to receive information in different ways.

41

Annual Awards

Annual Awards Winners

Clean and Safe Committee: Captain Rudy Rai of SDPD for his implementation of a walking patrol and his team's responsiveness to community concerns.

Design Committee: The Holding Company for their unique and creative interior and exterior thematic design.

Economic Vitality Committee: OB Hardware for breathing new life and new products and services into a 100-year-old business.

Promotion Committee: Jonny Caito for his efforts in promoting restaurants in Ocean Beach thru OB Eats, his help with OBMA Social Media workshops, promoting OB Street Fair & Chili Cook-Off, as well as Oktoberfest Brew Fest

Customer Service Business of the Year: These awards go to the businesses that exemplify the spirit of Ocean Beach and reflect a positive awareness and activity in the community through their exceptional customer service.

1st Place = Dirty Birds Ocean Beach

2nd Place = Ocean Beach Business Center

3rd Place = Alicia Shapiro- Aliro Marketing

OBMA also presented the "Like A Boss" Award in memory of the original Bossman, Mike Hardin of Hodad's to the brothers of The James Gang.

42

Annual Awards

NAME OR LOGO 43

43

Prize Drawing!!!

Skrewball Whiskey with original OB logo

Culture Brewing Shirt & Culture Brewing Pint Glass

Ad on OBMA website for 3 months

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44

Special Thanks to the Following for a Delicious Breakfast!

OB BEANS COFFEE ROASTERS

Since 1982

NICO'S Mexican Food

OB smoothie BAR + SUB EXPRESS 100% NATURAL FRESH JUICE

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45

Photo Credits

Thank you to the photographers who beautifully capture OB

Josh Utley
Troy Orem
Chris Mannerino
Joe Ewing

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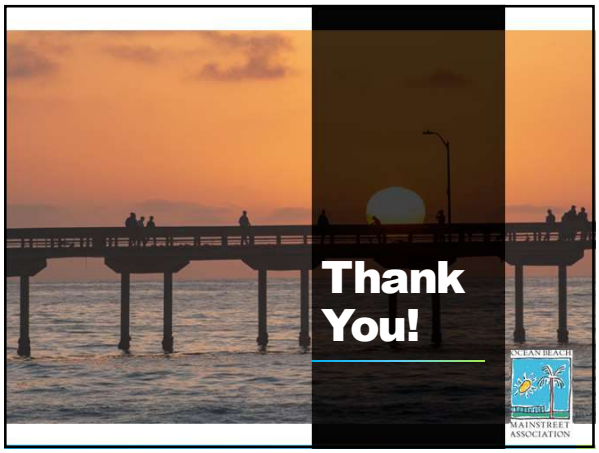
46



47