



Marketing Plan

Aztec Center for Business and Entrepreneurship

November 2016



City of Aztec
Community & Economic Development
201 W. Chaco St.
Aztec, NM 87410
505-334-7604

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Overview

The Hub is a business center located in the heart of downtown Aztec. It supports retail, location neutral, and other types of businesses located both on and off-site by providing resources, training, and coaching on best practices. The Hub is the result of a partnership between the City of Aztec, Aztec Chamber of Commerce, San Juan College Enterprise Center, and Four Corners Economic Development.

Products

What are we marketing?

The primary product lines of The Hub are memberships in the following areas:

- Coworking
- The Mercado
- Private office space
- Private retail Space

In addition, The Hub hosts various training and events that are open to the members and the community. These trainings and events create interest in the Hub and will also need a certain level of marketing to achieve success.

Secondarily, The Hub includes as a member benefit, group marketing for the members. This is especially important for The Mercado and retail space members. Assisting these members to be successful will improve the brand image of The Hub and lead to more business successes.

Target Members and the Market

Coworkers are individuals working from home offices located in Aztec and the area or people from out of area who need a temporary place to work. The competition for these clients are: coffee shops, home offices, and motel conference rooms. So why do people use coworking spaces?

Some of the more obvious reasons are to reduce the number of interruptions inherent in home or coffee shop, to reduce the isolation of working from home, and the need for conference and other space. In addition, coworkers cite the sense of community and flexibility with coworking environments. Therefore the value proposition for this target needs to be about community.

Private space members will be either business to business or service businesses. Like the coworkers one of the values for these members is community. Obviously, an additional value is the space itself. The direct competition is other rental space. Since

The Hub offers more than just rental space by offering education, events, and community there is a value-added aspect to The Hub.

Retail members will use private retail space within the building, display space in the lobby, or The Mercado. All of these areas will target individuals needing only a small or temporary space for their business in order to try out retail models for businesses such as specialty clothing, arts/crafts, specialty food, books, or others. This business will be more “niche” in order not to try to compete with big box stores. Again, the direct competition is other rental space and the value-add is the education, events, group marketing, and sense of community.

For both private space members and retail members rather than competing with rental space in the downtown area, the plan will be to grow these businesses from startup to a place where they can move into larger spaces. These means that other landlords may find it to their advantage to work with companies moving out of The Hub or suggest that companies first try out their business at The Hub.

Branding Message

There are certain concepts that have been mentioned several times during market research:

- Community
- Training, education, learning
- Retail
- Coworking
- Business hub

The name “The Hub” uses some of these concepts. Some of the basic messages that should be heard in creating the brand for The Hub should include these concepts:

- *The Hub is the place for the Aztec business community to learn together.*
- *Trainings at The Hub help me improve my business.*
- *I feel at home at The Hub. The Hub is where my business lives.*
- *I know that if I need to learn anything about business in Aztec I can learn it at the Hub.*
- *The Hub knows retail. I don't have to go it alone in developing my business.*

These concepts will be discussed fully by the steering committee to establish a cohesive brand message such as:

The Hub is where the Aztec business community works and learns together to create stronger businesses. Whether you are part of the Aztec business community for a day, a week, or forever the Hub is where business gets done! Join The Hub community to grow your business today!

Communication Strategies

Logo

A logo will be developed for The Hub. The look could reflect the historic nature of downtown Aztec but should also have a business edge to it. A second logo for The Mercado may also be developed, but should match the logo for The Hub. This work should be done by a professional graphic artist, preferably one with ties to the Aztec community.

Collateral Materials

After the logo is developed, collateral materials including brochures, templates for training flyers, and signage will be developed by The Hub steering committee. Brochures will be available at City offices, local businesses, District Court, and other appropriate sites.

Internet

Web Page with content:

- What is The Hub?
- Member benefits?
- How do I become a member?
- Upcoming Events
- Business success stories

Facebook Page (general audience)

- Events and trainings
- Postings promoting member businesses

Other Social Media

- Twitter (live feed)
- Tumblr (younger demographic)
- Pinterest (art and craft type businesses)

The Hub will have an even stronger social media presence by engaging with other well established social media campaigns including the Aztec Chamber of Commerce, the Enterprise Center, 4CED, and other resource partners.

Print, TV, and Radio

Press releases regarding all events and trainings will be sent out to the following media:

- Aztec Talon
- Farmington Daily Times
- Durango Herald
- KOB TV
- All radio stations

Advertising

Due to limited budget paid advertising will be limited and strategic. However, targeting specific trade or industry publications such as the New Mexico Bar Association Bulletin may be appropriate.

Launch Event

As soon as a tentative opening date is set, a grand opening launch event will be planned by the steering committee. All media listed above will be used to market this event. Details for this event will be planned by the steering committee.

Mercado Specific Marketing

The Mercado will be included in all of the above marketing. In addition, special efforts will be made for targeted marketing for visitors such as flyers at Aztec Ruins National Monument, articles and advertisements in tourism publications.