

MARKETING TOOLKIT

COLISEUMCENTRAL
GET CENTERED



MARKETING TOOLKIT

At Coliseum Central, we strive to improve the business district for the 650+ businesses and organizations that operate here. In addition to all the community programs we oversee, we want to provide resources to help your business grow. This Marketing Toolkit is a primer, packed with how-tos and best-practices that will help your brand make the most of your marketing efforts. Whether you need help with media relations, social media, photography, or graphic design, this Toolkit will give you a solid foundation to build awareness for your business.

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SOCIAL MEDIA GUIDE & PROMPTS

Your brand doesn't need to spend a lot of time on social media in order to make a big impact. Posting regularly and engaging on just one or two platforms can get your message to more people and grow your following over time.

CHOOSE YOUR PLATFORMS(S):

The two best platforms for small brands who want to reach new customers are currently **Facebook** and **Instagram**.

- **Facebook** | Audiences skew older (Boomers, Gen X, Millennials), but there is overlap. Great for posting events happening at your business.
- **Instagram** | Audiences skew slightly younger (Millennials and Gen Z). Great for retail, sharing behind-the-scenes and how-to content.
- **Twitter** is great for customer service responses and Public Relations/Brand News.
- **Tik Tok** is popular, but it's not really a platform where people are shopping, making spending decisions, or are receptive to advertising/marketing messages, but it's a fun way to share the personality of your brand.

FREQUENCY:

- **Facebook** | 2–3x/week. Don't post more than once per day, or your posts will get buried in the News Feed.
- **Instagram** | Daily (if you're able), but we don't recommend doing it less than 2–3x/week. If you already have an established account, you can also focus on Instagram Stories and Reels, which are currently favored by the algorithm.
- Post when your followers are online (available in your Facebook and Instagram Insights).

SOCIAL MEDIA GUIDE & PROMPTS

CONTENT

We have created some content categories that might apply to your business. Use a combination of these categories each month, and pay attention to which ones perform better. Experiment with adding new types of posts, and have fun!



CATEGORIES

Behind-the-Scenes:

Whether you're a retailer or a professional service, your followers are interested in the people behind the brand. Have an employee do an Instagram Stories Takeover each month, documenting a day in their shoes. Or show some photos of your newest inventory as it's being loaded off the truck. Profile employees and ask them to share their favorite _____ with your customers.

EXAMPLES:

"What's for dessert? Meet our manager, Kara, with her favorite addition to the fall menu. Try our made-from-scratch pumpkin pie next time you visit!"

"Even Dr. Dairman enjoys pampering once in a while! Treat yourself to a pedicure in our med-spa after a long day of Christmas shopping!"

Company News

Updating hours? New Team Members? Opening a new location? Giving back to the community? These news updates are a good way to keep your customers abreast of what's new with your brand.

EXAMPLES:

"Our sales associates just completed the St. Jude 5K for pediatric cancer research, and raised more than \$2,000! Thanks to everyone who supported our mission and helped us meet our goal!"

"Our real estate team is growing! We are opening a new office in Phoebus, in addition to our Coliseum Central location. We'll be hiring soon—stay tuned for more opportunities!"

SOCIAL MEDIA GUIDE & PROMPTS

Promotions

Are you having a sale? Announcing a new deal? Make sure you put it on social media to let your followers know!

EXAMPLES:

"Just in time for Christmas, all Paul Mitchell salon products are Buy One, Get One Free! Stock up for the holidays—luxury haircare makes a great gift!"

"Now through the end of the month, when you visit Cell Phone Repair for a replacement screen on your device, we'll give you a new case for free! Gotta protect your investment. While supplies last!"

Product Beauty Shots

Whether your business sells a product or a service, you can use nice imagery to illustrate what you have to offer. Photos and videos on social media always carry more weight than text alone!

EXAMPLE:

"Our dental practice offers whitening services—brighten your smile and look your best with our easy whitening system!"

Photography tips:

- For product photos, simple staging will let your products shine. You can creatively arrange objects on a solid-color, flat surface. Try to find natural light by setting up near a window. If you need to use a lamp or ring light, experiment with positioning to reduce glare.
- A professional photographer will have experience using a light box, diffused light, and depth of focus to emphasize details on your products and ensure that they accurately and attractively represent what you're selling.
- If you use models, consider shooting outside in natural light. Again, a professional photographer will have experience styling people, coaching them for photographs, and finding the best light.
- Take both horizontal and vertical images.
- Horizontal great for websites and IG, but vertical is great for IG Stories and FB.

SOCIAL MEDIA GUIDE & PROMPTS

Tips/FAQ

If you're a retailer, post about trends that feature your product. Styling tips and creative uses for your products, and how-to demonstrations are helpful and engaging.

EXAMPLE:

"We just received our new scarf collection for Spring, and we're in love with the possibilities. Check out this video with all the different ways you can wear them!"

If your organization provides a service, use frequently asked questions to inform your Tips and How-Tos. What do your clients frequently ask? Have someone on staff create a video response with helpful advice. If you have a lot to say, break it up into a video series! You have a lot of knowledge that can be adapted into useful social media content.

EXAMPLE:

"Thinking about buying a house? Here's a list of all the paperwork you'll need when applying for a loan."

CREATING ENGAGEMENT

Social Conversation Starters

1. Countdown to___ (number of days until an announcement/sale/grand opening/big event)
2. Checklist for___ (travel, holiday, shopping, etc.)
3. Ask Me a Question
4. This or That
5. Before and after
6. Post the process (step by step)
7. Common problem (and your solution)
8. Favorite recipe
9. Trade secret
10. Employee accomplishment or anniversary
11. Customer review or testimonial (provide Canva template)
12. Flashback / Memory
13. Encouragement
14. Famous Quote
15. Did you know...
16. How we're celebrating ____
17. Employee Spotlight

SOCIAL MEDIA GUIDE & PROMPTS

Questions to ask or answer in a post

1. All I want for Christmas is _____
2. My favorite movie is _____
3. My favorite way to relax is _____
4. One food I could eat every day is _____
5. Is your dream house in the city or the country?
6. Would you rather work in an office or work from home?
7. What are you most thankful for today?
8. Whom do you admire most in your life?
9. What made you smile today?
10. What are you celebrating today?
11. What are you watching on TV this week?
12. What's your favorite emoji?
13. What questions do you have about _____ *(insert your business's product or service)*

HASHTAG BANK

Instagram allows you to use up to 30 hashtags, which helps new audiences find you! It also helps Instagram recommend you to new users. You should use as many hashtags as you can! Here's a list to get you started, but research hashtags specific to your industry.

(Make sure to include your hashtags in the caption, not the comments!)

General Hampton Hashtags

#hamptonva
#coliseumcentral
#inthecenterofitall
#getcentered
#hamptoncoliseum
#peninsulatowncenter

Event-Specific Hashtags

#HamptonEats
#HamptonRestaurantWeek
#restaurantweek
#crawlin crab
#crawlin crabhalfmarathon
#neighborhoodnightout
#holidayparade
#hamptonholidayparade

SOCIAL MEDIA TEMPLATES

These social media templates are created in Canva.com. You can contact Coliseum Central for copies of these templates (marketing@coliseumcentral.com).

NOW HIRING



GENERIC FRAME



SOCIAL MEDIA TEMPLATES

SALE



COUNTDOWN



COMING SOON

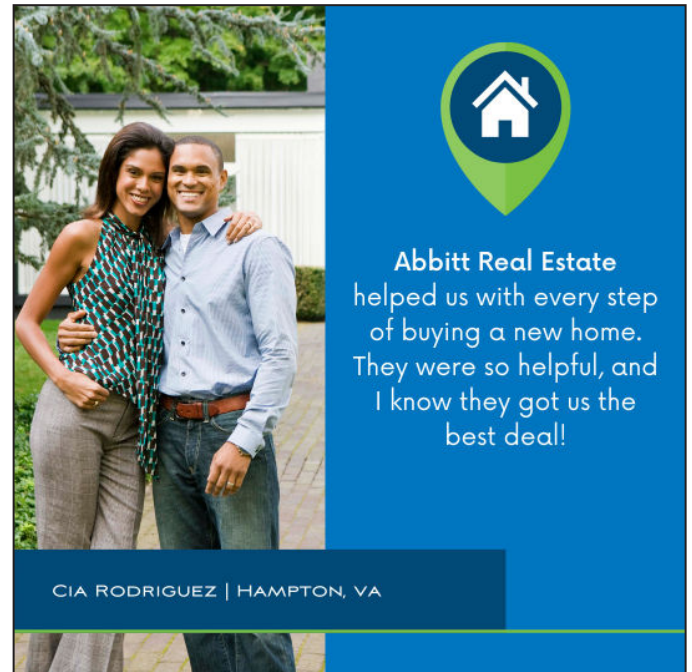


COUNTDOWN

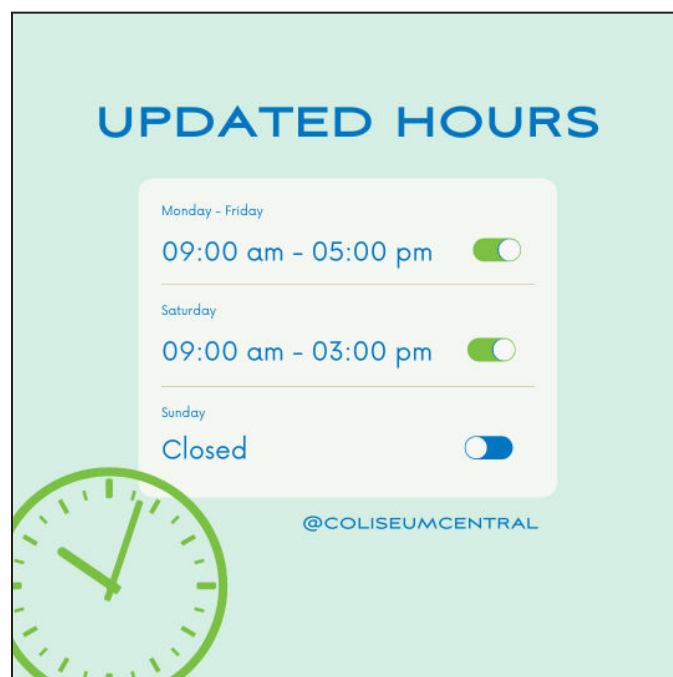


SOCIAL MEDIA TEMPLATES

TESTIMONIALS



HOURS



FLYER TEMPLATES

Flyers are useful signage in your window, at the counter or POS, in restrooms, and throughout your business to inform customers/clients of important deals and announcements. These templates were created in Canva so that you can customize to your brand!

You can contact Coliseum Central for copies of these templates (marketing@coliseumcentral.com).

GENERIC ANNOUNCEMENT



A flyer template for a bar or restaurant. The top half features a blue banner with the text "NOW HIRING" in white, followed by a large photo of a smiling blonde woman holding two glasses of beer. The bottom left has a blue arrow pointing right containing the text "Full and part-time" and a bulleted list of job roles. The bottom right features the "Park Lane TAVERN" logo.

NOW HIRING

Full and part-time
Positions Available

- Servers
- Dishwashers
- Line cooks

Park Lane
TAVERN

NOW HIRING



A flyer template for a bar or restaurant. The top left has a blue banner with the text "NOW HIRING" in white, followed by a large photo of a smiling blonde woman holding two glasses of beer. The bottom left has a blue banner with the text "COLISEUM CENTRAL GET CENTERED" and a logo. The bottom right features the "Park Lane" logo and address.

NOW HIRING

Full & Part-Time
Positions Available

- Servers
- Dishwashers
- Line cooks

COLISEUM CENTRAL
GET CENTERED

Park Lane
4200 KILGORE AVE
HAMPTON, VA

SALE



A flyer template for a wedding dress sale. The top half features a photo of a woman in a white wedding dress holding a bouquet. The top left has a white banner with the text "McEllis Brides" in purple script. The top center has a green starburst with the text "SALE". The bottom half has a purple banner with the text "End-of-Season Sale" and "DISCOUNTS ON SAMPLES & 2020-2021 STOCK". The bottom left has the text "Now through December 30, 2021" and contact information. The bottom right features the "COLISEUM CENTRAL GET CENTERED" logo.

McEllis Brides

SALE

End-of-Season Sale
DISCOUNTS ON SAMPLES & 2020-2021 STOCK

Now through December 30, 2021
Call (757) 204-5542 to schedule an appointment.
Learn more about our bespoke wedding gowns
at www.mcellisbrides.com

COLISEUM CENTRAL
GET CENTERED

PRESS RELEASE TEMPLATE

1 FOR IMMEDIATE RELEASE
8/31/2021
Contact: Eboni Council,
Deputy Executive Director
ecouncil@coliseumcentral.com
(757) 826-6351



3 Coliseum Central Welcomes Two New Businesses to Local Business District

4 HAMPTON, Virginia - Coliseum Central Business Improvement District has added three new businesses this quarter to their roster of approximately 650 businesses and property owners in the growing district adjacent to Hampton Coliseum. YamaChen Sushi Roll House and Navy Federal Credit Union have all opened locations within Coliseum Central over the summer.

5 YamaChen is a small, locally-owned business opening its second location in Hampton (the first is located downtown). "We chose Coliseum Central because of the variety of people who shop, work and live nearby," said owner Andy Chen. "With so many other businesses in the area, we have a lot of lunch customers!"

Navy Federal Credit Union has 47 locations in Hampton Roads, and chose Coliseum Central because it's so conveniently located. "We only have one other location in Hampton," said VP of Communications Mike Smith. "A new branch in Coliseum Central makes it easy for our members to bank with us, and we see a lot of growth potential in this part of Hampton."

Coliseum Central has added 6 new businesses in 2021. "We continue to see growth," said Deputy Executive Director Eboni Council. "Business owners see the value of being located with us. With so much support from the City of Hampton and the community, we look forward to even more growth in 2022!"

6 About Coliseum Central

The Coliseum Central Business Improvement District (BID) is a special service-taxing district authorized under Virginia Commonwealth Law. It was formed by action of the Hampton City Council in 1996 and has been subsequently renewed three times, with its next renewal in 2021. It encompasses over 1,900 commercial acres and represents over 650 Hampton, Virginia property owners and businesses. Coliseum Central is located at the intersection of I-64 and I-664 and is situated halfway between Williamsburg and Virginia Beach. To learn more, visit www.coliseumcentral.com

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PRESS RELEASE TEMPLATE

A press release is the best way to communicate business updates and company news to the media. Journalists who receive your release can write a story for print, TV, or online news. Here is a diagram that shows you how to organize the information in your press release.



1	FOR IMMEDIATE RELEASE 8/31/2021 Contact: Eboni Council, Deputy Executive Director ecouncil@coliseumcentral.com (757) 826-6351	2	COLISEUMCENTRAL GET CENTERED 
3	Coliseum Central Welcomes Two New Businesses to Local Business District		
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1. **Press Release contact information.** Always begin with "FOR IMMEDIATE RELEASE" to indicate that the information is ready for publication by journalists on the date listed. Include pertinent contact information at the top of the page (name/title/phone/email)

2. **Logo**

3. **Headline** (make this bold and in a slightly larger font)

4. **Byline:** Included the city and state in which the news takes place. The opening paragraph should explain the headline by briefly answering WHO, WHAT, WHEN and WHERE for your story.

PRESS RELEASE TEMPLATE

5

YamaChen is a small, locally-owned business opening its second location in Hampton (the first is located downtown). "We chose Coliseum Central because of the variety of people who shop, work and live nearby," said owner Andy Chen. "With so many other businesses in the area, we have a lot of lunch customers!"

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5. More "WHAT" and "WHY." Elaborate with more detail on what's happening. Add quotes from relevant people in the story. Explain WHY it's important and newsworthy.

6. Boilerplate. This is the same paragraph you include at the bottom of every press release, that has "About Us" information.

7. End. The three hashtags at the end indicate the end of the release.

ADDITIONAL TIPS:

- Double-space or 1.5 line spacing for legibility
- You can paste your release into the body of an email or send it as an attachment
- Personalize each pitch. "Dear XXXXX, I'm sending you this news release because I thought you'd be interested in these additional businesses in our Hampton community."

HOW TO PITCH A PRESS RELEASE

WHEN YOU CONTACT A REPORTER ABOUT A STORY,
IT'S CALLED A "PITCH."

- **Here are some best-practices for pitching:**

Subject Line: PRESS RELEASE: [insert brief headline]

Example:

PRESS RELEASE: Local Optometrist Opens Second Practice in Hampton to Serve Senior Community

- Personalize your pitch with a 1-2 sentence introduction:

Dear XXXXXX, I'm reaching out today because I think this story about a local business would be of interest to your viewers/readers in Hampton. Dr. James has opened up his optometry business adjacent to a senior living community to fill a need in their neighborhood.

- Paste your press release at the bottom of the email (don't attach it). This makes it easier for reporters to read and share your release with their editors/news staff.
- You can attach one or two high-quality images, or you can write "Images available upon request" at the bottom of your release, before the ###
- If you're emailing multiple people at the same news organization, you can put the editor in the "To" line and CC the other reporters.

USING THE MEDIA LIST

The provided media list is specific to businesses in Coliseum Central in Hampton. Your business may be part of a specialized category that would benefit from additional contacts like travel/tourism, education, sports, real estate, etc. Seek out journalists who report on those specific industries. The links for local media newsrooms are in the spreadsheet, but keep in mind that there is turnover so building relationships is important so you can be notified if someone leaves.

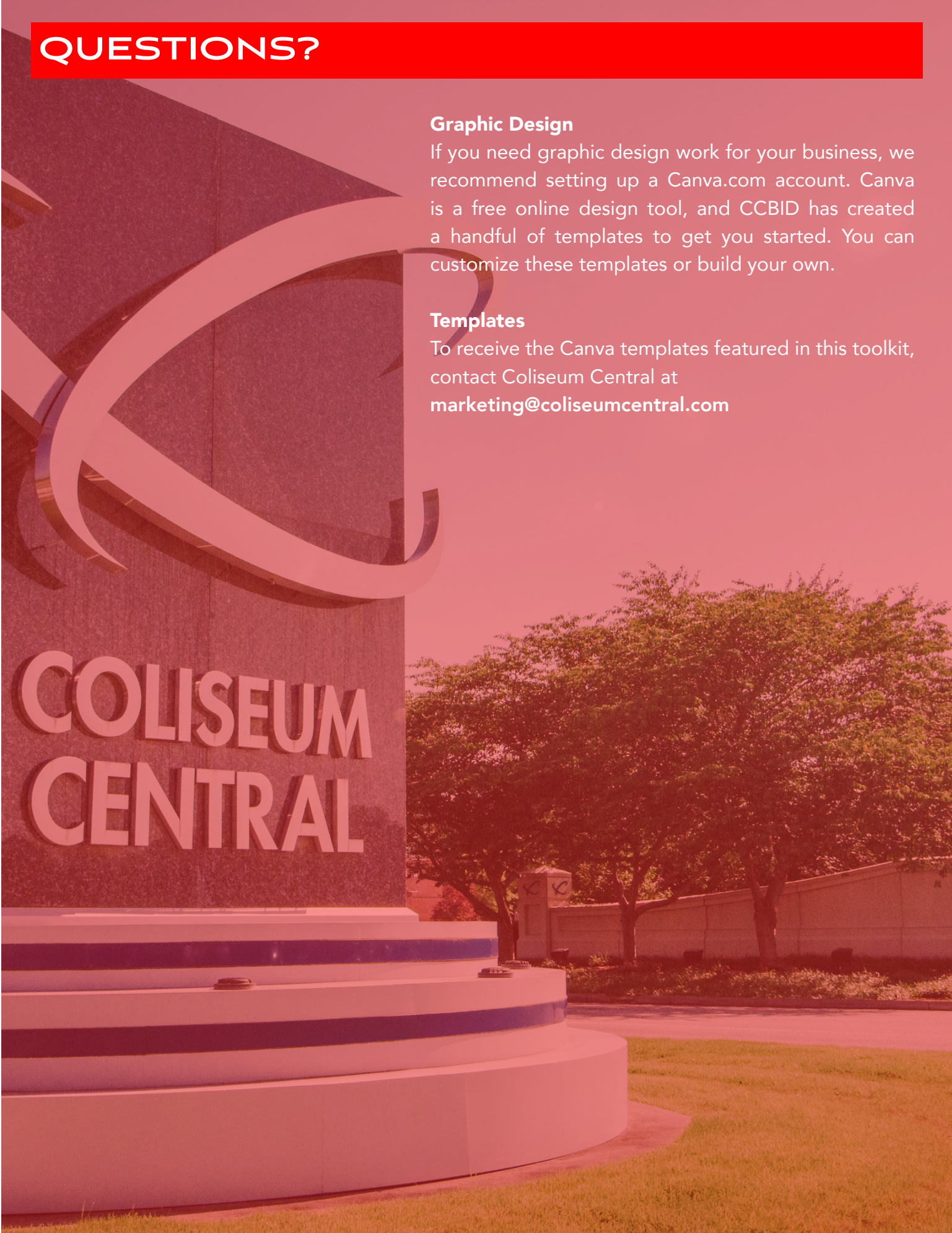
QUESTIONS?

Graphic Design

If you need graphic design work for your business, we recommend setting up a Canva.com account. Canva is a free online design tool, and CCBID has created a handful of templates to get you started. You can customize these templates or build your own.

Templates

To receive the Canva templates featured in this toolkit, contact Coliseum Central at marketing@coliseumcentral.com

The background of the page is a photograph of the Coliseum Central building. On the left, a large, stylized 'C' logo is mounted on a dark, textured wall. Below the logo, the words 'COLISEUM CENTRAL' are displayed in large, white, three-dimensional block letters. The building is situated behind a series of curved, light-colored concrete steps or a low wall. In the foreground, there is a grassy area. To the right of the building, there are several large, leafy trees and a white fence or wall in the background.

COLISEUM
CENTRAL