



OCEAN BEACH
MAINSTREET ASSOCIATION



Falling in Love With Your Content - How to Create a Love Affair With Your Customers

A guide to upleveling and maximizing your online presence in 2023

Objectives

1

Get Energized

When you get excited about content rather than viewing it as a **chore** - it will **show**.

2

Get Creative

When you take the time to craft unique and personable content to connect with your **community** -it will **grow**.

3

Get Organized

When you take on content creation with a plan and goal of **growth** - it will **flow**.



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Why Is Social Media Important?

Awareness

55% of consumers learn about new brands on social media

Interaction

68% of consumers agree that social media enables them to interact with brands and companies

Influence

Social media-based influencer recommendations help **49%** of consumers decide what to buy- **80%** of consumers have purchased something recommended from an influencer



Common Mistakes Made on Social Media

"Post and Go"

Posting content but not engaging with audience and not putting in effort to build a **community**.

Not Fine Tuning Your Brand Voice

Having multiple people posting without a plan, not understanding how you want to present yourself online.

Not Being Consistent

Only posting when you feel like it or randomly - the algorithm knows!



How to show your social media love - right now

- 01 **Set aside time devoted to content creation and social media management**
- 02 **Get clear on your brand vision and goals**
- 03 **Plan out your content and batch it out ahead of time**



Set aside time 🔍

Set a timer for 30 minutes on your phone for engagement across your social media channels

Do your hashtag/keyword research

Comment on 10-20 relevant community member pages

Share user generated content

#sandiegofood
#sandiegofoodie
#sandiegoblogger
#sandiegoinfluencer
#sandiegoeats
#yelpsandiego
#sandiegofoodscene
#youstayhungrySD
#oceanbeachCA
#sandiegoliving
#sandiegolife



Get clear on your brand



What is your brand tone?



What 2-3 colors are associated with your brand?



Who is your ideal customer?



What do you want people to feel after purchasing from you?



Plan out your content

Schedule a content creation day -
get people in your photos!

Set calendar reminders

Utilize technology to plan ahead:
Canva.com & Loomly.com

Build a monthly content calendar



Create your March content calendar-with love!

- 01 Be aware of "National" days, holidays, and community events
- 02 Post about special events *before* they happen
- 03 Start a weekly tradition! Customer appreciation/share a photo for a discount
- 04 Aim to have at least three posts a week



Marketing Opportunities

We're here to help you spread the love!



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Exclusive Member Opportunities

Special Announcements

In printed newsletter, on website, and through our social media channels

OB Online Business Directory

Reach thousands of people each year with a detailed business directory profile

Update your profile today!

Advertise At Farmers Market

Provide your literature to be displayed at the Farmers Market Information Booth



Exclusive Member Opportunities

Digital Newsletter Insert

Reach OBMA members in our monthly digital newsletter
One page full color ad

Fee is \$50

Co-Op Advertising

Reach thousands of visitors and community members through our co-op advertising pages

Fees vary

Website Advertising

Receive 40K views per month with a website ad
OceanBeachSanDiego.com

Fee is \$450-\$600 for six months



Sundowner Events

Monthly networking events provide an opportunity to socialize and connect with other local businesses.

Hosting or co-hosting a Sundowner is a fun way to create a positive impression of your business within the OBMA community.

Sundowners are held on the
*fourth Thursday of most months from 5:30 pm
to 7:30 pm.*



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OB Online Directory

Maximize this great marketing tool to grow your business!

Refresh your listing with new features and tools including the ability to include an image of your business or logo, along with a description and social media links.

A few fun facts about the OBMA Website & OB Online Business Directory:

- 2021 OceanBeachSanDiego.com had over 500K page views
- 82% were New Site Visitors
- 18% were Returning Visitors
- People living throughout California, Arizona, Texas, Washington and Nevada were the top visitor's to the directory

New OB Online Business Directory features include:

- 300 character description
- Social media handles and a photo of your business





Sponsorship Opportunities

43rd Annual Ocean Beach Street Fair & Chili Cook-Off

A huge thank you to our returning sponsors!

Catrina Russell • Gallagher, Bolander, Smedley, LLP • Newbreak Church

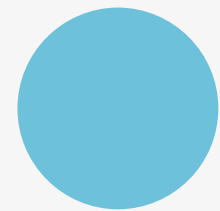
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Krisp Natural Food & Beverages • Submerge Church

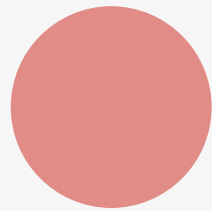


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Let's Be Social



Facebook: @OBMA92107



Instagram: @OceanBeachCA



Twitter: @OceanBeachCA



YouTube: @SanDiegoOceanBeach

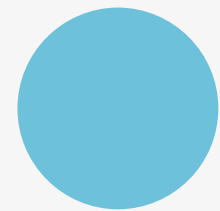


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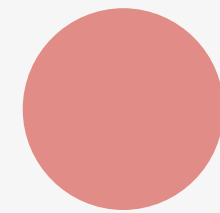
Website

OceanBeachSanDiego.com

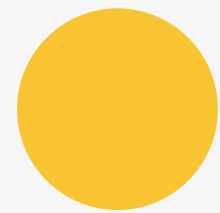
OBMA Team



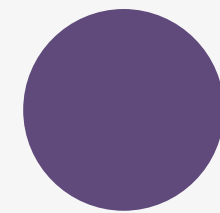
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Call us we love to chat (619) 224-4906

Thank you!



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