



THE Totally Georgious GUIDEBOOK



DUNEDIN | kaunihera
CITY COUNCIL | a-rohe o
Ōtepoti

GEORGE STREET - Farmers block



“

Looks great! Bringing life into the main street. Can't wait.

Looks fantastic. Much better environment for both customers and retail staff with good accessibility options.

I love this!! This is going to make the whole place so full of life! I'm looking forward to it.

”

SOCIAL MEDIA REACTS
TO THE RELEASE OF THE FINAL
GEORGE STREET RENDERS

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About this guidebook

The Totally Gorgeous Guidebook is a resource for businesses seeking additional ideas and assistance with marketing and promotion during the Retail Precinct Upgrade construction period, and into the future. This guidebook contains information and ideas to help you reach your customers.

Working to make a *Totally Gorgeous* Dunedin

Over the next few years the Dunedin City Council is undertaking construction work in the central city retail precinct so that our much-loved George Street can become 'Totally Gorgeous'.

Working with the wider community we want to create more people-friendly spaces that will reinforce the area's status as the city's pre-eminent shopping area. This revitalisation includes new paving, street furniture, lighting and public art, so that we can have a more vibrant central city.

We'll be doing this in a way that celebrates Dunedin's heritage, while also improving safety and accessibility in the area, and replacing our ageing water, wastewater and stormwater pipes – some of which date back to the late 1800s.

We understand that this work will cause disruption to businesses and traffic and we will be doing our best to support businesses throughout this period of change.

Our aim

- To improve the safety and accessibility of the central city's public spaces for all road users, including pedestrians, drivers and cyclists.
- To create compelling, attractive spaces where people want to spend time, helping to make central Dunedin a prosperous, vibrant, exciting, accessible and distinctive destination.

What are the main benefits of the upgrade?

- Creating a healthy city centre.
- Creating a vibrant and distinctive city.
- Boosting Dunedin's economy by protecting and enhancing its retail core.
- Enhancing the visibility of mana whenua.

Our vision

To achieve the above outcomes and make Dunedin a distinctive destination and one of the world's great small cities



What we're doing to support business

Pītau Whakatipu: This is our dedicated project office, located at 125 George Street. Pītau Whakatipu is a space for learning about the project, meeting to discuss issues, and a space for future workshops and meetings.

Welcome signage: At each end of the roadworks, we will design signage to welcome in foot traffic and it will feature the logos of all of the businesses on the affected block. A range of signage will be installed to inform the public that you are open for business, and whereabouts they can walk, drive and park. This signage will come in a range of formats and may be customised with your business's logo in certain situations.

Marketing campaign: During construction the DCC will run regular marketing campaigns across radio, print and digital media to encourage people to continue to visit the central city. These campaigns are updated monthly as areas of work change. We're talking to the media, and issuing media releases which update the public on the project's progress. These may include the logos of all business in the affected block, provided they wish to participate.

Totally Georgious e-newsletter: The project team have created a monthly newsletter to keep businesses in the loop with developments. Scan the QR code at right to sign up to the newsletter.



Digital enabling workshops: A series of workshops will be provided to help upskill local businesses in the digital space. The workshops will be free for central city businesses to attend and will include sessions on website development, social media management, and database marketing.

Business South Mentoring: Business South are offering business mentoring and capability building for local retailers.

Parking and transport: The DCC will use our official social media channels and website to make sure that the public are informed about where they can park and what public transport options are available during construction. We can provide you with digital maps to use in your own marketing material. We will also do our best to make temporary tweaks to nearby on-street parking arrangements to help offset the loss of on-street parking within construction areas.

Protective scrim: During the construction phase, custom designed scrim (mesh) will cover the fencing that will be erected around the roadworks. Scrim helps to stop construction materials from reaching footpaths and helps to keep the public safe from works, whilst still providing visibility so that you can see the work progressing.

Fees support: Waiving of outdoor dining fees - if you have outdoor dining areas, we recognise these may be impacted by construction. For those who pay DCC fees for these areas, we will extend your permit period by the same time we are upgrading your block for, essentially waiving your fees for that period. The construction team will also work with you to find alternative temporary areas while we replace infrastructure right outside your location, if this is required.

Staying in touch: We want to hear from you. Talk to us - we want to understand what is important to you and what we can do to minimise disruption to your business. Tell us ideas that you have to attract more customers during this period or what marketing we might be able to assist with.

Phone: (03) 477 4000 Email: totally-georgious@dunedin.govt.nz

Website: www.dunedin.govt.nz/totally-georgious

How you can participate or benefit

Your business can get involved by attending the workshops being run by the project team. These sessions are an opportunity for you to communicate any issues you're experiencing and provide input. They're also another way the team can share updates and information about work in your area, in addition to our other ongoing communications efforts.

Together with Business South, DCC is also holding Digital Enabling Workshops and offering free business mentoring to help upskill your business and adjust to changes during the construction period and beyond.

You can utilise any of the ideas and tools contained in this guide to improve the marketing of your business.

Marketing resources

Whether you operate a restaurant, cafe, hairdresser, or clothing store, there are a range of methods (channels) you can use to market your business.

You may already have a marketing plan in place, in which case this guide can support your existing plan. If you don't have a marketing plan this guide provides ideas about what types of activities you might want to consider and contact details for support.

Locally we have a range of businesses and media outlets who can assist you with your marketing efforts. On **page 26** you'll find a list of advertising, marketing and production companies who can assist with all aspects of the marketing mix.

Paid Media

In terms of paid advertising there are a number of different methods (channels) available. These channels can be used in isolation or as a combination depending on your customer, and what media they engage with. The costs associated with each method will vary depending how long you want to run your advertising and how frequently, these include (but are not limited to):

Print advertising	ODT, Community Newsletters, The Star, Critic
Radio advertising	MediaWorks, NZME, Otago Access Radio, Radio One
Bus backs	Go Bus, Ritchies
Outdoor poster	Phantom Billstickers, Planet Media
Digital advertising	Facebook, Google, ODT, Stuff, NZ Herald, TradeMe (many more options)
Social media	Facebook, LinkedIn, Instagram, TikTok, SnapChat, Youtube
Billboards (print/digital)	JC Decaux, Go Media, MediaWorks
Direct mail	REACH New Zealand (formerly ReachMedia)

Some media outlets can help you with the production, planning and budgeting of your marketing campaigns.

Contacts for each of the media outlets detailed above can be found at the back of this document.



Establishing or updating your marketing plan

It's a good idea to plan your marketing activity, so that you have a framework for your activity.

Depending on your business this might be a simple plan of activities you know work well, or it might be a multi-channelled plan that is managed by a team or agency. Either way, have a plan that helps you to manage your marketing and ensures it works. Some things you may want to include in your marketing plan;

Understanding your market - this may include research, in the form of surveys and interviews or it might just be having a chat to those that walk into your store.

Reaching your market - making sure that your message reaches your market, both in terms of what it says and where it's placed.

Selecting the right channels - ensuring that you place your messages where your market can find them. This might include print and broadcast media, social media, outdoor, sponsorships, direct mail or signage.

Establishing a budget - making sure your activity fits with the scale and turnover of your business.

Scheduling your activity - having a monthly, six monthly or annual plan for your marketing activity.

Monitoring your results and evolving your plan as your business changes and grows.

Marketing your business - your tools

In addition to paid advertising, there is a cost effective range of tools that you can utilise within your own business to maintain your brand or increase awareness and reach customers during the construction period.

We'll go into these in more detail in the coming pages but the following is a summary of tools you may already have access to:

Website

Make sure your website is up to date, for example; hours, location, general information.

If you have an online shop ensure that stock is up to date and that the ordering process is as easy as possible.

Consider updating your website with details of the construction, ensuring people know you are still open.

Ensure that you have claimed your Google business listing - this means that your store will show up on Google Maps and will assist with you Google ranking and SEO (Search Engine Optimisation). You can find out more about Google Business Profiles [here](#).



Social media

Understand which platform is right for your business, being realistic about how much time you have and thinking about what you are going to post are all important steps in setting up and managing your social media presence.

Visual merchandising and display

The art of visual merchandising and window display has been used for many years to capture the imagination of passersby. Having displays that encourage people into your store can be an important part of your marketing plan and branding. Try changing your display regularly and make it as fresh and attention-grabbing as possible!

Email databases and marketing

If you have a customer database (email database) consider using this to keep your customers up to date during the construction phase, so they know that you're still open, to advise them of promotions or sales, or that they can also purchase your products/services online.

Branded vehicles

Branded vehicles make businesses more visible and, if done well, memorable. They are a cost-effective way of reaching a wide range of people.

Customer service and staff training

Having good customer service will see people returning to your store time and time again, and best of all it is cost effective. In this guide we'll provide some simple tips for ensuring great customer service.

Building maintenance and exterior

First impressions count. Making sure that your shop front looks appealing is an easy way to encourage customers into your business. Signage, paint and lighting can make a big difference to the overall impression of your store.

The following pages will take you through these tools in more detail.



MARKETING YOUR BUSINESS - YOUR TOOLS

Website

Why do you need a website?

- Your website is your online storefront
- Your website is the first place many people will come across your business
- Websites allow you to reach new audiences and generate new customers
- Websites help build the credibility of your business
- They help people to find you
- Your website will allow you to connect with existing clients and build relationships

Building your website

There are a number of options available should you wish to build a new site or refresh your current site. Alternatively, you could look to build your own site using online tools.

Maintaining your website

- Your website is a 'living' document, make sure you update the content regularly
- Check your pages and content are all loading, and your shop checkout is working correctly
- Keep regular back-ups of your site
- Check your website structure and design - can it be improved?
- Review your SEO (search engine optimisation) - how are you ranking? Can this improve?
- Test your site on different devices to see if it displays correctly





REAL FOOD ROOM

BUSTER GREENS

GEORGE STREET

OPENING HOURS
MONDAY - FRIDAY
6:30AM - 3:30PM
SATURDAY
7:30 - 3 PM
SUNDAY
8:30 - 3 PM

GEORGE STREET
BUSTER GREENS
REAL FOOD ROOM



MARKETING YOUR BUSINESS - YOUR TOOLS

Social Media

How to choose your platforms

- Choose your social media platforms based on where your ideal customers hang out online
- Social media is about being social - create relationships with your ideal customers online
- You don't have to be on every platform
- Be realistic about how much time you have for social media management

What to post

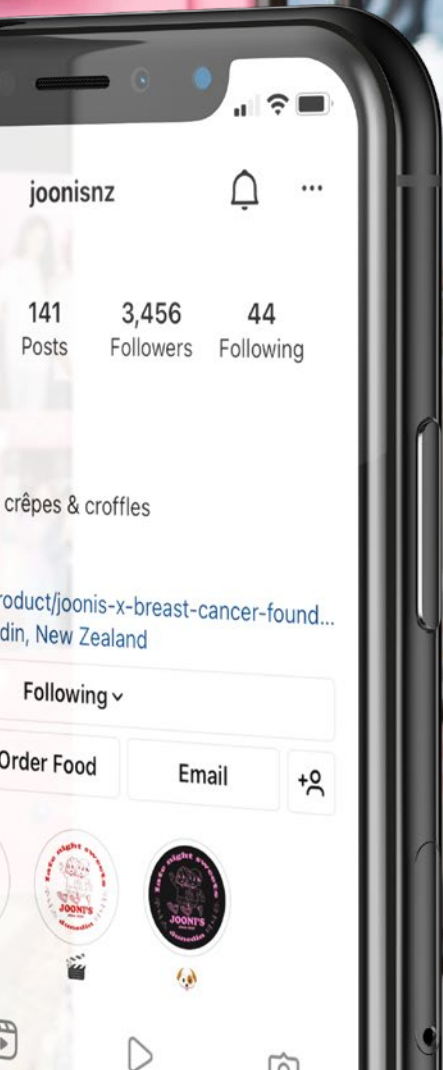
- Bring your brand's personality to your social media - have fun!
- Share things from behind the scenes, about the team/culture, products/services, special offers, your blogs, testimonials, ask questions...
- Video is king - use video content as much as possible
- Follow and tag other local pages where relevant. eg. @dunedinnz #dunnerstunner etc
- Just get started!

Measure your results

- Schedule time to review your social media
- Use the insights to see best performing posts, best times to post etc - create more of what works best
- Use your own social media as your benchmark (aim to improve on your results monthly)
- Ask your audience what they would like to see or see more of



JOONI'S



Visual merchandising and display

Why is visual merchandising and display good for business?

- Provides your business with a point of difference
- Makes your business more memorable
- Allows you to show an array of different products/services
- Tells people what type of business you are and what you sell
- Entices foot traffic into the store
- Encourages impulse buying
- Showcases products, highlighting their features and benefits

Suggestions about what to include:

- Your company's branding including logo
- What your business does
- Specific promotions or deals
- Well designed, well lit displays

Additional considerations:

- ✓ Ensure your display is well lit, and looks good at night as well as day
- ✗ Try to avoid cluttered layouts
- ✓ Use props and backdrops to help set a scene
- ✓ Show the function of products if possible





Email databases and marketing

Why is having an email database important?

- Keeping in touch with your customers makes them more likely to return to your store
- Email has the highest e-commerce ROI (return on investment)
- Once your email is in their inbox you're no longer competing with other advertisers for their attention
- Your emails will help to build a relationship with the customer, making your connection more personal
- Emails are what's known as targeted communication - straight to the inbox
- You own your database
- Email is here to stay - so take advantage of it.

There are a range of email tools you can use:

- **MailChimp** (free and paid plans) - mailchimp.com
- **Klaviyo** (free and paid plans) - klaviyo.com
- **Mailerlite** (free and paid plans) - mailerlite.com
- **Outreach** (paid plans)- www.outreach.io
- **Hail** (free trial then paid) - hail.to
- **Campaign Monitor** (free trial then paid) - campaignmonitor.com

Additional considerations:

- ✓ Ensure your email is well branded
- ✓ Keep your emails short
- ✓ Be friendly
- ✓ Don't be afraid to sell
- ✓ Use headings and bullet points
- ✓ Use imagery if relevant
- ✓ Think about how often you send emails - no one likes spam
- ✓ Ensure your emails are suitable for mobile and desktop
- ✓ Show the function of products if possible

Your legal obligations

Under New Zealand law, you must ensure: that your subscribers have consented to be sent emails by you; that you provide them with accurate contact details and info about your business; and that they have a means of unsubscribing if they so wish.

It is worth familiarising yourself with your obligations as a business under the Unsolicited Electronic Messages Act, you can learn about the act here: www.dia.govt.nz/Spam-NZ-Spam-Law-for-Businesses



MARKETING YOUR BUSINESS - YOUR TOOLS

Branded vehicles

When it comes to branding your vehicle, you have a wide range of options available to you - from simply applying your logo and contact information, right through to a complete vehicle wrap.

Why is vehicle branding good for business?

- Branded vehicles make your businesses more visible
- Vehicle signage can make your business more memorable
- Cost-effective way of reaching a wide range of people
- Can be changed out regularly to include promotions or deals
- Vehicle wraps can last a long time, depending on the materials used

Suggestions about what to include:

- Your company's branding including your logo
- What your business does
- A 'call to action' - telling people to go to your website or call

Additional considerations:

- Engage a designer to design your vehicle wrap - many signwriters have designers available on staff
- Ensure you get a proof of the final design before proceeding
- Ensure you get a quote for the project before proceeding
- Ensure your design meets Waka Kotahi WOF regulations for signwriting:
vehicleinspection.nzta.govt.nz/virms/in-service-wof-and-cof/general/vision/glazing



Customer service

One of simplest and easiest things you can do to encourage people into your store is having great customer service – best of all, it's very cost effective.

Great customer service means: valuing customers' time, having a pleasing manner, and providing knowledge and resources. It's about exceeding expectations. The following tips may provide a framework for shaping your customer service approach.

9 Guidelines for Great Customer Service

1. First impressions count.
2. Know your products and offer excellent service.
3. Give customers multiple ways to get help.
4. Check for comments and feedback.
5. Respond promptly to all feedback.
6. Be courteous and respectful - use positive language.
7. Remain calm and never argue with a customer. Be sincere.
8. Be quick with an apology.
9. Keep your promises.



Building exterior maintenance

There are number of things that business owners can do ensure that shopfronts look appealing to customers during the construction phase.

Advice for maintaining and improving your shopfront or facade

- Look at painting your property or store – picking up architectural features, old signs
- Consider upper level windows – some ideas for activating windows e.g. lighting
- Lighting upper level exteriors – including lighting that responds to surrounding architecture
- Consider the use of verandas for lighting or signage
- Consider restoring historic shopfronts if these features remain
- Clean up – removing graffiti, location of heatpump out, building services
- Consider activating alleyways to encourage foot-traffic

The DCC also has grants for heritage building owners

To find out more about these grants go to:

www.dunedin.govt.nz/services/dunedin-heritage/how-can-we-help/heritage-fund



kind.
company



plant based eatery



botanical cocktail bar



Totally Georgeous Support

Public Competitions

Totally Georgeous Monthly Prize Pack

“Spend \$50 and go in the draw to win a monthly Totally Georgeous Prize Pack of \$1,000 worth of vouchers from Central City businesses!”

This competition will run until January 2023 and will include POS entry form boxes, posters and entry forms to encourage people to shop locally.

Totally Georgeous (TG) Supporters Pack

Available free to interested businesses operating within both the George Street works area and the enabling works area. Packs include:

- 1 x TG T-shirt (additional shirts available at cost)
- 1 x TG Window Sticker
- 1 x TG Bumper Sticker
- 1 x TG Tote Bag (additional bags available at cost)
- 1 x TG Window posters
- Involvement in TG Competitions

Pack valued at \$150





Additional Support

Support agencies:

Business South — www.business-south.org.nz

Enterprise Dunedin — www.dunedinnz.com/business/enterprise-dunedin

Media company contacts:

MediaWorks (wide range of advertising placements) — www.mediaworks.co.nz

NZME (wide range of advertising placements) — www.nzme.co.nz

Go Media and **Go Bus** (billboards and bus backs) — www.gomedia.co.nz

JC Decaux (billboards) — www.jcdecaux.com

Phantom Billstickers (outdoor poster advertising) — www.0800phantom.co.nz

Planet Media (student media advertising) — www.planetmedia.co.nz

REACH New Zealand (direct mail) — www.reach.nz

Further professional advice and production support:

Additional professional advice and production support is available by searching for the following companies below:

- Marketing agencies
- Media agencies
- Creative agencies
- Brand specialists
- Graphic designers
- Website developers
- Production companies
- Videographers
- Social media agencies
- Copy writers
- SEO support
- Photographers
- Sign writers
- Printers

Enterprise Dunedin has a directory of these businesses on their website: www.dunedinnz.com/business/business-support



Links & Resources

Advice and Support from business.govt.nz

business.govt.nz/how-to-grow/boosting-sales/marketing-and-sales/

Self-assessment: Digital marketing tool

business.govt.nz/how-to-grow/boosting-sales/marketing-and-sales/#e-17251

Business South Mentor scheme

business-south.org.nz/business-mentors/

NZ Marketing Association

Includes a range of tools and support options - marketing.org.nz

Enterprise Dunedin

dunedinnz.com/business/business-support

Digital Boost

Digital Boost Skills Training programme is free for all Kiwi small businesses - digitalboost.business.govt.nz



PHONE: (03) 477 4000 EMAIL: totally-georgeous@dunedin.govt.nz

www.dunedin.govt.nz/totally-georgeous

