



## **Eltham Town Online & Digital Marketing Strategy & Policy**

### **Introduction:**

The Eltham Town Online & Digital Marketing Strategy & Policy outline the guidelines, criteria and rules for all online and digital marketing activities undertaken by the Eltham Town, the precinct marketing arm of the Eltham Chamber of Commerce and Industry (ECCI). It is designed to ensure that all online and digital marketing communications, promotions and marketing on behalf of Eltham traders are consistent, ethical, and effective in achieving ECCI's mission of promoting and supporting businesses in the Eltham Town precinct. This document and the guidelines therein apply to all traders, contractors, and third-party vendors who are involved in digital marketing activities on behalf of Eltham Town and ECCI.

### **Objectives:**

The objectives of the strategy & policy are:

1. To promote Eltham Town and ECCI in their mission to support precinct businesses.
2. To increase engagement with ECCI members and the community through online & digital channels.
3. To establish guidelines and criteria for the creation, distribution, publication and promotion of content across all online & digital channels.
4. To define roles and responsibilities for online & digital marketing activities and establish accountability for results.
5. To ensure that all online & digital marketing activities are measurable, effective and aligned with ECCI's business goals.

### **Guidelines:**

#### **1. Brand Identity:**

All online & digital marketing activities should be consistent with Eltham Town's brand identity, values, and mission. This includes the use of the Eltham Town logo, colours and fonts across all online & digital channels.

#### **2. Content Creation:**

All content created for online & digital marketing activities should be accurate, relevant, and engaging. Content created by external vendors or parties must follow the criteria outlined in this document. The main aim of online & digital content is the promotion of Eltham Town businesses. All submitted content will be reviewed and approved by Eltham Town prior to publishing.

### 3. Content Guidelines

See Appendix A

### 4. Distribution and Promotion:

All online & digital marketing activities will be distributed and promoted on relevant channels based on the target audience of each channel. This includes but is not limited to social media, email marketing, search engine marketing, and influencer marketing. All distribution and promotion activities will be approved by Eltham Town.

#### Website

- All Eltham Town traders are listed on the directory of the Eltham Town website
- Eltham Town and business events can be listed on the What's on page of the website on a rotating basis as space and dates permit.
- Eltham Town traders are required to submit event listings through the Trader Portal on the Eltham Town website.
- Events featured in the What's On section of the home page or on the What's On page will be selected by Eltham Town on the basis of timeliness, relevancy and consistency.
- The What's On page will be promoted via social media at least once a week by Eltham Town.

#### Social Media (Instagram & Facebook)

- Eltham Town keeps an up-to-date list of all Eltham Town businesses for social media posting purposes. Traders are encouraged to contact Eltham Town with any changes to their business details as they occur to support accurate posting on SM channels.
- SM regular promotional postings happen on a rotating basis as per the directory of traders held by Eltham Town. Eltham Town may repost traders' own SM posts when no new material can be sourced by Eltham Town or is provided by trader. Eltham town will endeavour to keep trader-specific postings evenly spread out throughout the year.
- 2 to 3 SM posts per week will be time-specific posts such as events, special offers and promotions (seasonal or time-critical)
- Eltham Town events can be co-hosted by relevant traders if applicable and relevant. Request to co-host must be submitted to and approved by Eltham Town via direct message on Facebook or Instagram. Eltham Town will not create, nor take responsibility for individual trader events.

### 5. Roles and Responsibilities:

- All traders, contractors, and vendors involved in online & digital marketing activities must comply with Eltham Town's Online & Digital Marketing Strategy & Policy.
- All decisions relating to material posted on any of Eltham Town's online & digital channels will be reviewed by Eltham Town and posted at the discretion of Eltham Town.

- ECCI Executive Committee may, from time to time, review material posted, or submitted for posting, in order to confirm such material complies with this policy, and to inform any changes to this policy and its appendix.
- ECCI Executive Committee's decisions regarding material posted or submitted are final.

#### 6. Measurement against KPIs

All online & digital marketing activities should be measurable and aligned with Eltham Town's business strategy. KPIs will be determined by Eltham Town and reviewed regularly. Results will be tracked and analysed with the aim of optimising marketing and promotional activities. The marketing managers will establish key performance indicators (KPIs) and regularly track and analyse results to optimise the digital marketing efforts.

#### 7. Changes and amendments

Any changes or amendments to this policy must be submitted to ECCI Executive Committee for approval.

Changes, updates or amendments to Appendices can be made by Eltham Town according to best practices in use for major digital and online platforms at the time of application. These changes must be validated by at least one (1) current ECCI Executive Committee member.

#### **Conclusion:**

This Online & Digital Marketing Strategy & Policy is designed to ensure that all online & digital marketing activities performed by Eltham Town are consistent, relevant and fair, aligned with Eltham Town's business strategy, and effective in supporting Eltham Town's businesses. It is the responsibility of all businesses, contractors, and the committee to comply with this policy and report any violations to Eltham Town.

## ***Appendix A***

### **GUIDELINES FOR SUBMISSION**

#### **Images**

Quantity: 3 maximum

Size: Minimum width 1080 pixels for best results

- Square 1080 x 1080 px (1:1)
- Portrait 1920 x 1080 px (16:9)

Format: JPEG or JPG

#### **Word count**

- Maximum 100 words
- Include relevant hashtags

#### **Reposting**

- Tag @eltham\_town
- Suggested hashtags #elthamtown, #elthamshopping, #shoplocal, #eltham, #elthamshoppingcentre