



ECONOMIC DEVELOPMENT

**Marketing Our Business Community:
Buy Local Auburn and Beyond**

THE NEEDS AND GOAL



- **SEPT 2015 IPZ PLAN:**
**IMPLEMENT A ROBUST SEARCHABLE
SUPPLY CHAIN DATA BASE**
- **DEC 2016 10 YEAR ED PLAN:**
**CREATE A DATABASE OF AUBURN CITY
BUSINESS FROM LICENSE DATABASE FOR
SUPPLY CHAIN**
- **JUNE 2017 RFP SCOPE OF WORK:**
DEVELOP AND LAUNCH BY 2018
BuyLocalAuburn.com



PROGRAM REQUIREMENTS

- WILL INCLUDE ALL COMPANIES
- SECURITY CODES IN PLACE TO ACCESS CITY SYSTEM REALTIME
- COMPANY INTERACTION FOR UPDATES
- CREATE VALUE TO THE COMPANIES TO USE THE SYSTEM
- CREATE A GREAT CONSUMER EXPERIENCE
- USER DASHBOARD FOR STAFF INTERACTION
- COMMUNICATION TOOL
- DATA TRACKING SYSTEM

BuyLocalAuburn INITIATIVE



FAQ: The Buy Local Auburn Initiative

An initiative funded by the City of Auburn to increase sales by promoting our local supply chain on BuyLocalAuburn.com. The additional benefits are the creation of local jobs and increased local sales tax to fund activities from the City's general fund.

1. How does Buy Local Auburn benefit me as a business owner?
The initiative will make your business easier to find. We have already connected local vendors to local manufacturers who had been importing supplies from overseas at much higher costs. Auburn residents have also connected to local retail, food and beverage services they had previously been driving far out of town to enjoy.
2. Is this free advertising for my business?
Yes. The City of Auburn is investing in your success.
3. Why is the City of Auburn doing this?
To create a win-win for all residents and businesses in Auburn. This means generating sales for local business owners, as well as additional sales tax which the City will use to fund projects in our community.
4. How does my business appear on the website?
What information is shown?
The website is populated from our business license registration database. It includes all active and current businesses who have paid their business license renewal fees for the current year. The information provided to the public includes your business name, address and a hotlink to google maps.
5. How do I provide more detail in addition to what automatically shows up?
Login with your business license number and add everything from hours of operation, to contact names (sales people – not owners please!) and emails to a detailed description featuring keywords that describe your business. See screenshots below for details.
6. Why do I have to create an account?
Creating an account not only allows you to update your business information at any time, but more importantly is a much faster way to renew your business license in the future.
7. What words should I use to describe my business?
Keywords - like if you sell seafood but your name is Joe's Burgers, then include seafood in your description so you pop up when a resident searches for seafood. If your business name doesn't describe what you do - like "George's Press Shop" does Printing - include keywords like printing in your description.
8. What if I need help to create an online account or to choose keywords for my description?
We are happy to help!
 - 9am-5pm Monday-Friday at info@auburnwa.gov
 - Attend our free business classes at your Auburn Business Incubator Center at jpauburn.com/incubator/ (Marketing specific classes: August 23 & October 25).
9. Are contractors pulled into the buy local website?
Yes if they have a business license that is active & current with the City of Auburn.
10. Are licenses that have not been renewed displayed on the buy local site?
No, they are NOT shown.
11. Is the site only featuring active & approved businesses? What if a business is under "review" - will they still show in the buy local site?
Active & approved businesses are shown. Temporary licenses are also shown since they have been approved by licensing.

Search for & Find Auburn's Local Businesses
BUYLOCALAUBURN.COM

CITY OF AUBURN
CITY OF AUBURN ECONOMIC DEVELOPMENT
253-804-3101 | ced@auburnwa.gov

Create account, add to your BuyLocalAuburn.com entry, or renew your license

7. If you chose to pay later (by mail or in person), your dashboard will now include a "Pay Renewal Fee" button. When you click "Pay Renewal Fee" you will be returned to step 5, which will allow you to pay online or provide instructions for paying via mail or in-person. If you deliver payment via mail or in-person the City of Auburn will record the payment upon receipt.

Welcome Michael OBrien!

Welcome to the City of Auburn business license manager. Please select from the options below.

If you are not renewing your business please contact permcenter@auburnwa.gov

Business Name: PRAISE CONSULTING LLC
License Number: BUS-27547
Expiration: December 31, 2018

[Pay Renewal Fee](#)
[Update Buy Local Information](#)
[Print License](#)
[Logout](#)

8. After payment is received, you will automatically receive an email informing you that your license is ready to print. You can then print your license by logging back into the site and clicking on the "Print License" button on your home page.

[Pay Renewal Fee](#)
[Update Buy Local Information](#)
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CITY OF AUBURN
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253-804-3101 | ced@auburnwa.gov

Create account, add to your BuyLocalAuburn.com entry, or renew your license

1. Visit <https://licenses.auburnwa.gov> and log in
2. Your home page should look like this
3. Click on "Renew Business License" button to renew your business license.
4. Fill out this form and when you submit the form, you will be taken to the payment options.
5. You will now be presented with business license renewal payment options
 - a. You can choose to pay now with a credit card online or pay later, either by mail or in person
 - b. If you do not Pay Online, next time you visit your dashboard it will show a "Pay Renewal Fee" button (see step 7).

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[Pay Renewal Fee](#)
[Update Buy Local Information](#)
[Print License](#)
[Logout](#)

3. Click on "Renew Business License" button to renew your business license.
4. Fill out this form and when you submit the form, you will be taken to the payment options.

Licensing Information

Business Name: PRAISE CONSULTING LLC
License Number: BUS-27547
Expiration: December 31, 2018
Business Address: 1234 Main St, Auburn, WA 98001
City: Auburn, WA 98001
State: WA
County: Snohomish
Zip: 98001

Contact Information

Owner: Michael OBrien
Phone: (253) 804-3101
Email: michael@praisecorp.com

Auburn Buy Local Directory Information

Business Name: PRAISE CONSULTING LLC
Address: 1234 Main St, Auburn, WA 98001
City: Auburn, WA 98001
State: WA
County: Snohomish
Zip: 98001

[Print License](#)

Amount Due: \$60

Pay Online

The online payment system is a secure way to pay your license renewal fees. After paying, click the "Print License" button to receive your license. You will be able to print your license.

Other Payment Methods

Mail: You can mail your payment to the City of Auburn, 253-804-3101, 1234 Main St, Auburn, WA 98001. Please include your license number and a check for the amount due.

In Person: You can pay your license renewal fees in person at the City of Auburn, 253-804-3101, 1234 Main St, Auburn, WA 98001. Please include your license number and a check for the amount due.

5. If you pay now, once your payment is processed you will be redirected to the page below. To print your updated license, click the "Print License" button.

Thanks for renewing your business license!

[Print License](#)

LAYING THE GROUNDWORK

Work on the Buy Local program began by identifying our target market.

THE HEAVY LIFT

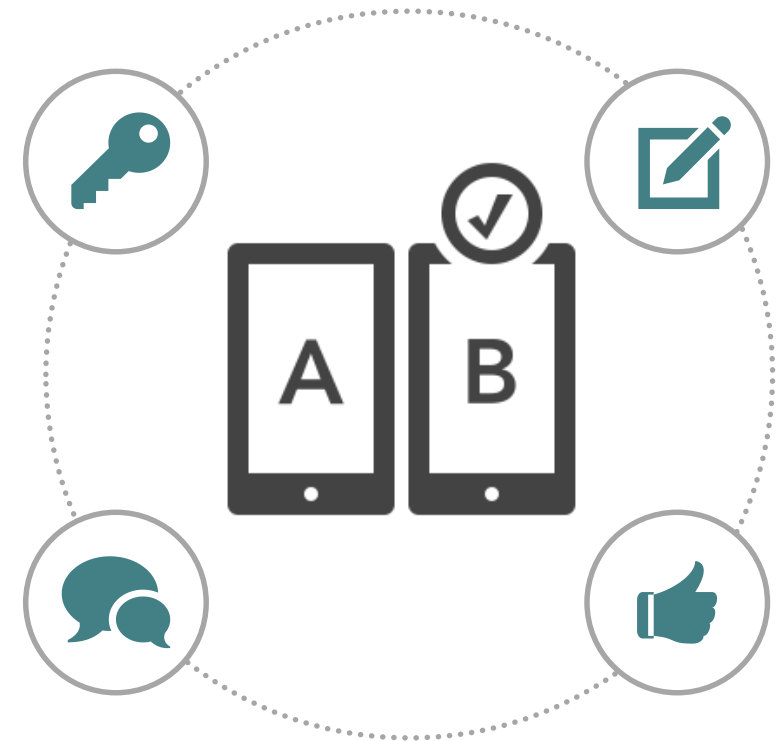
Economic Development undertook a new approach to reaching residents and businesses in the community by utilizing digital marketing strategies that allowed us to attract users based on their interests, rather than traditional advertising methods that reach a broad, but untargeted group who may or may not have interest in our product (Buy Local website). This strategy allows us to maximize the money spent on advertising by only targeting groups that are likely to engage with us.

● Defining Platforms

The first step in this process was defining what platforms we wanted to pursue (Facebook, Instagram, media websites, etc.)

● A/B Testing

Our second step was creating ads using different language and images to see which version received the best response.



CAMPAIGN TIMELINE

A snapshot of the Buy Local ad campaign progression.

SUMMER 2018

BuyLocalAuburn.com is launched and work begins to engage the community in using the search tool.

FALL 2018

Promotion of the program continues and begins to ramp up as we engage in digital marketing to narrow our target audience.

WINTER 2019

After the completion of a full ad cycle, we have now identified a target group of businesses and individuals who are most likely to engage with the site.

SPRING 2019 +

Using these targeted audience groups, we will shift our marketing focus to these groups in order to build a loyal base of BuyLocalAuburn users.

EVOLUTION OF ADS

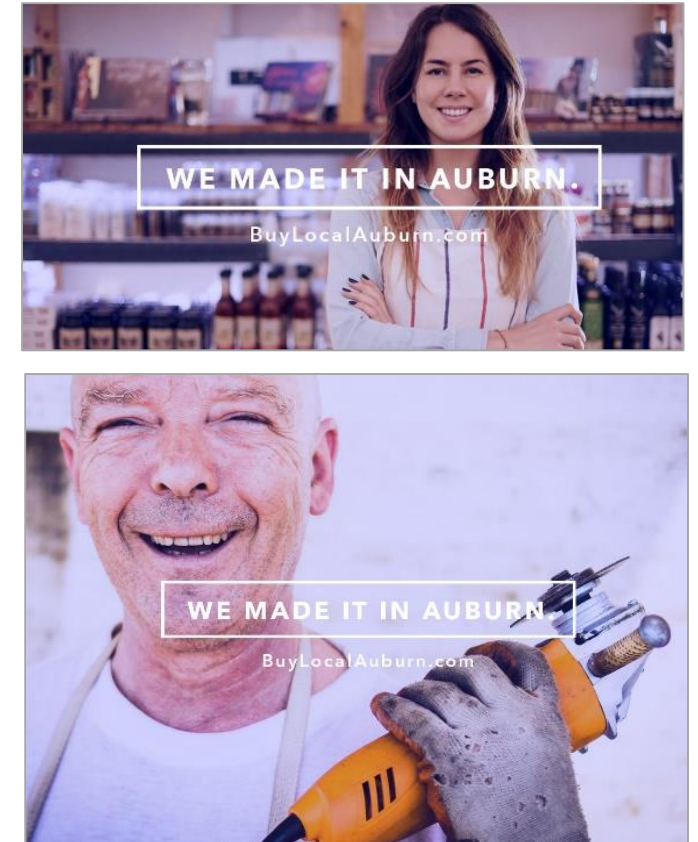
Ad designs evolved throughout the first six month period to respond to customer interest



JULY



AUGUST



SEPTEMBER

EVOLUTION OF ADS ... continued

Ad designs evolved throughout the first six month period to respond to customer interest



OCT & NOV



DECEMBER

TOTAL DIGITAL MEDIA IMPRESSIONS

Total number of views across platforms during the 3rd and 4th quarter

Impressions by month

JULY	: 2,795,325
AUGUST	: 1,682,061
SEPTEMBER	: 1,945,299
OCTOBER	: 1,743,422
NOVEMBER	: 2,535,435
DECEMBER	: 2,593,737
TOTAL	: 13,295,279



Site Placements



CURRENT MESSAGING

A sample of current messaging being used.

Facebook Messaging Sample

Nearly half of what you spend at local businesses ends up back in our community. So feel good about that Friday night take-out, because it's funding new sidewalks at the same time.



MOVING FORWARD

With a strong target audience now identified, the next step in the Buy Local campaign will be to focus marketing investments at these groups in order to develop a strong user base for the program, who will also serve as “brand ambassadors” as they share the website with friends and family. Currently January – March Analytics are showing strong & favorable trends.

In addition - the Buy Local program has expanded based on 2018 learnings:

1. More robust website content (local business case studies & stories, industry cluster focus & highlights)
2. Buy Local in-store decals & promotion during Small Business Saturday
3. Personalized business interaction through direct email campaigns, newsletters & surveys
4. Public education within campaigns to highlight correlation between buying local & tax revenue generation
5. Next Generation Business Classes & Forums

City of Auburn

Doug Lein

Office of Economic Development

253.804.3101

Contact: dlein@auburnwa.gov

