



North Carolina
Main Street

THE ECONOMIC IMPACT OF TELLING YOUR STORY

Tips, Tools, Techniques and Technology to tell your downtown story

People learn in different ways:

- Visually
- Aurally
- Numerically

Incorporate the ways that people learn into the message each time to reach a broader, yet targeted audience.

Steps to Telling Your Story:

- Determine the Goals of the Communication Initiative and the Desired Measurable Results
- Identify and Target the Audience
 - Demographics
 - Classification of Audience
- Develop the Message
- Determine the Best Method of Communication
 - Traditional and Nontraditional Means of Communication
 - Incorporate Technology
- Evaluate the Process and make adjustments accordingly to achieve the highest impact.
- Measure the Impact of your Effort

Liz Parham CMSM, Director, NC Department of Commerce-Urban Development Division

lparham@nccommerce.com / 919-571-4900