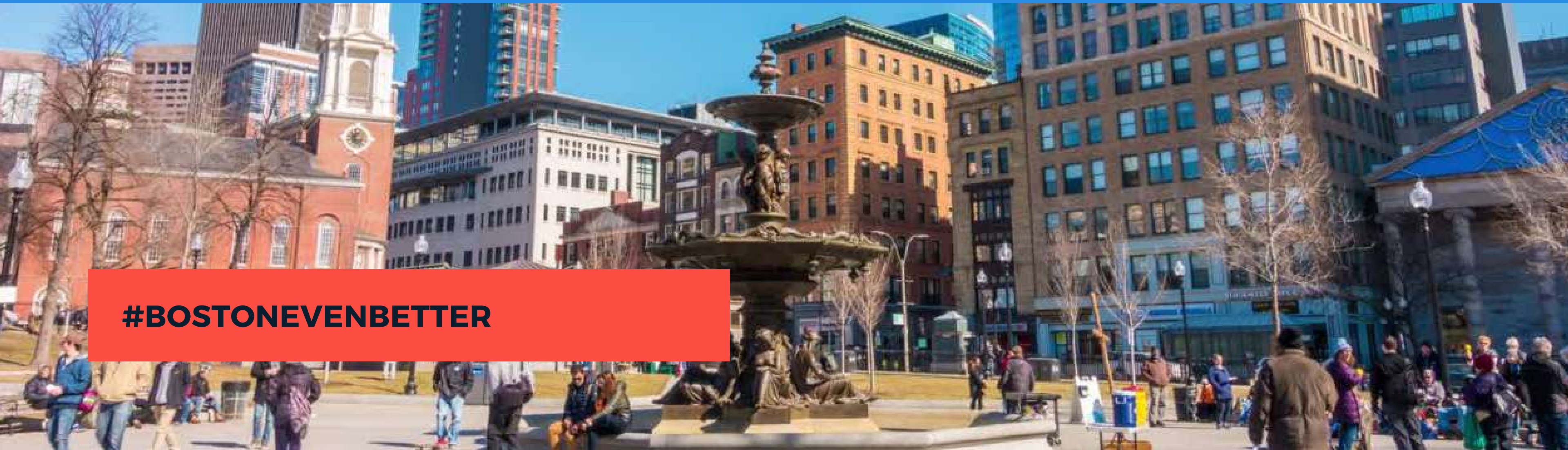


**CITY** *of* **BOSTON**

# MARKETING CAMPAIGN

**#BOSTONEVENBETTER**



# SUMMARY OF TOPICS

Inspiration

Proposal

Key Components

Channels

Conceptualization



# INSPIRATION

Boston is the capital city of Massachusetts and one of the oldest cities in the United States. Located on the east coast, Boston is known for its rich history, diverse culture, and thriving economy.





The city is home to world-renowned Universities, including [Harvard](#) and [MIT](#), and many leading companies in industries such as [finance](#), [healthcare](#), and [technology](#). Boston is a vibrant and bustling city with a variety of neighborhoods that offer their own unique character and charm. The downtown area is full of historic landmarks such as the [Freedom Trail](#), which takes visitors on a journey through the city's revolutionary past. The city is also home to many museums, including the [Museum of Fine Arts](#) and the [Isabella Stewart Gardner Museum](#).

Sports are a major part of Boston's culture, with the city being home to professional sports teams such as the [Red Sox](#) (baseball), [Celtics](#) (basketball), and [Bruins](#) (hockey). Boston's culinary scene is also diverse and offers a variety of [world-class dining options](#), including seafood, Italian cuisine, and modern American fare.

[Boston](#) is a city of opportunity, attracting people from all over the world with its [world-class education](#), [innovative businesses](#), and [strong sense of community](#). With its mix of history, culture, and modernity, Boston truly [offers something for everyone](#).



A nighttime photograph of the Boston skyline, featuring numerous illuminated skyscrapers and buildings. A large, semi-transparent red banner is overlaid on the left side of the image, containing the word "PROPOSAL" in bold, dark blue, sans-serif capital letters. In the top right corner, a large, dark blue letter "B" is positioned, with a red horizontal bar extending from its base to the right edge of the frame.

# PROPOSAL

Our proposal for the vibrant City of Boston is one that is centered around a powerful and modern communications model. The transaction model of communication is an innovative process that encourages communicators to **generate social realities that consider social, relational, and cultural contexts**. It goes far beyond the simple exchange of messages and becomes a tool for creating relationships, forming **intercultural alliances, and shaping our self-concepts**. With our proposal, we intend to **build strong social bridges** and invite all members of the community to join us in this mission. **We want to ensure that all racial classes feel included and valued in the programs and initiatives that we carry out.** Our overall objective is to use **communication as a tool** for creating **meaningful connections** and building strong communities throughout the city of Boston.



Communication is a fundamental aspect in any institution, and it is important to ensure that the message being delivered is clear and concise. We wanted to base on the [transaction model](#), we consider how [social, relational, and cultural contexts](#) frame and influence our communication encounters. Additionally, we must recognize our social responsibility and [ensure that our messages align with our institutional framework](#). Our ultimate objective is to achieve effective communication that is both informative and engaging.

As a thriving and growing city, Boston, MA has ample opportunities for small businesses, entrepreneurs, and students. [Our proposal aims to capitalize on these opportunities and promote them to prospective businesses and residents alike](#). We understand that small businesses are the backbone of our economy, and we are committed to creating more inclusive economic opportunities for all residents of Boston. Our comprehensive communication plan is designed to [showcase the benefits of doing business and living in our city](#), as well as highlight the success stories of those who have already thrived here. With a focus on persuasion and promotion, we believe that our plan can help support the growth of small businesses, and ultimately, the success of our local economy to create more jobs and a brighter tomorrow.



Our proposed plan is centered on connecting with the small business community through multiple avenues of communication. By utilizing social media, email marketing, direct mail, and community events, we can reach a wide range of stakeholders and maximize our outreach efforts. We believe that working closely with local organizations and community leaders is the key to understanding the needs and interests of our target audience. This partnership will ensure that our efforts are not only effective but also tailored to the needs of the community. We believe our plan will have a significant impact on small business entrepreneurship.





# KEY COMPONENTS



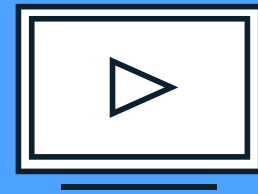
## COMMUNITY RESEARCH AND ANALYSIS

We will conduct a thorough analysis of the small business community in Boston to understand their needs, interests, and behaviors. This will include surveys, focus groups, and social media listening.



## COMMUNICATION STRATEGY DEVELOPMENT

Based on our research, we will develop a communication strategy that aligns with your goals and resonates with the small business community. This strategy will include messaging, channels, and tactics that are tailored to the community's preferences.



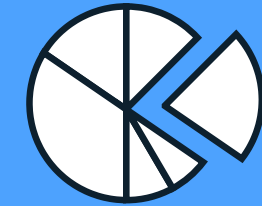
## CONTENT CREATION

We will create compelling content that promotes your initiatives and drives engagement with the small business community. This content will include visual and written communication, such as social media posts, blogs, and videos.



## COLLABORATION AND PARTNERSHIP BUILDING

We will work to build partnerships with community organizations, thought leaders, and influencers to help amplify your message and engage with a wider audience.



## IMPLEMENTATION AND MONITORING

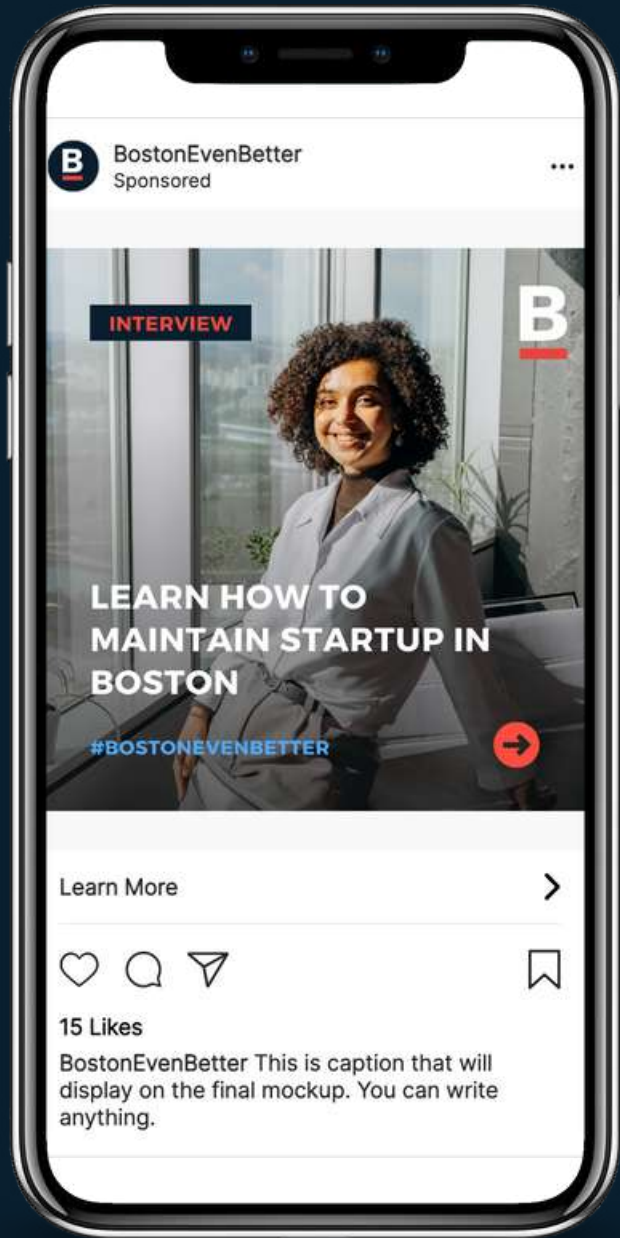
We will implement the communication strategy and monitor its effectiveness using metrics such as engagement, reach, and feedback. We will provide regular reports on our progress and recommend adjustments as needed.



# CHANNELS



B



<p><b>Q1</b></p> <p><b>WHAT IS THE MOTIVATION BEHIND RUNNING A STARTUP?</b></p> <p>I always wanted to choose the most talented people I work with for my project. I wouldn't necessarily say it's not possible to do it in the corporate environment, because there I was also a lot of talent but choosing people is much more difficult. The difference is also the peace of having freedom to achieve the set goals in a startup. Therefore, I'd say the biggest motivators are the achievements, the people and, obviously the dream of doing something of your own.</p> <p>SWIPE LEFT →</p>	<p><b>Q2</b></p> <p><b>WAS THERE ANY STRATEGY THAT WORKED WELL EARLY IN THE BUSINESS THAT ISN'T SO USEFUL NOW?</b></p> <p>Using your own personal network to get new clients and connections for financing - this was working really well in the beginning. But obviously it's not a sustainable method. Same goes for hiring or finding investors within your own network. Once that's done, there are other methods of reaching new investors, clients and teammates.</p> <p>SWIPE LEFT →</p>	<p><b>Q3</b></p> <p><b>WHAT WOULD BE THE TOP 3 TIPS YOU WOULD GIVE TO OTHER STARTUPS?</b></p> <p>Be persistent, brave and patient- because everything takes time. Also, don't forget the mental health of your team members who are giving it their best.</p> <p>SWIPE LEFT →</p>
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**INTERVIEW**

**THANK YOU FOR READING THIS INTERVIEW**

#BOSTONEVENBETTER

Don't forget to like, share, and comment

CITY of BOSTON

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**BOSTON EVEN BETTER IF YOU'RE HERE!**

**B**

CITY of BOSTON

**BOSTON: EVEN BETTER IF YOU'RE HERE!"**

Join us and experience all the amazing things Boston has to offer!

**BOSTON:**

**EVEN BETTER IF YOU'RE PART OF THIS COMMUNITY!**

Join us

CITY of BOSTON

**B**

**BOSTON: EVEN BETTER IF YOU OPEN A NEW BUSINESS HERE!**

Looking for the perfect city to launch your new business?

**LOOK NO FURTHER THAN IN BOSTON**

Join us and see why Boston is Even Better for new businesses!

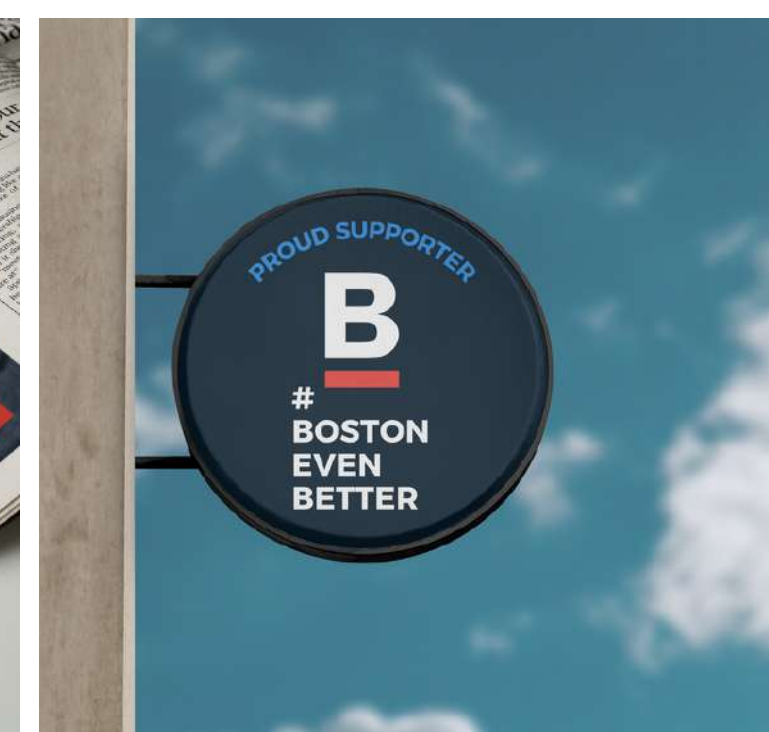
# SOCIAL MEDIA

CREATE A HASHTAG FOR THE CAMPAIGN, SUCH AS #BOSTONEVENBETTER TO ENCOURAGE PEOPLE TO SHARE THEIR EXPERIENCES IN BOSTON USING THE HASHTAG. ALSO, USE SOCIAL MEDIA PLATFORMS LIKE INSTAGRAM AND FACEBOOK TO SHOWCASE THE CITY'S OPPORTUNITIES, BUSINESSES, ATTRACTIONS, FOOD, AND CULTURE, ETC.



# COLLABORATE WITH LOCAL BUSINESSES

Partner with hotels, museums, restaurants, and tour companies to offer discounts and packages for visitors. This will not only attract more tourists to Boston but also support local businesses.



# USE INFLUENCER MARKETING



Partner with popular social media influencers to showcase Boston's attractions and culture. Influencers can create engaging content and share it with their followers, which will increase Boston's visibility and appeal.



# ORGANIZE EVENTS

Organize events such as food festivals, art exhibitions, and music concerts that showcase Boston's cultural diversity and attractions. This will create buzz around the city and attract more visitors.

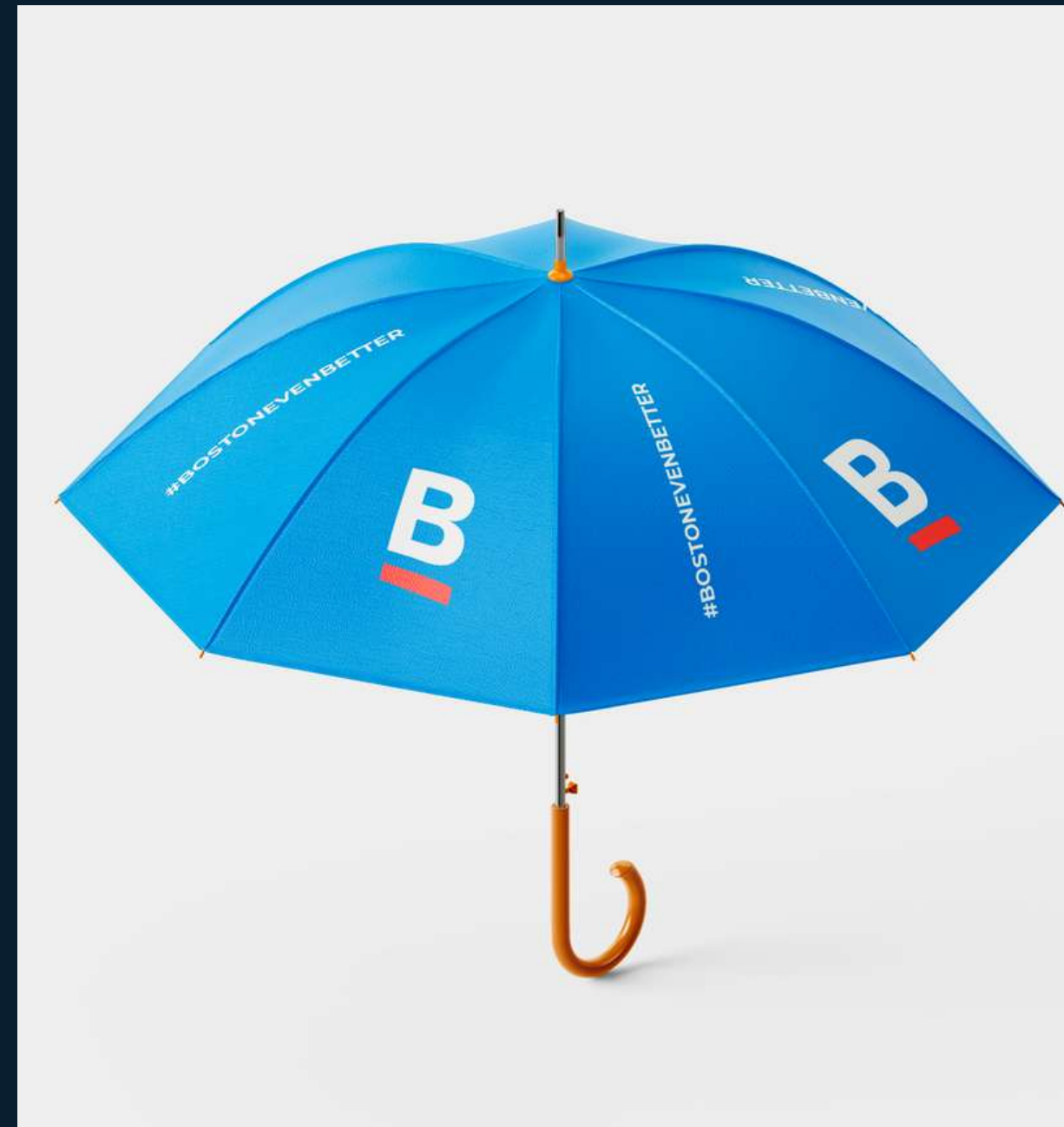


# WEBSITE

Create a landing dedicated to the campaign that provides information on Boston's opportunities for small business owners, entrepreneurship, attractions, events, local businesses and more.

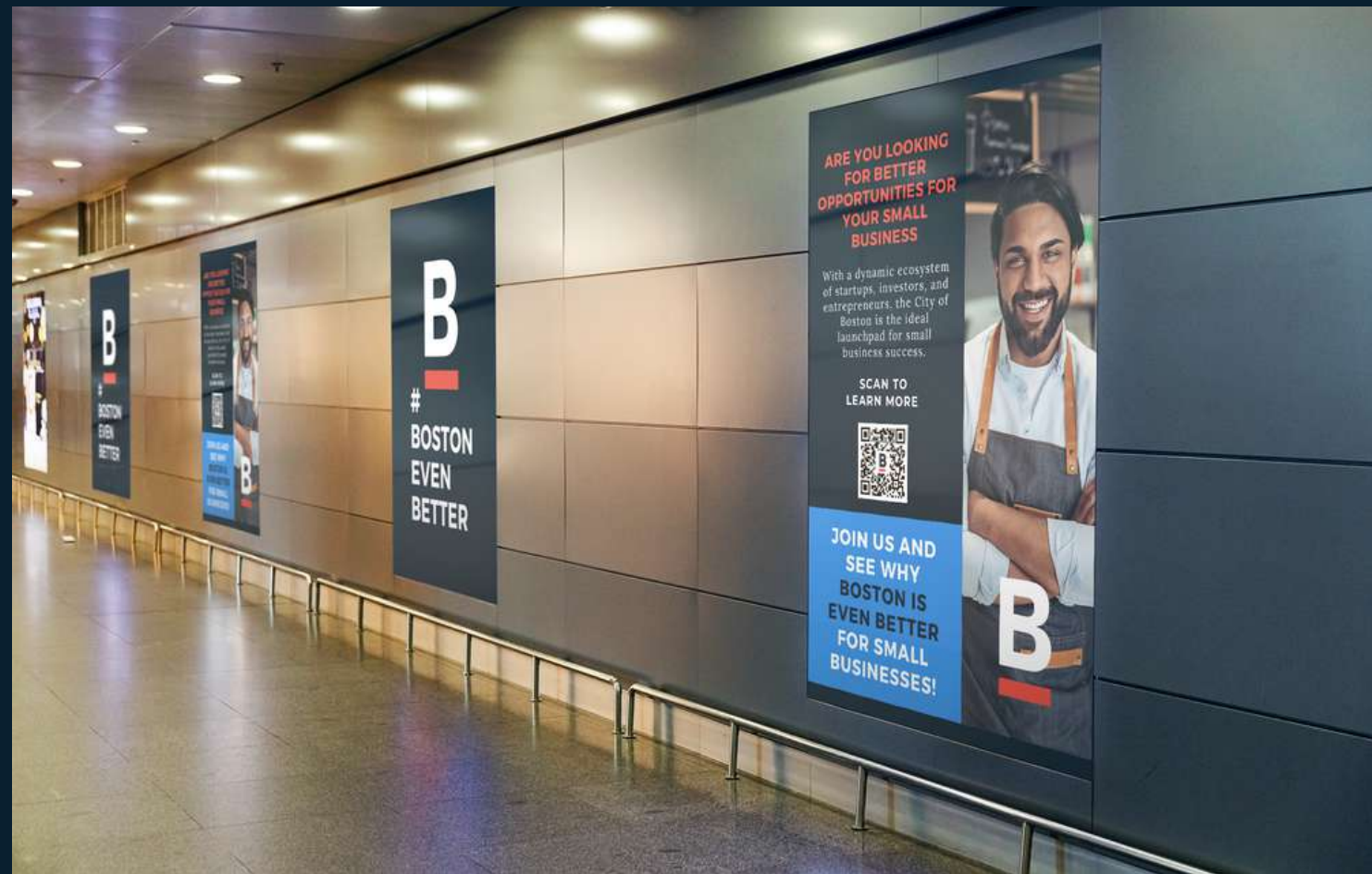


# OOH CAMPAIGN AND MARKETING



Use billboards and posters in strategic locations to promote the campaign. The posters and billboards should have eye-catching visuals and the campaign's slogan. Collaborate with the city's tourism board to promote the campaign internationally. This will increase Boston's visibility and attract more international visitors.







**VIDEO CAMPAIGN**



# CONCEPTUALIZATION

## **"BOSTON: EVEN BETTER IF YOU'RE HERE!"**

Boston is an amazing city, and it's even better with you in it! Whether you're a lifelong resident or a newcomer, your presence helps make Boston the vibrant, diverse community it is. Join us and experience all the amazing things Boston has to offer!

## **"BOSTON: EVEN BETTER IF YOU OPEN A NEW BUSINESS HERE!"**

Looking for the perfect city to launch your new business? Look no further than Boston! With a thriving entrepreneurial community, access to funding, and a supportive ecosystem, the city is the ideal place to turn your dreams into reality. Join us and see why Boston is even better for new businesses!



**"BOSTON: EVEN BETTER IF YOU'RE PART OF THIS COMMUNITY!"**

Boston is a city of communities, where people come together to make great things happen. Whether your part of a neighborhood association, a business group, or a social club, your presence helps make Boston even better. Join us and be a part of the amazing things happening in our city!

**"BOSTON: EVEN BETTER WITH YOUR PASSION AND VISION!"**

Boston is a city of innovators and dreamers, where passion and vision drive progress and success. If you have a bold idea or a big dream, Boston is the place to make it happen. Join us and be a part of the city's vibrant community of changemakers and trailblazers!

**"BOSTON: EVEN BETTER WITH YOUR CREATIVITY AND ENERGY!"**

Boston is a city of creativity and energy, where new ideas and fresh perspectives are always welcome. If you're looking for a place to grow and thrive, Boston is the perfect destination. Join us and be a part of the city's dynamic and diverse community of artists, entrepreneurs, and innovators!



# CAMPAÑA EN ESPAÑOL



**B**

**Boston aún mejor contigo.**  
¿Eres un dueño de un pequeño negocio y estás buscando nuevas oportunidades?

ÚNETE A NOSOTROS  
ESCANEA AQUÍ PARA  
SER PARTE DEL  
CAMBIO



Con un ecosistema dinámico de nuevas empresas, inversionistas y emprendedores, la ciudad de Boston es la plataforma de lanzamiento ideal para el éxito de las pequeñas empresas.

**ESTÁS BUSCANDO MEJORES OPORTUNIDADES PARA TU PEQUEÑO NEGOCIO?**

La ciudad de Boston ha demostrado ser un ecosistema interesante, dinámico y vibrante para el crecimiento de nuevas empresas, de inversionistas y emprendedores.

ESCANEA PARA SABER MÁS



**¡ÚNETE A NOSOTROS Y DESCUBRE POR QUÉ BOSTON ES AÚN MEJOR PARA LAS PEQUEÑAS EMPRESAS!**



**B**



**BOSTON ES MEJOR ¡CONTIGO!**

**B**

CITY of **BOSTON**



**BOSTON ES MEJOR CONTIGO**

¡Únete a nosotros y descubre todas las cosas increíbles que Boston tiene para ofrecerte!

ENTREVISTA **B**



**APRENDA A CREAR UN NUEVO NEGOCIO EN BOSTON**

#BOSTONESMEJORCONTIGO

Q1

**¿CUÁL ES LA MOTIVACIÓN DETRÁS DE DIRIGIR UN EMPRENDIMIENTO?**

Siempre quise elegir a las personas más talentosas con las que trabajo para mi proyecto. No necesariamente diría que no es posible hacerlo en el entorno corporativo, porque allí también había mucho talento, pero elegir personas es mucho más difícil. La diferencia también es la tranquilidad de tener libertad para lograr los objetivos marcados en un emprendimiento. Por lo tanto, diría que los mayores motivadores son los logros, las personas y, obviamente, el sueño de hacer algo propio.

DESGLIZA A LA DERECHA

**B**

**BOSTON: ¡AÚN MEJOR SI ABRES UN NUEVO NEGOCIO AQUÍ!**

¿Buscas la ciudad perfecta para crear tu nuevo negocio?

**NO BUSQUES MÁS, CONOCE BOSTON**

Únete a nosotros y descubre por qué Boston es aún mejor para crear un nuevo negocio!



**BOSTON:**

¡AÚN MEJOR SI ERES PARTE DE ESTA COMUNIDAD!

CITY of **BOSTON**

Únete a nosotros



Q2

**¿HUBO ALGUNA ESTRATEGIA QUE FUNCIONÓ BIEN AL PRINCIPIO DEL NEGOCIO QUE NO ES TAN ÚTIL AHORA?**

Usar su propia red personal para obtener nuevos clientes y conexiones para el financiamiento: esto funcionó muy bien al principio. Pero obviamente no es un método sostenible. Lo mismo ocurre con la contratación o la búsqueda de inversionistas dentro de su propia red. Una vez hecho esto, existen otros métodos para llegar a nuevos inversionistas, clientes y compañeros de equipo.

DESGLIZA A LA DERECHA



**SE PERSISTENTE, VALIENTE Y PACIENTE, PORQUE TODO TIENE SU TIEMPO.**

#BOSTONESMEJORCONTIGO

**#BOSTONESMEJORCONTIGO**

CITY of **BOSTON**



**JUNTOS, HACEMOS A BOSTON AÚN MEJOR**

CITY of **BOSTON**



ENTREVISTA

**GRACIAS POR LEER LA ENTREVISTA**

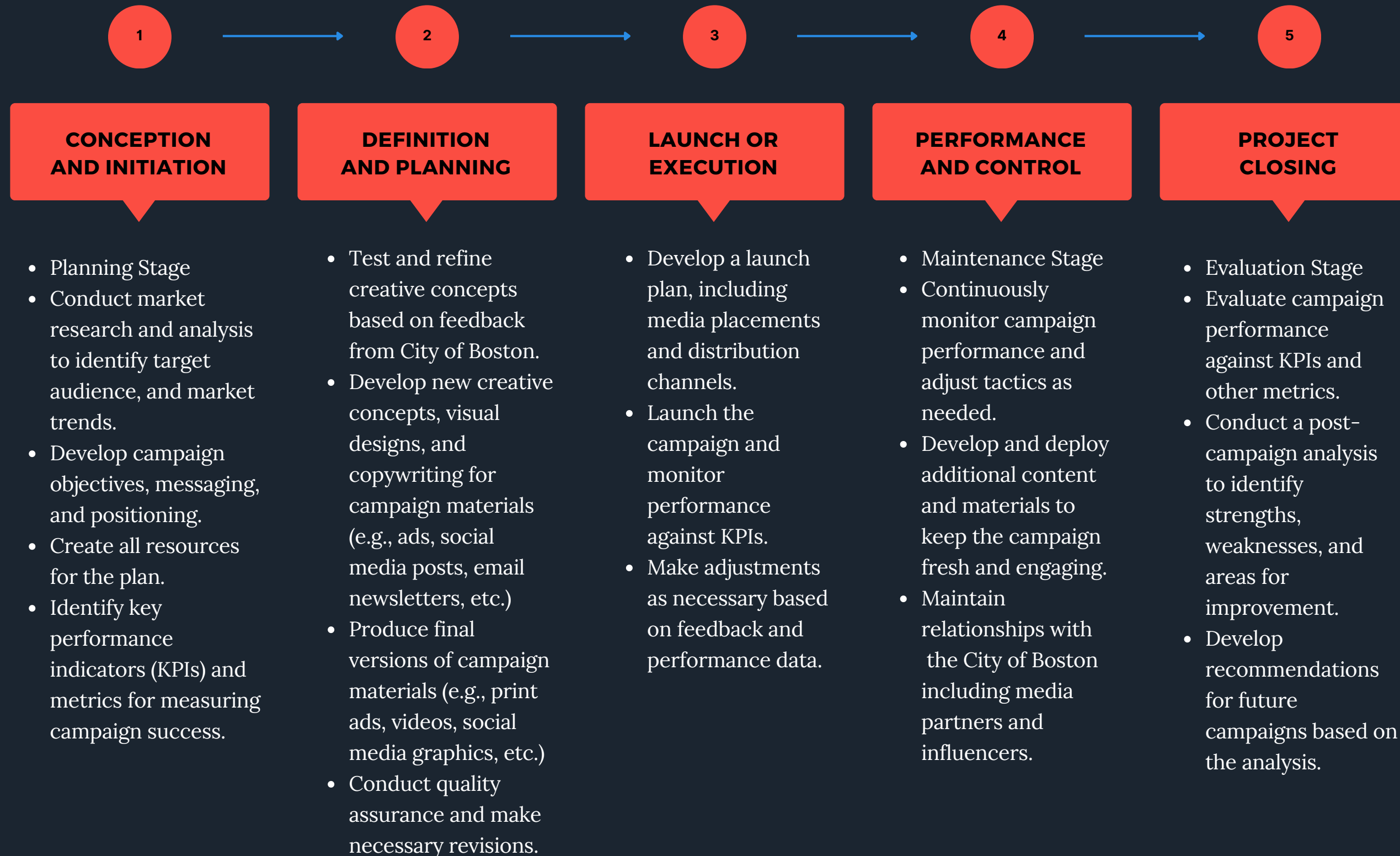
#BOSTONESMEJORCONTIGO

No olvides darnos me gusta, compartir o comentar

CITY of **BOSTON**




# TIMELINE





**CONTACT US!**

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