



SOCIAL MEDIA INSIGHTS

In the fifth of our series, we share social media experiences and insights from our BID programme managers. This month we speak with Megan Darrow of the freshly rebranded Ellerslie Village.

Targeting the hard-to-reach through social media

The town centre's refreshed branding lends itself to targeted marketing, including social media campaigns.

Ellerslie Village – as it's now known – utilises its new sub-brands (*below*), to great effect on Facebook and online advertising.



Part-time BID programme manager, Megan Darrow, said Ellerslie's research shows that its shoppers are divided equally between locals and visitors from outside the growing precinct.

"It is the 50% that come to Ellerslie five times a year or less, that are the hardest to reach and the customer base we most want to grow," she said. "We've identified social media as one of the key channels to capture and keep their attention."

Megan has commissioned photography of Ellerslie's eateries and food-focused events, published on its new website and Facebook page, to tempt the travelling taste buds.



The move towards greater digital communications and engagement is highlighted in Ellerslie's new, research-driven strategic plan, said Megan. [SEE THIS MONTH'S STORY](#)

"As the recent hui in Hamilton confirmed, our village is not alone in trying to get a business boost after four o'clock. I met town centre managers from Napier who are facing the same issues.

"One of our particular challenges is encouraging workers from the nearby business park to cross the road to shop and eat more frequently. They often visit on a Thursday or Friday, if we could get them to come an extra day per week that would make a great difference," she said.

Megan acknowledges that there's still a gap in Ellerslie's marketing towards workers in the area.

"There's a patch still missing," she says. "There are large groups of nearby office workers who we need to do a better job of connecting with. Trying to find digital cut through to these groups is difficult and we feel will require some real creativity and distinctly compelling offers. We hope to try out a few in in the coming year.



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When you take a step into our neighbourhood, what you will notice first are all the smiles.