

465 1st Avenue
P.O. Box 970
Holbrook, AZ 86025

OUR MISSION

City of Holbrook Government exists to provide ethical and responsible local government.

AGENDA

Work Session

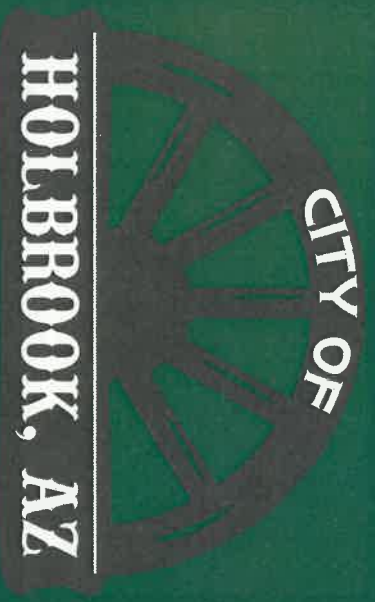
February 5, 2025, 6:00 p.m.

1. Call to Order:
2. Roll Call:
3. Marketing Strategic Plan – Mountain Mojo Group
4. Adjournment:

Posted this 30th day of January 2025



Lisa Hunt, CMC, City Clerk



Marketing Strategy

MOUNTAIN MOJO GROUP



MARKETING STRATEGY

What does success look like?

Why Holbrook?

Brand Identity

Target Personas

The Strategy

Marketing KPIs & Timeline

Agenda



WHAT DOES SUCCESS LOOK LIKE?

Organizational Objective

✓ Short-Term

- **Increase City Revenue by 5%:** Generate revenue through enhanced tourism, new businesses, and better city services.
- **Attract 5-6 Small Businesses:** (coffee shops, retail stores, etc.) Boost the economy and fill vacant spaces.
- **Boost Tourism:** Leverage new attractions (motocross, drag racing, hiking) to bring in visitors, especially from neighboring states.
- **Revitalize Community Spaces:** Improve local infrastructure to enhance resident life and increase tourism appeal.

✓ Long Term

- Sustain 5-7% Year-over-Year Growth
- Sustain 15% Profit Margin on City-Managed Facilities
- Build Recreational and Cultural Legacy Projects
- Attract 5-8 Larger Businesses (medical, grocery, etc.)

Marketing Objective



Unify City Branding: Resolve the identity crisis by aligning the City and Chamber on a unified, forward-thinking brand for Holbrook.



Increase Tourism:

- Short-term: Event promotion (motocross, drag racing, etc.) to increase weekend traffic.
- Long-term: Promote outdoor recreation & the city's historical significance.



Attract New Businesses: Market Holbrook as a business-friendly city to small business owners through targeted campaigns.



Promote Community Engagement: Build a stronger connection between residents and the city through modern marketing channels and local events.

Goals



Community Engagement Stages

Awareness: Regional tourists, travelers, small business owners, current residents learning about the City of Holbrook's marketing efforts.

Consideration:

- Tourists planning trips, exploring outdoor activity options and nearby events.
- Small business owners researching locations and seeking detailed information on incentives.
- Local residents learning about new developments.

Conversion:

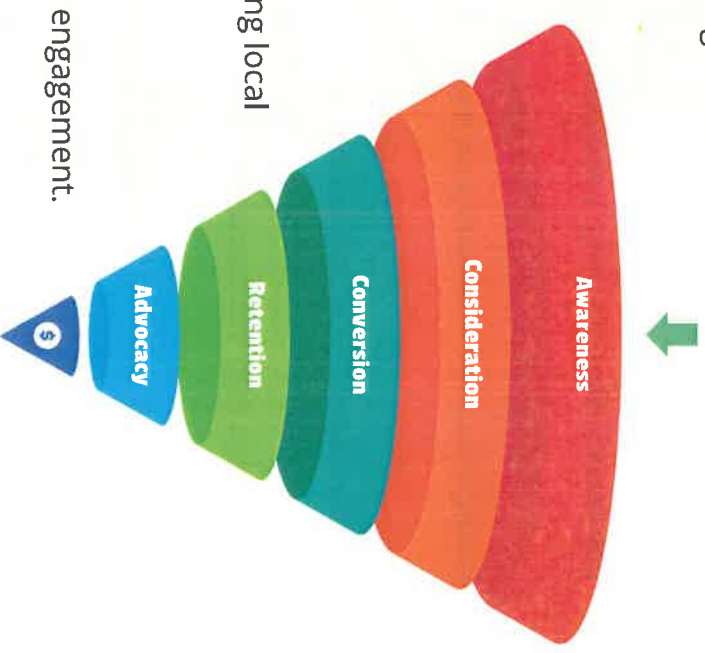
- Tourists booking trips
- Business owners finalizing plans to set up in Holbrook
- Local residents considering getting more involved (e.g., attending events, supporting local businesses).

Retention:

- Repeat visitors
- Business owners reaching their business goals through incentives and community engagement.
- Residents deciding to support local initiatives and businesses.

Advocacy:

- Visitors share Holbrook travel experiences that encourages new visitors
- Business owners turned advocates.
- Holbrook residents becoming ambassadors for their city.



Industry Insights



WHY HOLBROOK?



WHY HOLBROOK? RESIDENTS

Who's Living There?

Demographics: Holbrook has a population of 4,842 residents with a median age of 38.2 years. The community is diverse, including individuals with ties to the Navajo Nation ([Data USA](#)) ([Holbrook Chamber](#)).

Local Economy: Major industries in the area include tourism, county government, and services related to the Petrified Forest ([Holbrook Chamber](#)).

How Long Have They Lived There?

Many residents have deep historical roots in Holbrook, with some families living there for generations. Newer residents may move for a desire for a small-town lifestyle.

Why Do They Stay?

Community Ties: A strong sense of community and connection to family and friends often encourages residents to remain.

Cost of Living: Holbrook offers a lower cost of living compared to larger cities, making it an attractive option for families.

Quality of Life: The town provides a quieter lifestyle with access to nature and local events.

Why Do They Leave?

Job Opportunities: Some residents seek better job prospects in larger urban areas.

Amenities: The desire for more diverse services, entertainment options, and recreational activities can lead to relocations.

Life Changes: Changes in family dynamics, such as children growing up and moving away, may prompt some to leave.



WHY HOLBROOK? TOURISTS

Who's Coming to Town?

Types of Tourists:

Holbrook attracts a mix of families, adventure seekers, and international travelers. They are drawn to the nostalgia of Route 66 and nearby attractions like the Petrified Forest National Park and Painted Desert.

Visitor Numbers: Arizona, as a whole, saw 45.2 million overnight visitors in 2023, contributing to a total direct travel spending of \$29.3 billion ([Economic Impact Study, AZ](#)).

What Are They Doing in Town?

Exploring Historical Sites:

Visiting Route 66 landmarks and local museums.

Outdoor Activities: Hiking and photography in natural parks, with the Petrified Forest being a key draw.

Local Events: Participating in festivals and community gatherings, such as the Route 66 Festival.

Why Are They Making Those Choices?

Cultural and Historical Appeal:

Tourists are motivated by the unique cultural experiences that Holbrook offers, such as its historic significance on Route 66.

Natural Attractions: The desire for outdoor adventure and the beauty of Arizona's landscape are significant draws.

Why Aren't They Coming to Town?

Limited Awareness:

Many potential visitors might not be aware of Holbrook as a prime stop along Route 66.

Competition: Other nearby attractions may overshadow Holbrook, leading travelers to choose more famous destinations.

Amenities: Some travelers might perceive a lack of diverse amenities or dining options as a deterrent.



YOUR BRAND



VISION STATEMENT

A vision statement is often defined as the “30,000-foot-view” for an organization. Vision statements are big, exciting, compelling, and audacious dreams for the future of the organization.

City of Holbrook is a diverse, family-friendly community that embraces innovation, cultivates economic opportunity, and empowers all citizens to engage, connect, and contribute to a brighter future.

MISSION STATEMENT

A mission statement ties directly with the vision statement. It is employed to discover “how” to fulfill the vision statement. Put another way, the mission statement is the process of how the “30,000-foot-view” becomes reality.

Through innovation, collaboration, and celebration of our heritage, we will create a vibrant and sustainable future for the City of Holbrook’s residents, businesses, and visitors.



CITY OF HOLBROOK'S GUIDING PRINCIPLES

Guiding principles are the broad philosophy that guide and unite the marketing efforts under a set of values and defines what is important to the City of Holbrook. With guiding principles in place, any proposed new course of action would need to answer one question: "does it fit our guiding principles?" Here are a list of characteristics that Holbrook currently has in place that can be used as guiding principles:

Community | Heritage | Inclusivity

Opportunity | Progress | Innovation | Adventure

Resilience | Integrity | Sustainability



CITY OF HOLBROOK'S VALUE PROPOSITIONS

Celebrated Cultures

With deep connections to Native American tribes, rich Southwest heritage, and a welcoming atmosphere that embraces people of all backgrounds, Holbrook stands out for its **inclusive spirit**. The city honors its multicultural roots, fostering a place where all religions, ethnicities, and cultures are celebrated, ensuring that everyone who calls Holbrook home feels a sense of belonging.

Gateway to Adventure

Holbrook is the **starting point** for unforgettable adventures, whether you're a local resident or a visitor passing through. Whether you're exploring the Petrified Forest, enjoying the scenic beauty of the area, or engaging in high-energy events, Holbrook is the perfect launchpad for all your adventures in the 4 Corners region.

Historically Significant

Holbrook has long played a pivotal role in the **history** of the American Southwest, from its rich Native American heritage to its central place on Route 66. As the **County Seat of Navajo County**, Holbrook continues to serve as an important **hub** for governance and community services. The town's storied past is woven into its present, making it a place where history, community, and leadership come together. **Holbrook honors its heritage while looking to the future**, ensuring a lasting legacy for future generations by embracing progress and sustainable growth.



CITY OF HOLBROOK'S BRAND VOICE

Brand voice is the unique, distinct expression of your brand through words, which shapes the overarching personality of your brand.

PERSONALITY	VOCABULARY	RHYTHM & PACE
<ul style="list-style-type: none">• Authentic• Welcoming• Adventurous• Proud• Connected• Optimistic	<ul style="list-style-type: none">• Community• Adventure• Thriving• Heritage• Explore	<ul style="list-style-type: none">• Energetic• Conversational• Descriptive• Forward-Focused

CITY OF HOLBROOK'S BRAND TONE

Brand Tone is how you use your voice in various situations to convey the message and should be in alignment with your brand's personality.

Authentic | Energetic | Welcoming



TAGLINES



ROOTED IN HISTORY. DRIVEN BY PROGRESS

WE ARE HOLBROOK

HOME GROWN HOLBROOK

ROUTE 66. REVVED & READY

ASPIRATIONAL IDENTITY

Who is your audience wanting to be?

"A vibrant, inclusive community at the intersection of history, adventure, and progress."

Everyone involved in Holbrook—whether they live there, visit, or open a business—shares a common aspiration: to be part of a **thriving, forward-looking town** that embraces its rich cultural and historical roots while **pushing toward a future** of innovation, growth, and connection. They aspire to be part of a **community that thrives together**, where opportunities for exploration, adventure, and prosperity are abundant for all.



TARGET PERSONAS



PRIMARY TARGET AUDIENCE

Jessica Martinez
The Resident



Nigel Carter
The Tourist



Kari Buckley
The Business Owner





Jessica Martinez

The Resident

Occupation: High School Teacher

Family: Married, 2 kids (ages 8 and 12)

Lifestyle: On weekends, she and her family explore Holbrook's surrounding trails, take their kids to local events, and often participate in community activities. Jessica enjoys Holbrook's laid-back lifestyle but is excited to see it growing and modernizing while maintaining its strong sense of heritage.

Why She Lives in Holbrook: Jessica loves the small-town charm, diversity, and the strong community connections. Having grown up in a neighboring town, she appreciates Holbrook's inclusive culture and feels it's a great place to raise her family.

Pain Points with the Town:

- Limited shopping and entertainment options for families and teens.
- Difficulty attracting larger businesses or modern amenities that could improve the quality of life.
- Outdated infrastructure in some parts of town.

What She Hopes to See the City Achieve:

- More recreational activities and businesses for families, like community centers, youth programs, and family-friendly events.
- Better infrastructure (parks, roads, local facilities) to support growing tourism and local needs.
- Continued celebration of Holbrook's diverse culture while embracing modern growth and innovation.





Nigel Carter The Tourist

Occupation: Retired Architect & Travel Photographer

Family: Widowed, two grown children who live abroad.

Lifestyle: Nigel is a well-traveled, retired architect from the UK. In his retirement, he has turned his passion for photography into a travel blog. He often travels solo, finding solace in exploring towns that maintain their **authenticity**.

Why He Visits Holbrook: Nigel is drawn to **Route 66** for its legendary status and the memories it evokes of simpler times. He first visited Holbrook many years ago during a road trip across the American Southwest and now returns with his camera to capture **the juxtaposition of history and modernity** in the town. Holbrook, in particular, stands out for its **efforts to revitalize itself**, and Nigel appreciates that it hasn't succumbed to becoming a forgotten Route 66 ghost town. He loves photographing its retro signage, old motels, restored businesses, and the way the city has embraced **both its history and future**. His blog showcases the **uniqueness of Holbrook's efforts** to balance the charm of Route 66 with a modern vision for the town.

Pain Points with the Town:

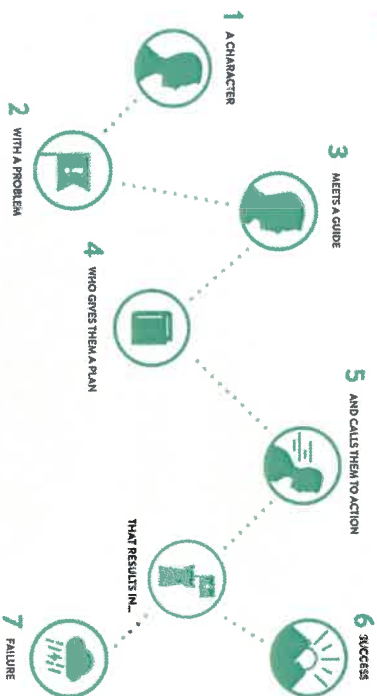
- **Limited international awareness:** Nigel feels that while Route 66 is iconic, more international marketing could put Holbrook on the radar for travelers from abroad. The town's efforts to preserve its legacy could attract more visitors like him, but they aren't widely known outside the U.S.

What He Hopes to See the City Achieve:

- **Cultural and creative events:** Nigel would love to see exhibits, art festivals, or history talks that celebrate Holbrook's role on Route 66. He envisions a small community taking root, where locals and travelers can bond over their shared love of the town's history.
- **Sustained preservation:** He hopes Holbrook continues to preserve its historic buildings and iconic signage while thoughtfully modernizing certain parts of town, ensuring the balance between old and new remains a central focus.



NIGEL'S STORY



1. The Character: Nigel Carter

Nigel Carter, an international travel photographer, is seeking destinations that evoke nostalgia and tell the story of a revitalized past. He wants to capture the beauty of Route 66 towns that have worked hard to avoid becoming ghost towns, and Holbrook's efforts inspire him.

2. The Problem:

Nigel struggles to find towns along Route 66 that have both preserved their historical charm and made strides toward modern relevancy. Many places have fallen into decay, while others have lost their soul by becoming too commercialized. Holbrook's delicate balance between the two is rare, and while Nigel enjoys his visits, the town's international visibility is limited, and it lacks some creative amenities that would attract travelers like him.

3. The Guide:

Holbrook provides him with endless material to capture through his lens—from vintage signs to restored businesses—and stands as an example of a town that refuses to fade away.

4. The Plan:

- Explore the hidden gems of Route 66 that still retain their authenticity, from historic motels to newly restored cafés.
- Photograph the juxtaposition of old and new, capturing the town's ongoing revitalization.
- Engage with Holbrook's growing cultural community to discover the town's stories through the eyes of locals.

5. The Call to Action:

Nigel is invited to experience Holbrook as a living piece of history, where every photo tells a story of survival, nostalgia, and new beginnings. Holbrook calls on him to showcase the town to the world through his photography and blog, helping spread the word about its charm and unique transformation.

6. The Success:

Nigel leaves Holbrook inspired by its ability to stay true to its roots while evolving for the future. His photography captures the soul of a town that has avoided the fate of so many Route 66 ghost towns. Through his travel blog, he shares Holbrook's story with an international audience, helping the town attract even more visitors who seek the same authentic and nostalgic experience.





Kari Buckley

The Business Owner

Occupation: Owner of "Desert Brews," a local coffee shop

Family: Married, 1 child (age 11)

Lifestyle: Karen moved to Holbrook from Phoenix to open her coffee shop, Desert Brews, where she hopes to create a community space for locals and tourists alike. In her free time, she enjoys exploring Holbrook's outdoor activities and connecting with other small business owners who share her vision for the town's growth.

Why She Works in Holbrook: Karen chose Holbrook because of its strong sense of community and the city's can-do attitude about their future. She knew Holbrook would provide the support and space needed for her coffee shop to thrive. The year-round tourism and increasing foot traffic from events and outdoor adventures also offer stability for her business.

Pain Points with the Town:

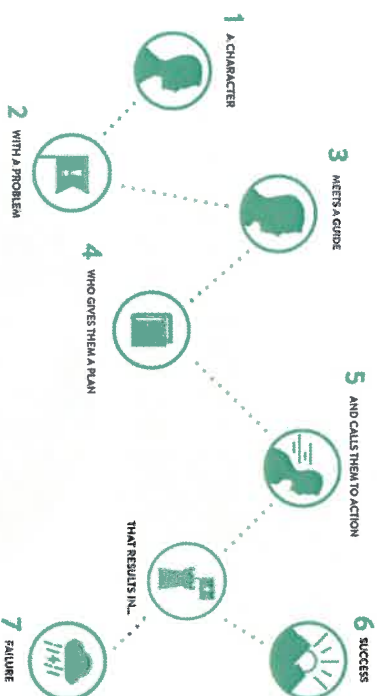
- **Limited local workforce:** It can be challenging to find and retain qualified staff, especially for customer-facing roles.
- **Marketing challenges:** While Holbrook is a tourist destination, Karen finds it difficult to effectively reach the diverse range of visitors coming through the town (e.g., adventure seekers, Route 66 tourists, snowbirds).

What She Hopes to See the City Achieve:

- Continued efforts to promote Holbrook as a tourist destination, especially through new marketing campaigns that highlight the unique offerings of small businesses.
- More collaboration between local businesses and the city to create cohesive events and promotions that draw tourists and encourage them to explore more of the town.
- A focus on community-building activities that engage both locals and tourists, helping to strengthen the town's identity as a vibrant place to visit and do business.



KARI'S STORY



1. The Character: Kari Buckley

Kari Buckley, owner of Desert Brews, wants to be a successful small business owner who builds a community space for locals and visitors alike. She dreams of creating a business that thrives in a growing town with a strong sense of community and opportunity.

2. The Problem:

Kari is excited about her business but struggles with marketing her shop to tourists, finding and retaining qualified staff, and ensuring she's reaching the right customers in a small-town market.

3. The Guide:

Holbrook, with its pro-business environment, growing tourism, and community-driven spirit, is the perfect place for Kari's coffee shop to thrive. The city supports local businesses through marketing partnerships and city-wide events that draw in both locals and tourists.

4. The Plan:

- City-wide promotions that highlight local businesses to both residents and visitors.
- Community events that drive foot traffic to local shops, making Kari's coffee shop a central part of the town's experience.
- A year-round tourism strategy that ensures a consistent stream of visitors to support her business.

5. The Call to Action:

Kari is encouraged to collaborate with the city and other local businesses on marketing efforts and events. Holbrook invites her to be part of their small business community, shaping the future of local commerce.

6. The Success:

Kari's coffee shop becomes a beloved community space, attracting both locals and tourists. Her business thrives year-round, supported by Holbrook's efforts to promote local businesses and bring in new visitors. She achieves her goal of building a successful business while contributing to the town's growth and community spirit.



THE STRATEGY

Marketing Campaigns
Marketing Tactics



CAMPAIGN #1: WE ARE HOLBROOK

We are Holbrook

Personas: Jessica Martinez (Resident), Nigel Carter (Tourist), Kari Buckley (Business Owner)

Aspirational Identity: Jessica wants to be a proud, connected community member shaping her town's future. **Nigel** wants to immerse himself in a place that celebrates history while staying relevant, capturing authenticity in his photography. **Kari** wants to be a thriving business owner, part of a vibrant and supportive community.

Campaign Concept: The "We Are Holbrook" campaign highlights the diversity and community spirit that make the town unique. Through a series of video and visual content, we'll showcase the faces of Holbrook—the residents, business owners, and visitors who embody the soul of the city. By sharing their stories and perspectives, we show that Holbrook is more than a town—it's a thriving community united by its history, its present, and its future.

Sample Messaging:

- "We are Holbrook—where diversity thrives and community comes together."
- "We are Holbrook—rooted in history, focused on the future."
- "We are Holbrook—adventurers, families, business owners, all working to shape a brighter tomorrow."

Value Proposition: Holbrook is a town where community comes first, offering a place for residents to connect, tourists to explore, and businesses to thrive. Our diversity and sense of unity make Holbrook a place where everyone can feel at home, whether you're visiting, living, or investing.

Direct CTA: "Join us in Holbrook—be a part of our growing community."

"Explore Holbrook's history and future—plan your visit today."

Transitional CTA:

- For residents: "Find out how to get involved in Holbrook's next community event."
- For tourists: "Sign up for our newsletter to discover what makes Holbrook unique."
- For business owners: "Learn about opportunities to grow your business in Holbrook."



CAMPAIGN #1 TACTICS

Where they are in the funnel:

Jessica (Resident): **Retention** -> Advocacy

Nigel (Tourist): **Awareness** -> Interest

Kari (Business Owner): **Retention** -> Advocacy

Website (New Site):

- Build a new, modern website that reflects Holbrook's evolving identity and provides visitor education.
- Create sections for residents, tourists, and business owners, each offering tailored information, from event calendars and business incentives to travel guides.
- Feature SEO-optimized landing pages that capture both international and domestic travelers searching for authentic Route 66 experiences.

SEO

- Focus on optimizing Holbrook's local attractions, Route 66 nostalgia, and community-driven activities to attract international travelers searching for unique Southwest destinations.
- Implement blog posts and destination guides to rank for keywords like "Route 66 stops" and "best small towns in Arizona."

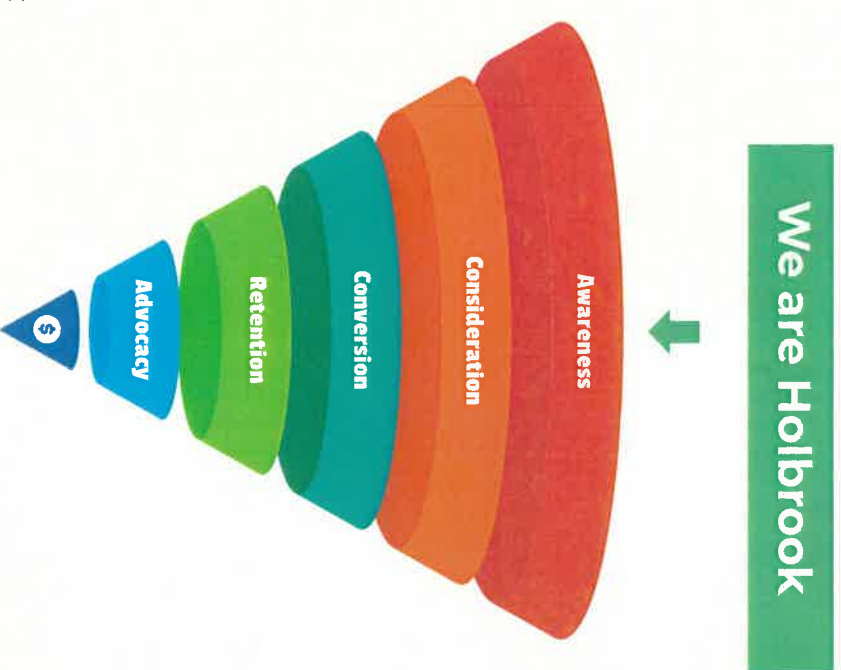
Social Media Marketing:

Facebook, Instagram

Paid Ads:

Google Ads targeted at tourists searching for Route 66 experiences, historic small towns, and Southwest adventures.

Facebook Ads focused on 4 Corners residents and small business owners, promoting Holbrook's community events and business opportunities with a CTA to join local activities or explore business growth in the town.



CAMPAIGN #1 THE CHARACTER'S JOURNEY

We are Holbrook

The Character: The residents, tourists, and business owners of Holbrook, each striving to become a more connected, successful version of themselves.

The Problem: They each feel a need for belonging and engagement—residents want to feel more connected to their town, tourists want authentic destinations, and business owners want to thrive in a supportive community.

The Guide: Holbrook is the guide, showing how the town's diversity, inclusivity, and economic opportunities are helping to shape a vibrant and forward-thinking community.

The Plan:

- Showcase Community Stories: Through diverse faces and stories in video and social content, Holbrook demonstrates its sense of community and progress.
- Engage and Inspire: Encourage residents to participate in local events, tourists to explore the town's unique offerings, and business owners to join Holbrook's thriving local economy.
- Promote Holbrook's Vision: Holbrook isn't just preserving its past—it's creating a future where everyone can belong and succeed.

The Call to Action:

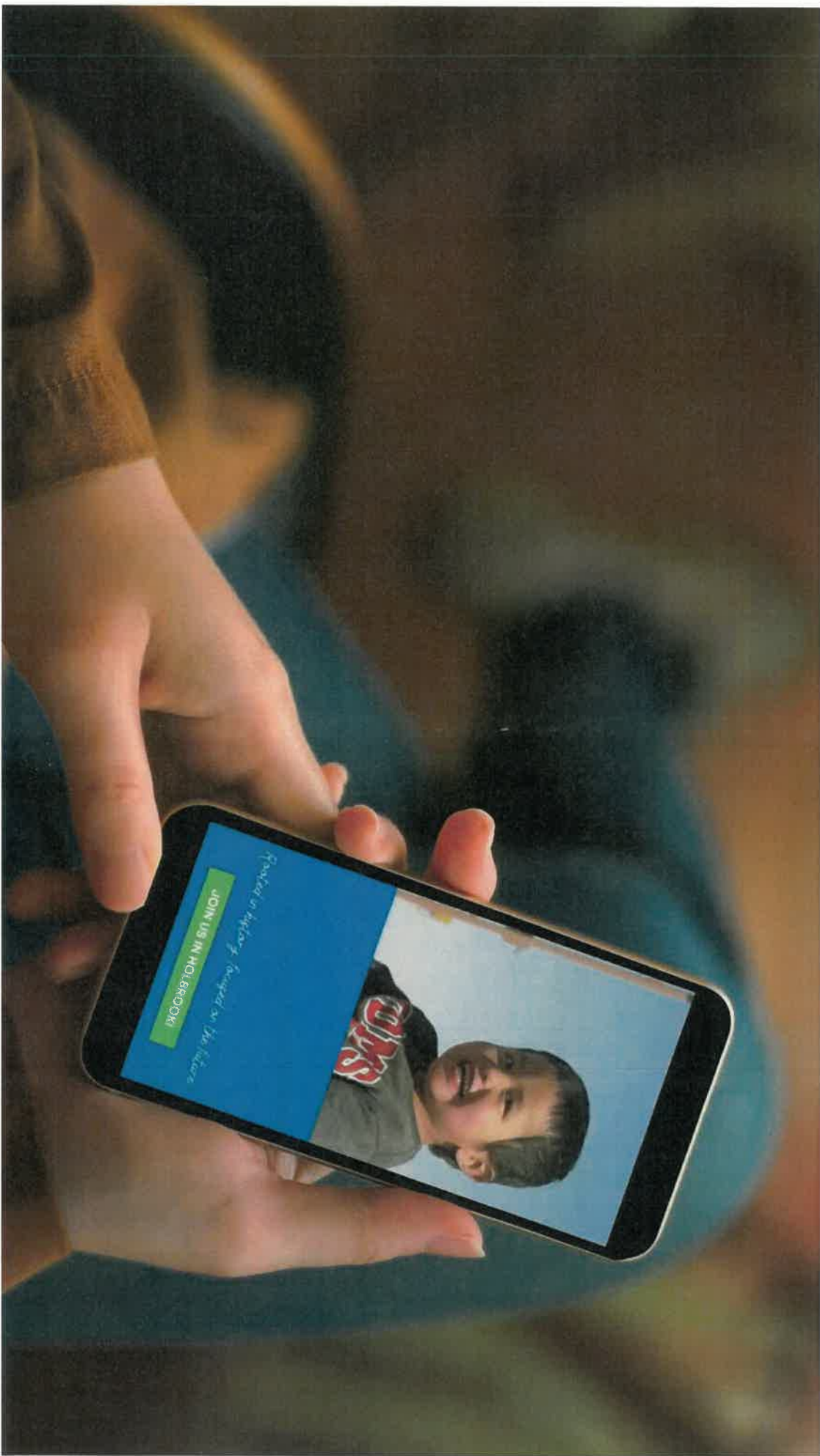
For Residents: "Get involved in shaping the future of Holbrook."

For Tourists: "Come see what makes Holbrook special—plan your visit today."

For Business Owners: "Join a community that supports and celebrates local businesses."

The Success: Residents feel proud and connected, knowing they are part of a vibrant, supportive community. Tourists leave Holbrook feeling inspired, having experienced an authentic destination that blends history with modern progress. Business owners find success in a town that actively works to help them grow, creating a thriving economy that benefits everyone.





CAMPAIGN #2: ROUTE 66, REVVED & READY

Route 66, Revved & Ready

Personas: Nigel Carter (International Tourist)

U.S. Tourists seeking a Southwest travel experience

Aspirational Identity: Nigel wants to immerse himself in a destination that preserves its historic charm while showcasing its revitalized and modern offerings. **Domestic tourists** are seeking a unique and adventurous Southwest experience that includes history, outdoor activities, and authenticity.

Campaign Concept: This highlights Holbrook as a destination where history meets modernity, offering travelers both the nostalgia of Route 66 and the exciting revitalization efforts happening in the town today. By promoting the city's newly renovated golf course, city pool, and classic events (like Route 66 festivals and drag races), the campaign will position Holbrook as ready to welcome a new wave of travelers. Through this campaign, tourists will see that Holbrook is not just preserving its past, but actively evolving to create modern adventures for today's visitors.

Sample Messaging:

- "Route 66, revived and ready—explore Holbrook's historic charm and modern adventures."
- "Hit the road to Holbrook—where the past meets the present in our newly revived attractions."
- "From classic Route 66 festivals to a day on the golf course—Holbrook is ready for you."

Value Proposition: Holbrook offers tourists a unique blend of historic landmarks and modern attractions, including a newly renovated golf course, the revitalized city pool, and exciting events that showcase the town's Route 66 heritage while offering fresh new experiences.

Direct CTA: "Plan your trip to Holbrook and experience the best of Route 66, old and new!"

"Book your stay now and discover Holbrook's modern attractions and classic events."

Transitional CTA:

- "Sign up for our newsletter and stay updated on Route 66 events and special offers."
- "Get a free guide to Holbrook's revitalized attractions and upcoming events."



CAMPAIGN #2 TACTICS

Where they are in the funnel:

Nigel (International Tourist): **Awareness** -> Interest

Domestic Tourists: **Awareness** -> Consideration

Social Media Campaigns:

Facebook and Instagram

Digital Displays at PHX & FLG Airports:

Feature messaging on the town's revitalization, highlighting the golf course, city pool, classic events, and outdoor adventure opportunities, enticing Route 66 tourists to stay longer and explore more.

Paid Ads:

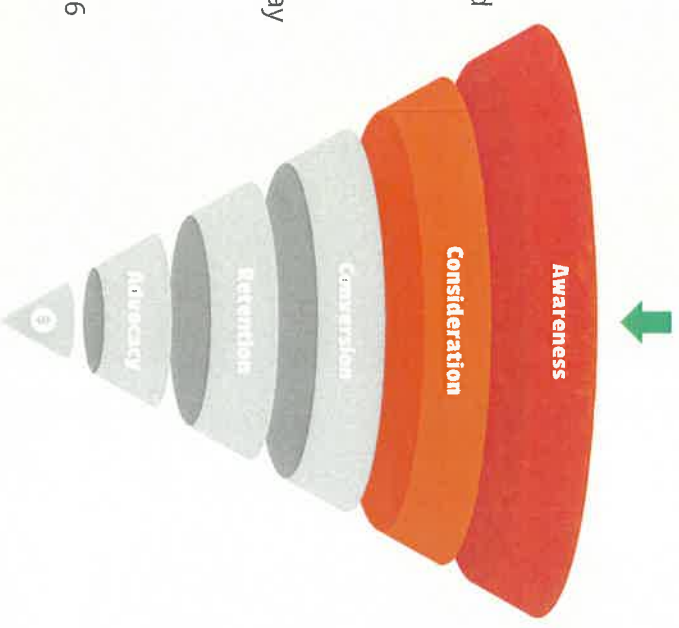
- Run Google Ads targeting potential tourists searching for Route 66 nostalgia, family-friendly Southwest destinations, and outdoor adventure.
- Use Facebook Ads targeting tourists from surrounding areas, promoting travel packages (e.g., "Stay 3 nights, get a free pass to the Petrified Forest") and Holbrook's revitalized amenities.

Local Travel Packages:

- Develop exclusive travel deals to encourage extended stays, such as "Stay 3 nights, get a free day pass to the Petrified Forest" or discounts on rounds of golf at the newly renovated course.
- Partner with local hotels and businesses to create event packages that tie into Holbrook's Route 66 festivals, drag races, and other local attractions.

Regional Advertising:

- Launch regional digital ads and traditional ads (track cards) in 4 Corners area stores, hotels, and tourist centers, promoting Holbrook's events and travel packages.
- Feature posters and digital displays highlighting classic Route 66 events, the revitalized city pool, and the new golf course to drive tourist traffic from nearby areas.



Route 66, Revved & Ready



CAMPAIGN #2 THE CHARACTER'S JOURNEY

Route 66, Revved & Ready

The Character: Tourists—both international and domestic—looking for a unique blend of historic charm and modern adventure in their travels.

The Problem: They want to experience authentic Route 66 nostalgia without sacrificing modern amenities and adventure. Travelers often struggle to find destinations that offer both a connection to the past and exciting new experiences.

The Guide: Holbrook is the perfect balance of historic preservation and modern revitalization, offering new attractions (golf course, pool) and classic events (Route 66 festivals, drag races) that blend the past and present in a way that makes Holbrook a must-visit.

The Plan:

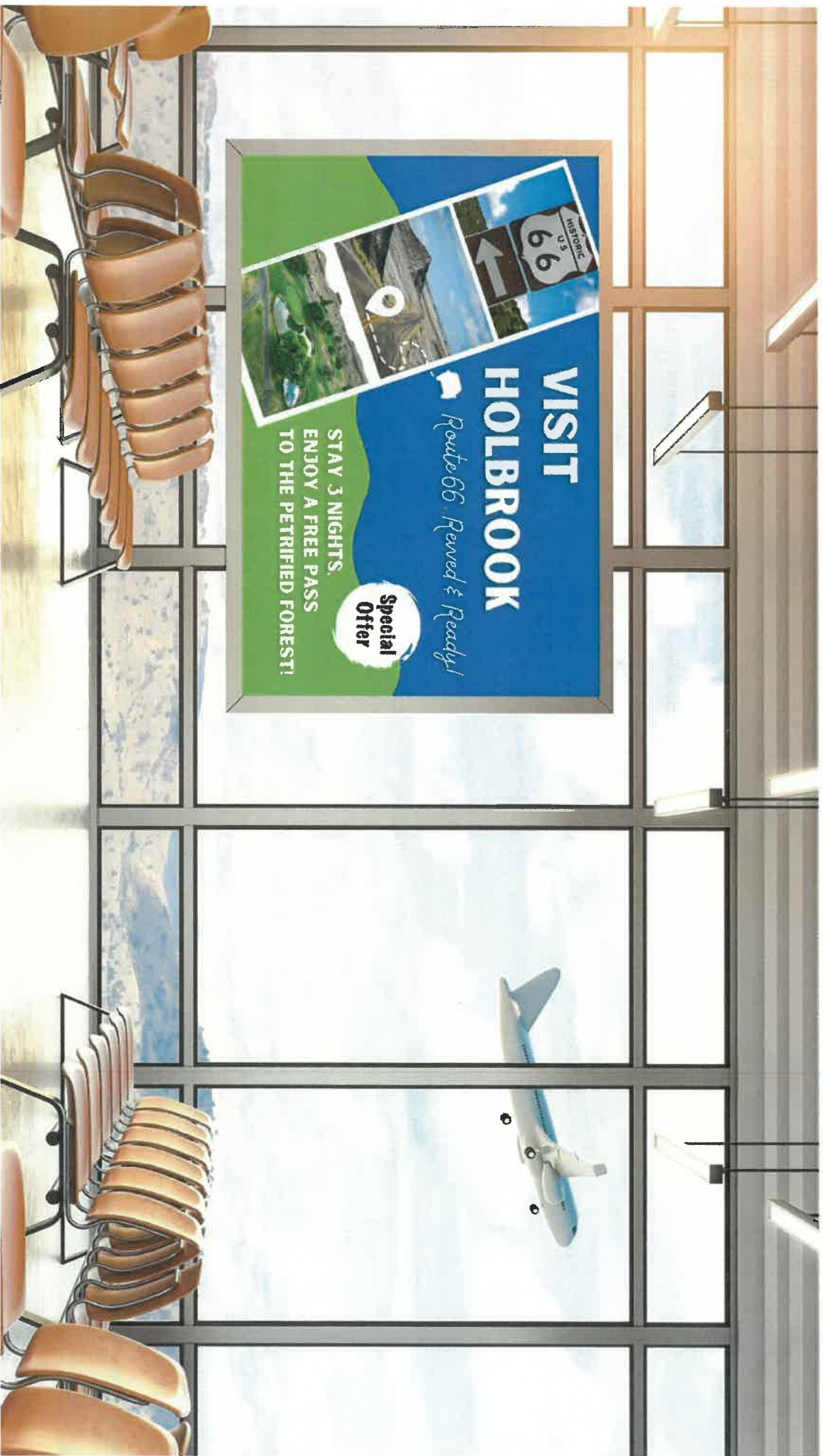
- **New Website:** Highlight revitalized attractions and upcoming events through a user-friendly site optimized for SEO.
- **Social Media:** Promote Holbrook's unique blend of historic and modern offerings through engaging content and ads.
- **PPC, Travel Packages, and Airport Advertising:** Use these tactics to target tourists, offering compelling reasons to stay longer and explore more.

The Call to Action:

"Plan your stay in Holbrook—where Route 66 history and modern adventure come together."

The Success: Tourists experience the perfect mix of historic nostalgia and modern attractions, enjoying Holbrook's rich Route 66 heritage, outdoor adventure, newly revitalized amenities, and family-friendly events. They stay longer, explore more, and leave with a deep connection to the town's balance of old and new.





CAMPAIGN #3: HOMEGROWN HOLBROOK

Homegrown Holbrook

Personas: Residents of Holbrook (Jessica Martinez and similar personas)
Local business owners (Kari Buckley and similar entrepreneurs)

Potential new residents or investors interested in becoming part of a close-knit, community-driven town

Aspirational Identity: Residents want to feel empowered and connected to their town's future, proud to help shape a vibrant and inclusive community. **Local business owners** want to contribute to the town's growth while thriving in a supportive local economy.

Potential new residents or investors are looking for a town that is growing but still rooted in strong community values, offering a balance of heritage and opportunity.

Campaign Concept: "Homegrown Holbrook" is all about community collaboration and grassroots growth, celebrating the people of Holbrook and their role in building a brighter future for the town. Through this campaign, residents, business owners, and new investors are invited to come together to support Holbrook's revitalization efforts and preserve its unique heritage. Whether by attending local events, supporting local businesses, or investing in new developments, everyone plays a role in shaping the future of Holbrook.

Sample Messaging:

- "Holbrook: Built by us, for all of us."
- "Our town, our future—let's build it together."
- "From our roots to our future—Holbrook is homegrown."

Value Proposition: Holbrook's growth is powered by the local community, offering residents, business owners, and new investors the opportunity to shape and contribute to the future of a town that values heritage, diversity, and collaboration. In Holbrook, every person has a role to play in building a thriving, modern community while staying true to its historical roots.

Direct CTA: "Get involved in shaping Holbrook's future—join the movement today!"
"Invest in Holbrook—be part of a community-driven revival."

Transitional CTA:

- "Attend a local event and see how we're building a stronger Holbrook."
- "Support your local businesses—they're the heart of our town."



CAMPAIGN #3 TACTICS

Where they are in the funnel:

Residents: **Consideration** -> Decision

Local business owners: **Consideration** -> Decision

Potential new residents/investors: **Awareness** -> Interest

Social Media Campaigns:

Facebook and Instagram, Facebook groups to build engagement with residents.

Website:

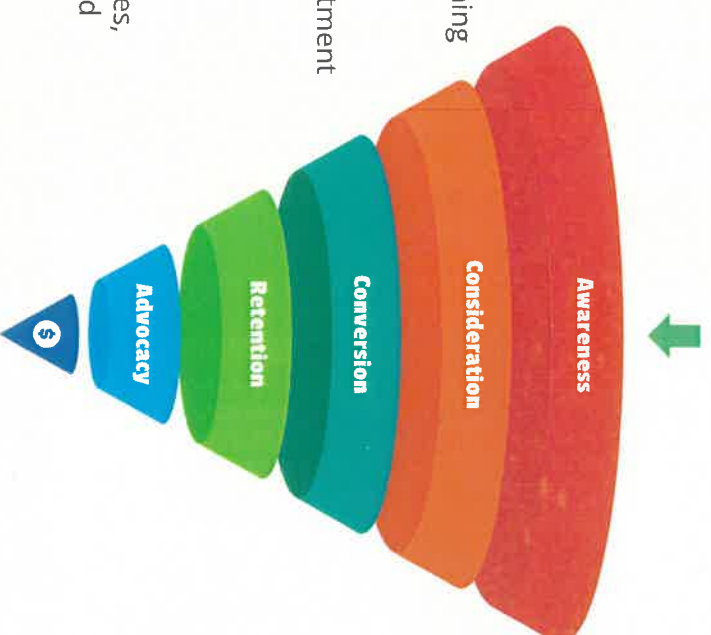
- Build a dedicated section where residents and business owners can access information on upcoming events, volunteer opportunities, and ways to participate in revitalization efforts.
- Create a joint calendar with the **Chamber of Commerce** to promote business workshops and community-driven initiatives.
- Feature **SEO-optimized content** that highlights growth efforts, business opportunities, and investment potential.
- Showcase local business success stories with testimonials from business owners about how the **Chamber and the town's growth efforts** have supported their success.

Email Marketing:

- Send monthly newsletters to residents sharing updates on the town's growth efforts, new initiatives, and ways to get involved. Include a section highlighting local businesses, featuring their stories and contributions to Holbrook's revitalization.

Local and Regional Partnerships:

- Collaborate with local businesses to promote community events and grassroots initiatives, such as neighborhood improvement projects, shop local campaigns, and small business spotlights.
- Partner with regional organizations to promote Holbrook's investment potential to nearby towns and larger cities, positioning the town as a great place for new businesses and residents to relocate.



Homegrown Holbrook



CAMPAIGN #3 THE CHARACTER'S JOURNEY

Homegrown Holbrook

The Character: Holbrook's residents, local business owners, and potential new investors—all of whom aspire to contribute to a growing, thriving, and modern community while staying true to the town's roots.

The Problem: They want to feel like they're a part of Holbrook's growth and future, but may not know how to get involved or how their contributions can make a difference.

The Guide: Holbrook offers a platform for community collaboration, providing opportunities for residents and businesses to get involved in town projects, support local businesses, and invest in Holbrook's future.

The Plan:

- **Community Engagement:** Use the **new website** and **social media** to share opportunities for involvement and highlight local businesses and initiatives.
- **Collaborate with Businesses:** Partner with local businesses to support growth efforts and organize events that showcase their role in the town's development.
- **Empower Residents:** Host community events, town halls, and volunteer projects to ensure residents feel connected to and invested in Holbrook's progress.

The Call to Action:

"Get involved in building Holbrook's future—find out how you can contribute today."

"Support local businesses and play your part in shaping a thriving community-driven town."

The Success: Holbrook's residents and businesses feel **empowered**, knowing they have an active role in shaping the town's future. The community becomes more connected and invested in local growth efforts, and potential new residents and investors are drawn to a town with **strong community values**, **business opportunities**, and a clear vision for the future.





Celebrating Local Success Stories

HOME GROWN HOLBROOK



Our mission is to provide a cozy retreat for travelers exploring Route 66. We take pride in our warm hospitality! - John Smith, Manager

HOLBROOK INN



Thanks to the support of the Chamber of Commerce and community events, we've doubled our customer base this year! - Sarah Johnson, Owner

THE RUSTIC ROOST



Every business success strengthens our community. Join us in supporting local entrepreneurs.

TOGETHER. WE GROW!



Support local businesses, explore our community, and be part of our success story. Share your favorite local spot below!

EXPERIENCE HOLBROOK!



City of Holbrook

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	1	2	3	4	5
	Organic Social Post: Campaign 1	Paid Social Ads: Campaign 1 & Pillar	Timely Social: REEL	Email Sent - Residents	Organic Social Post: Campaign 2
	Pay per click 1x*				
5	7	8	9	10	11
	Pay per click 1x*	Organic Social Post: Campaign 3	Web Dev - Pillar Page Content	Organic Social Post: Campaign 1	
				Email Sent - Businesses	Next month's blogs written
14	15	16	17	18	19
	Pay per click 1x*	Timely Social: REEL	Photo / Video	Organic Social Post: Campaign 3	Updated Graphics for Upcoming Month
		Meet with Mojo	Organic Social Post: Campaign 2		Web Dev -Post Blog
	21	22	23	24	25
	Pay per click 1x*	Organic Social Post: Campaign 1	Web Dev - Add Monthly Events	Organic Social Post: Campaign 2	
	28	29	30	1	2
	Pay per click 1x*				
	Organic Social Post: Campaign 3				



A	B	C	D	E	F	G	H
Month	Topic Pillar	Topics		Tactics			Events
2024							
December	Holiday and Community Spirit	<p>Holiday Celebrations: Highlight the festive spirit in Holbrook with local events and community gatherings.</p> <p>Local Shopping: Promote supporting local businesses during the holiday season.</p> <p>Winter Adventures: Feature outdoor winter activities and nearby attractions like the Petrified Forest, offering a peaceful escape during the season.</p>		<p>Social Media Campaigns: Feature local shops and holiday markets, using hashtags like #ShopLocalHolbrook.</p> <p>Email Marketing: Send holiday-themed newsletters with gift ideas, local events, and seasonal hotel deals.</p> <p>PPC Ads: Focus on holiday travel packages and December getaways in Holbrook, encouraging extended stays.</p> <p>Event Promotion: Spotlight community events like a Holiday Parade, local markets, and any light displays.</p>			<p>Holiday Parades</p> <p>Shop Local Campaign</p> <p>Winter Markets</p>
Jan 2025	New Beginnings and Winter Tourism	<p>New Year: New Adventures: Encourage tourists to start the year with a Southwest adventure.</p> <p>Local Business Spotlights: Begin the year by showcasing local businesses and how they support the community.</p> <p>Quiet Escapes: Position Holbrook as a perfect quiet retreat for visitors looking to escape the post-holiday rush and recharge.</p>		<p>Email Campaigns: Offer New Year deals for tourists, focusing on weekend getaways or extended stays.</p> <p>SEO Blog Posts: Write about "Best Winter Activities in Holbrook" or "Why Holbrook is the Perfect Start to Your New Year".</p> <p>Instagram & Facebook Ads: Promote winter adventure packages and relaxing retreats to travelers, using imagery of the snow-dusted desert landscape and historic sites.</p>			<p>New Year Celebrations</p> <p>Chamber of Commerce Networking</p> <p>Events to start the year with a focus on business growth and investment.</p>
Feb 2025	Route 66 Romance	<p>Valentine's Day Getaways: Promote Holbrook as a romantic stop along Route 66, perfect for a cozy and adventurous couples getaway.</p> <p>Cultural Celebrations: Honor the Native American heritage and local cultural events during the month.</p> <p>Local Love: Spotlight local businesses and restaurants as romantic date spots or unique gift providers for Valentine's Day.</p>		<p>Social Media Ads: Feature Valentine's Day packages with hotel stays, Petrified Forest tours, and dining experiences.</p> <p>Influencer Campaigns: Partner with travel influencers or local ambassadors to share romantic stories about Holbrook as part of a Southwest travel experience.</p> <p>PPC Campaigns: Target tourists planning romantic getaways, offering discounted weekend packages for couples.</p>			<p>Valentine's Day Promotions at local restaurants and hotels</p>
March 2025	Spring Break & Outdoor Adventure	<p>Spring Break Adventures: Attract families and adventurers by promoting outdoor activities like exploring the Petrified Forest and hiking in the area.</p> <p>Route 66 History: Focus on Holbrook as a key historical stop along Route 66, perfect for road trippers.</p> <p>Local Growth: Highlight Holbrook's local businesses preparing for the upcoming busy spring season.</p>		<p>YouTube & Instagram Videos: Showcase outdoor adventure activities and family-friendly attractions like the Petrified Forest, perfect for Spring Break.</p> <p>PPC Ads: Focus on families and adventure travelers, promoting Spring Break travel deals and multi-day stay packages.</p> <p>Email Marketing: Send targeted emails promoting Spring Break itineraries, including tips on what to do in and around Holbrook.</p>			<p>Spring Break Packages at hotels and local attractions</p> <p>Spring Adventure Series promoting local hiking, camping, and outdoor activities</p>



WHAT THIS LOOKS LIKE

Plan:

Time Frame: Month 1

Goals:

- Create Annual Plan
- Create Content Calendar
- Starting pillar: We Are Holbrook. Brand identity campaign launch, including a new website and logo.
- Set Clear KPIs and Benchmarks
- Create Conversion, PPC, Email & Ad Trackers
- Gain access to / create all needed marketing channels and platforms.



Create:

Time Frame: Month 2-Ongoing

Goals:

- Following the Content Calendar & Annual Plan, create monthly content around the 3 campaigns.
 - Photo/Video shoot
 - Social Media Ads
 - Social Media Organic
 - SEO-focused blog content
 - PPC campaigns
 - Email campaigns

Recommended Ad Spend: \$400/month social ads, \$1500/month Google Ads

KPIs to Track:

- Email list subscribers
- Social media engagement
- Social media followers
- Website position tracking



Optimize:

Time Frame: Month 3 - Ongoing

Goals:

- Review campaign performance
- Adjust strategies/budgets based on analytics
- Strengthen partnerships with local businesses

Recommended Ad Spend: based on performance from ongoing campaigns

KPIs to Track:

- Website traffic
- Social Engagement rates
- Google Ad Click-through rates
- ROI on ad spend
- Increased engagement in community events
- New Business Development



Ongoing:

Time Frame: Month 12 - Ongoing

Goals:

- Foster an environment for the growth of new businesses.
- Increase the average length of stay for tourists.
- Improve retention rates of residents and businesses.

KPIs to Track:

- **New Business Development**
 - 1 new business each year
 - Local businesses achieve a 15% growth in revenue year-over-year.
- **Visitor Duration:** increase by 20% over the next 3 years.
- **Resident/Business Retention:** 15% increase in the number of businesses that stay open for five years or more.
- **Community Engagement:**
 - Conduct annual surveys to assess resident and business satisfaction, using feedback to implement improvements.
 - 30% more attendees at local events year-over-year.



MARKETING KPI'S & TIMELINE



WHAT DOES SUCCESS LOOK LIKE?

Organizational Objective

✓ Short-Term

- **Increase City Revenue by 5%:** Generate revenue through enhanced tourism, new businesses, and better city services.
- **Attract 5-6 Small Businesses:** (coffee shops, retail stores, etc.) Boost the economy and fill vacant spaces.
- **Boost Tourism:** Leverage new attractions (motocross, drag racing, hiking) to bring in visitors, especially from neighboring states.
- **Revitalize Community Spaces:** Improve local infrastructure to enhance resident life and increase tourism appeal.

✓ Long Term

- Sustain 5-7% Year-over-Year Growth
- Sustain 15% Profit Margin on City-Managed Facilities
- Build Recreational and Cultural Legacy Projects
- Attract 5-8 Larger Businesses (medical, grocery, etc.)

Marketing Objective



Unify City Branding: Resolve the identity crisis by aligning the City and Chamber on a unified, forward-thinking brand for Holbrook.



Increase Tourism:

- Short-term: Event promotion (motocross, drag racing, etc.) to increase weekend traffic.
- Long-term: Promote outdoor recreation & the city's historical significance.



Attract New Businesses: Market Holbrook as a business-friendly city to small business owners through targeted campaigns.

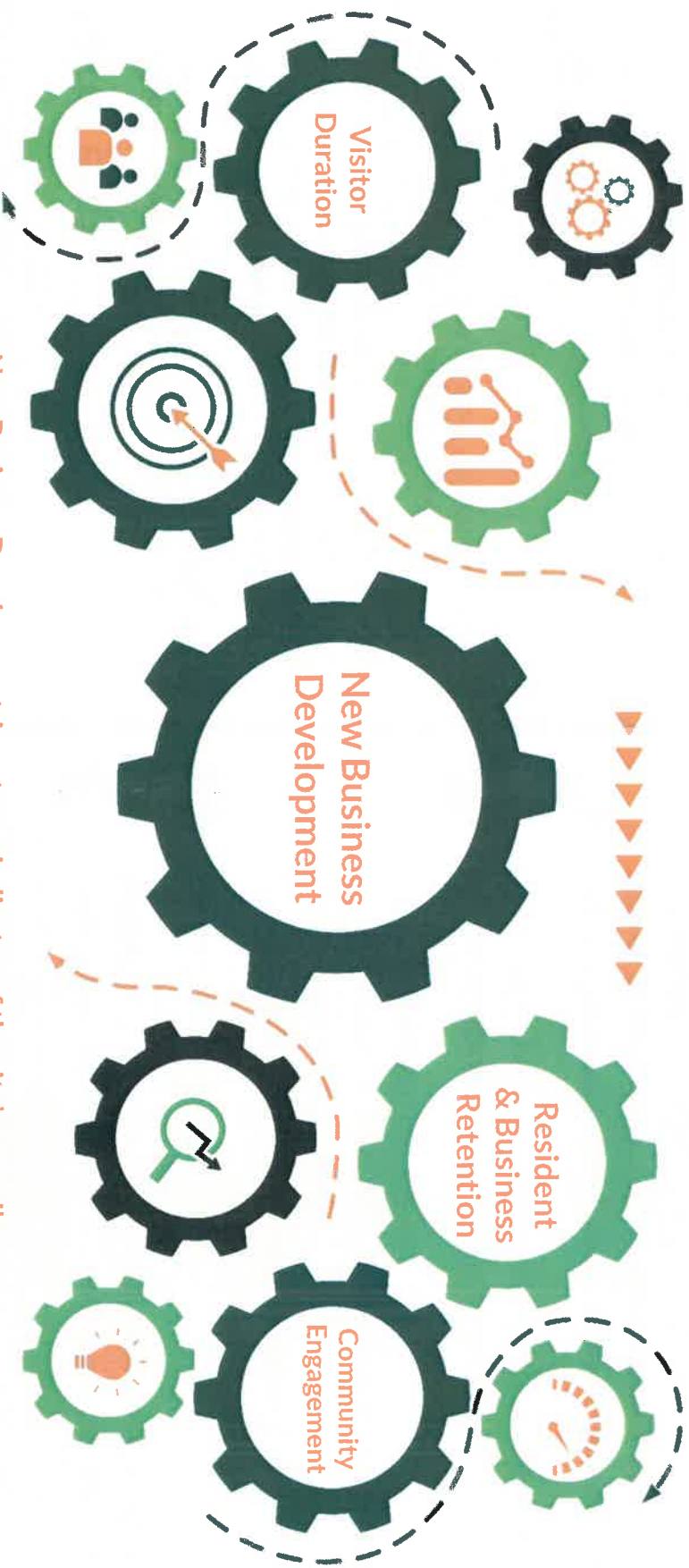


Promote Community Engagement: Build a stronger connection between residents and the city through modern marketing channels and local events.

Goals

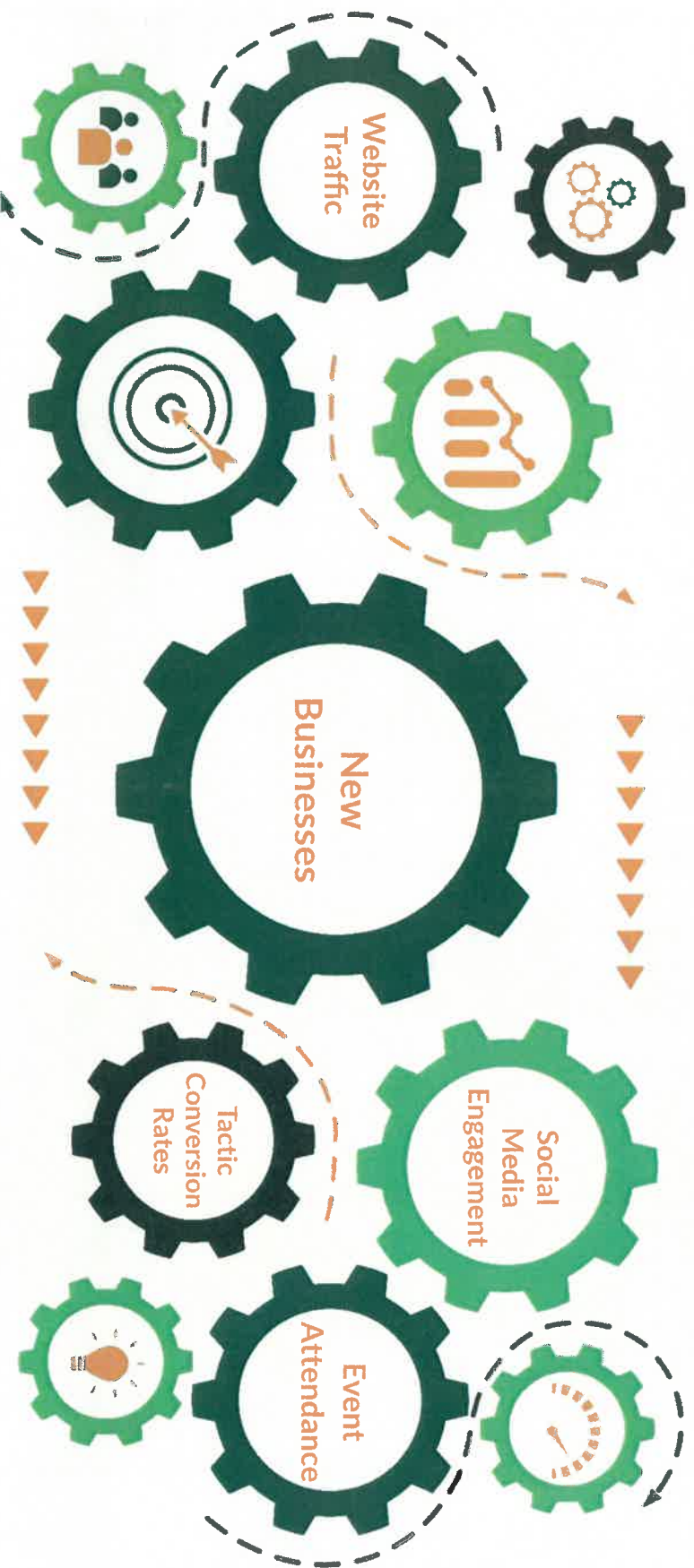


HOW DO WE MEASURE BUSINESS SUCCESS?



New Business Development is a strong indicator of the city's overall health, showing progress in attracting investment, improving the local economy, and ensuring long-term sustainability.

HOW DO WE MEASURE MARKETING SUCCESS?



Lead Generation KPIs



ANNUAL PLAN EXAMPLE

		Strategy	AR Management	Content Creation and Execution	Hard Cost	Flex Time (Dec 2024)	Flex Time (Jan 2025)	Flex Time (Feb 2025)	Flex Time (March 2025)	Flex Time (April 2025)					
Budgets:															
Marketing and Content Creation:															
\$4825															
Target Hours: 31 hours															
HOLM BROS	HOLM BROS	QA/QC (X) Monthly SPM with Content Creator (25)	Client and team comms (2)	TV Graphics (1.5)	GMB Management (.5) Update Website Sliders (1)	Evergreen Organic Social Media & Timely (5)	Social Onboarding (1)	Canva/Brand Kit Onboarding (1)	PPC Ad Development (2)	Google Analytics Onboarding (1)	Task Build (1.5) Update/Refresh SEO Strategy (2)	Campaign 1 Graphics (3)	Event Support (1)	Campaign 2 Graphics (3)	Task Build (1.5) Event Support (1)
Reporting (2)		Client Meeting (3)		CallRail (1)		Campaign 1 Graphics (3)		Event Support (1)		Campaign 2 Graphics (3)		Event Support (1)			



(PRE) CAMPAIGN DUTIES



Mojo

- Finalize the campaign messaging based on any feedback
- Finalize strategy based on any feedback
- Launch logo project

Next Steps

CITY OF HOLBROOK

- Provide feedback on campaign and messaging
- Have a team meeting with the council members to review strategy, and reach out with any questions or concerns



OUR TEAM

About **Mountain Mojo**

Our Philosophy

"We work with partners, businesses and organizations that we believe in; that we want to fight everyone on the internet for, that align with our core values, and that share our passion for building community through building a business."

The Mojo Mission

Combining our passions to share your dream and grow your vision by creating & cultivating unique and disruptive stories.

Our Core Values

Family - Through respect, accountability & collaboration we support each other to achieve common goals in work and life

Adventurous - Pushing boundaries professionally, creatively and personally

Passionate - Combining our passions with yours to share your story and grow your vision through transparent communication

Connected - Cultivating a healthy community through empathy and action

BIG ENOUGH TO BRING
RESULTS,
SMALL ENOUGH TO
CARE





LET'S FIND
YOUR MOJO
-THANK YOU



OUR GOAL
**CREATE A NEW
VISUAL IDENTITY THAT...**

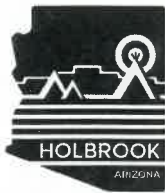
Is versatile and can be used in a variety of different ways. Your new visual identity will be future-focused and modern, yet able to withstand the test of time. It will represent the City of Holbrook and its diverse community.

VISUAL		INTENTION		APPEAL	
Modern	Colorful	Sunsets	Energetic	Future	Timeless
Bright	Simple	Enticing	Destination	Painted Desert	Heritage
Optimistic	Clean	Warm	Welcome	Culture	Plateaus

CONCEPT 1



Concept 1

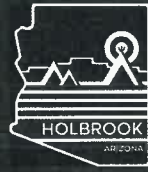


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Concept 1



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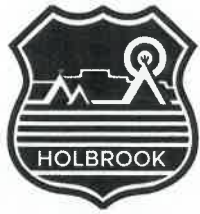
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CONCEPT 1.2



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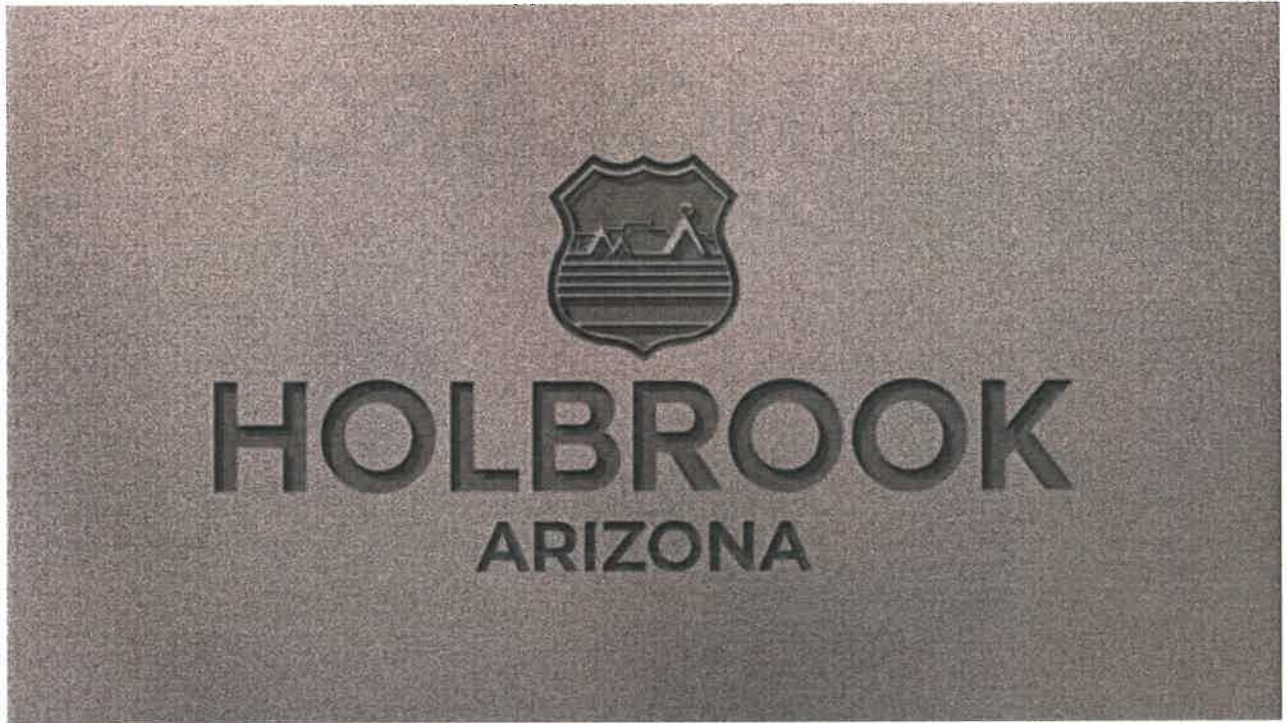


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Concept 1.2





CONCEPT 2

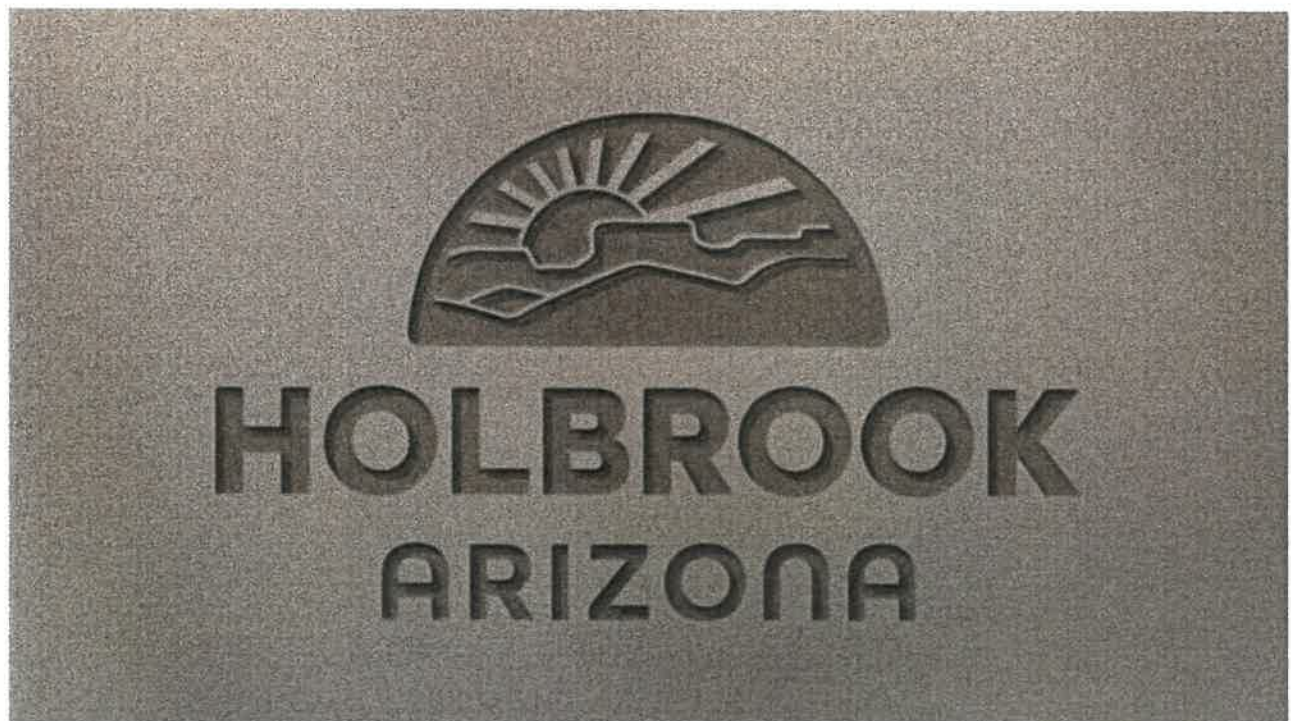
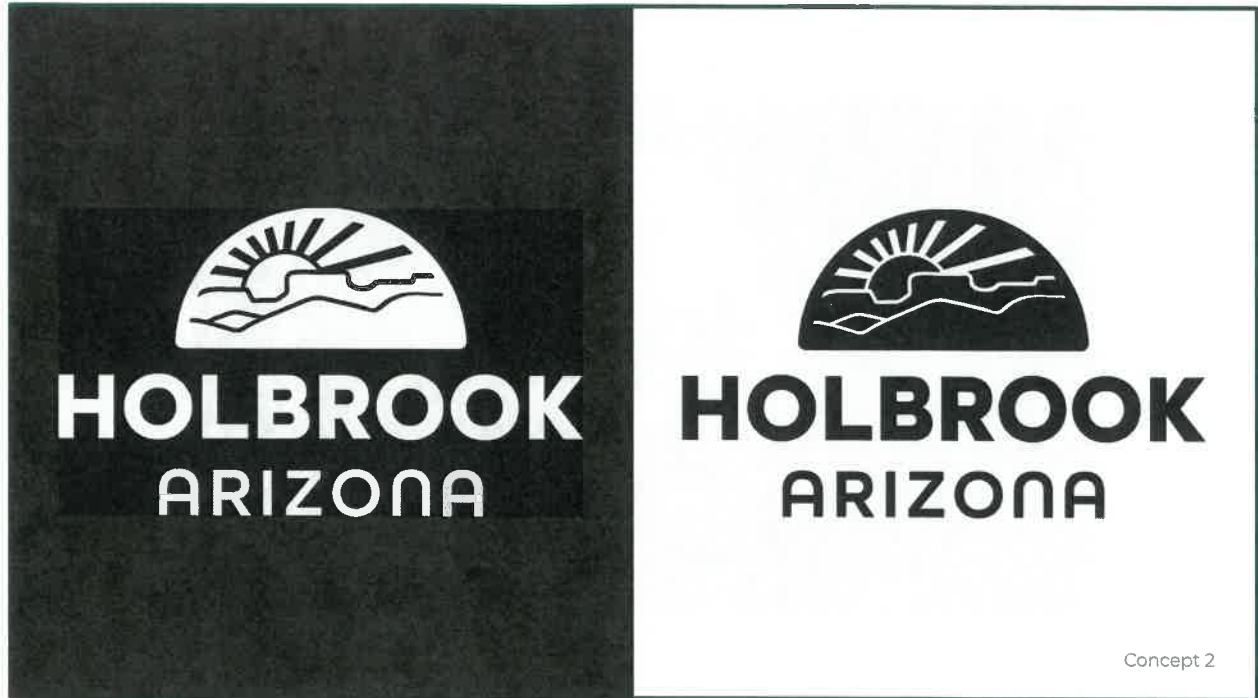


Concept 2



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Concept 2





CONCEPT 2.2



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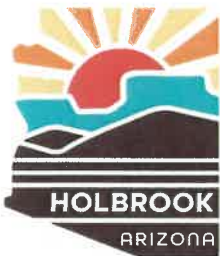


CONCEPT 2.3



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Concept 2.2



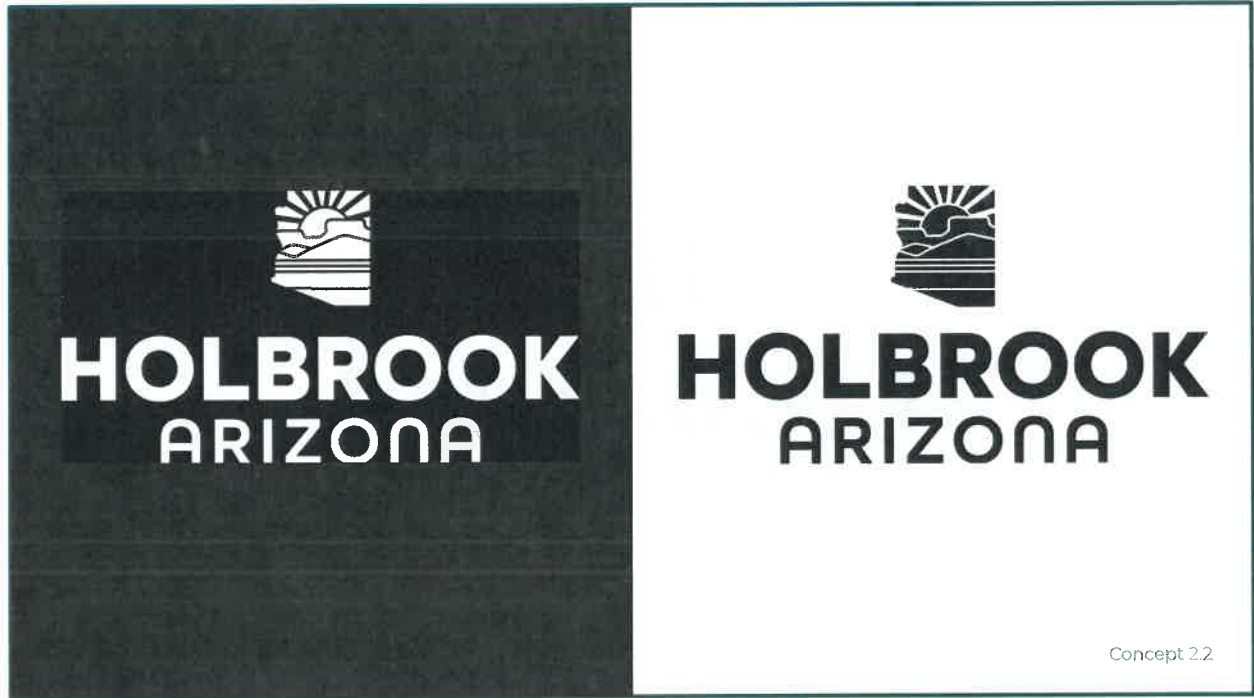
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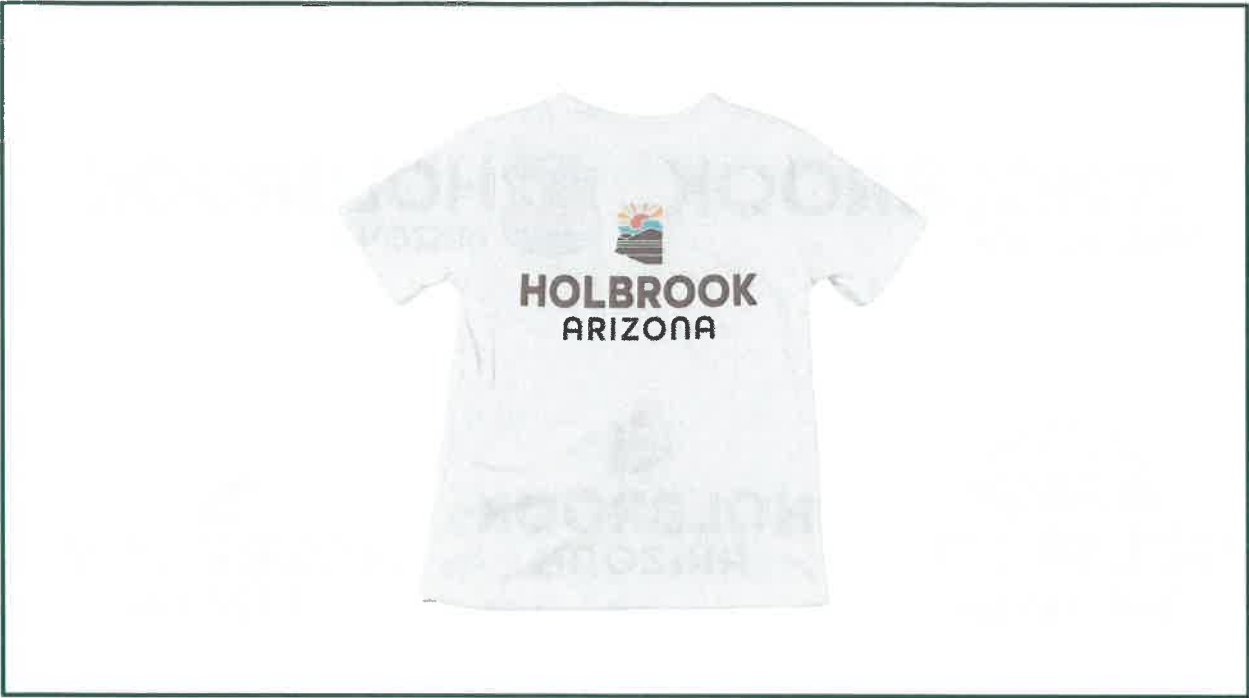


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Concept 2.2





**LOGO
COMPARISON**

Concept 1



Concept 1.2



Concept 2.2

Concept 2



Concept 2.3



HOW DO YOU THINK YOUR
AUDIENCE WILL REACT?

DID WE TAKE A STEP
IN THE RIGHT DIRECTION
TO ACHIEVE YOUR BRAND GOALS?

WE DON'T HAVE TO
DECIDE TODAY.

Please take your time to think about this and consider your target audience.

Please respond with all feedback for the 2nd draft by Tuesday, 11/26