

Marketing 101: Practical Strategies to Market Your Business



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CITY RESOURCES FOR PLEASANTON BUSINESSES

BUSINESS ASSISTANCE PROGRAM - ECONOMIC DEVELOPMENT

Business Resources Page

Access information on upcoming workshops, 1:1 Advising, guides, tools, and programs to support Pleasanton businesses.

cityofpleasantonca.gov/business-resources

Managing Menu Costs and Re-Engineering Menus for Greater Profits & Reusable Foodware Program

Pleasanton Library Community Room, 400 Old Bernal Ave, Pleasanton, CA 94566

Tuesday, 10/22/2024

8:30 am - 12:00 pm

2025 Capital Summit

Pleasanton Library Community Room, 400 Old Bernal Ave, Pleasanton, CA 94566

Tuesday, May 13, 2025

8:30 am - 12:00 pm

In-Person Advising

Pleasanton Chamber of Commerce, 777 Peters Avenue, Pleasanton CA 94566

www.eastbaysbdc.org/in-person-advising-pleasanton/



Economic Development General Resource Guide

The City of Pleasanton recognizes that starting and growing a business takes a variety of resources. Through this guide, the Economic Development Division staff hopes to assist in identifying organizations and agencies that address the needs of your business.

Small Business Administration

The Small Business Administration (SBA) is a federal agency focused on providing counseling, capital, and contracting expertise to small businesses. The SBA supports America's small business community through free counseling, SBA-backed loans, and many more programs to help you grow.

Economic Development Identity-Specific Resource Guide

The City of Pleasanton takes pride in its thriving and growing small business community. We are dedicated to supporting and uplifting our small businesses. Through this resource guide, we hope that you can find resources and tools that align with your identity and goals.

Resources for Women-Owned Businesses

National

Women's Business Enterprise National Council

The Women's Business Enterprise National Council is a non-profit organization committed to helping women-owned businesses thrive. Alongside the various programs, events, and networking opportunities, the council provides a WBENC certification that validates any business that is at least 51% owned by a woman or women. Their certification is a valuable resource for acquiring grants and funding.

www.wbenc.org | (202) 872-5515

Development Center

Development Center (SBDC) branch for success in the Bay Area, a library of educational resources, and a library of educational resources.

91-5042
ofpleasantonca.gov

123 Main Street
PO Box 520
Pleasanton, CA 94566

Melinda Denis
Deputy Director of
Community and
Economic Development



CITY RESOURCES FOR PLEASANTON BUSINESSES

ACCESS CITY PROMOTIONAL OPPORTUNITIES

Business Promotion Page

Learn about ongoing campaigns and citywide promotions.

cityofpleasantonca.gov/business-promotion

Become a Gift Pleasanton Merchant

bit.ly/GiftPleasantonBiz

Hometown Holiday Sponsorships

Promote your business through signage, social media, and event-day recognition.

[Submit your Sponsorship Interest Form »](#)



**BECOME A
GIFT PLEASANTON[®]
PARTICIPATING MERCHANT**
PLEASANTON'S EGIFT CARD TO SUPPORT LOCAL

*Sign Up
TODAY*

- 01. REGISTER**
Go to <http://bit.ly/GiftPleasantonBiz> to register your business for FREE
- 02. RUN ACTIVATION CARD**
You'll receive an email from Yiftee to Run the "Activation Card" on your POS system
- 03. PROMOTE YOUR PARTICIPATION**
Spread the word that your business is a participating Gift Pleasanton merchant!

The infographic also features a visual of a 'GIFT PLEASANTON' e-gift card with icons for shopping, dining, and playing.



PLEASANTON[®]
SHOP • DINE • PLAY

This infographic is a collage of various local businesses and products, including ice cream, coffee, food, and people. It also features a 'GIFT PLEASANTON' e-gift card and the City of Pleasanton logo at the bottom.



**HOMETOWN HOLIDAY
CELEBRATION**

Give holiday cheer. Get Hometown Exposure!

THE CITY OF
PLEASANTON

SPONSOR
the celebration

HOMETOWNHOLIDAY.COM

The graphic is decorated with Christmas ornaments, stars, and a festive background.

WELCOME & INTRODUCTION

THE GOAL TODAY: PRACTICAL, REALISTIC WAYS TO GROW YOUR VISIBILITY

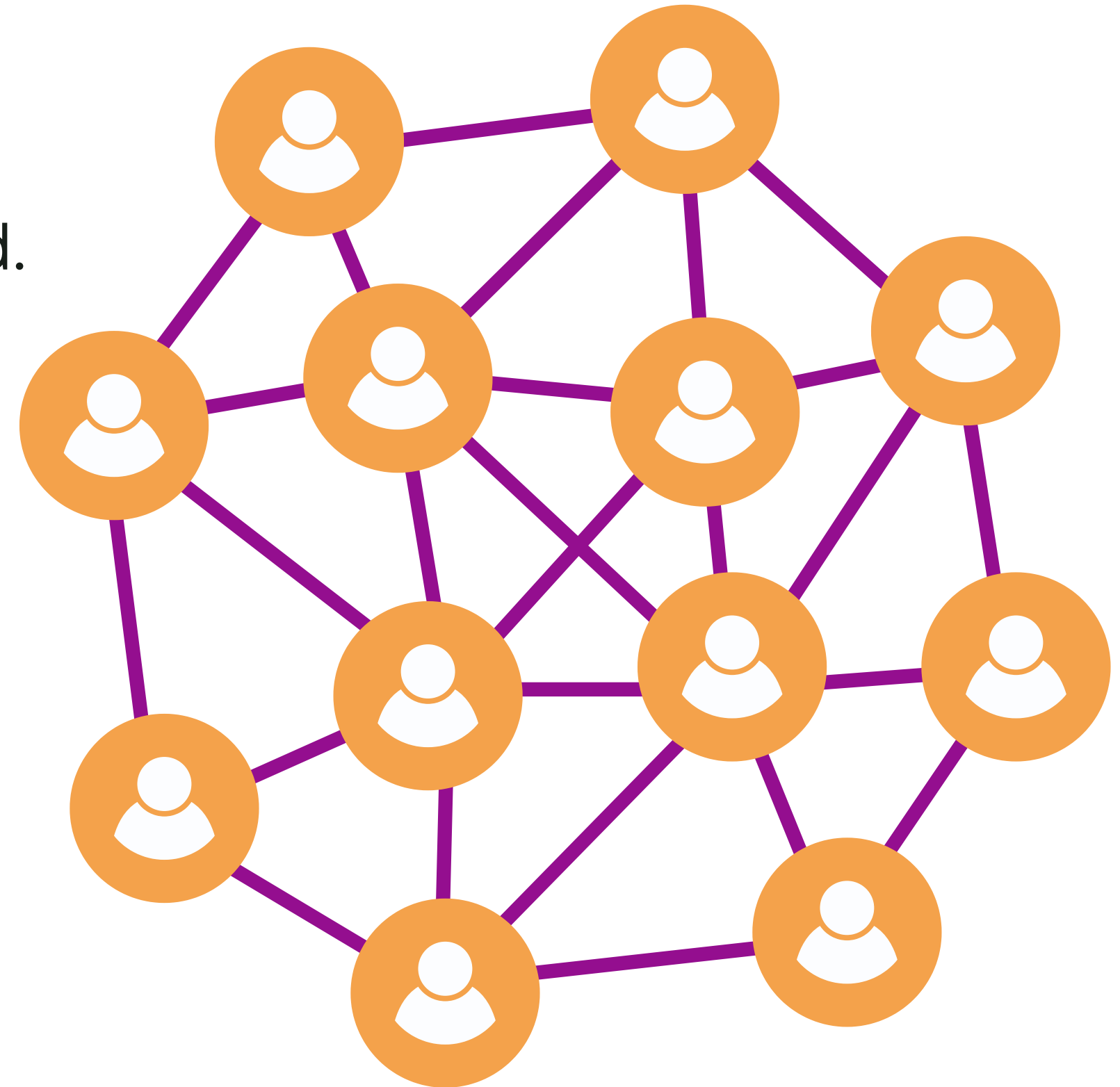
- Marketing can feel overwhelming — and that's okay.
- Strategy and consistency are key.
- Select manageable platforms and focus on doing those well.
- Think of your website, social media, and online listings as your digital storefront.



WHY MARKETING MATTERS

BUILDING TRUST AND STAYING TOP OF MIND

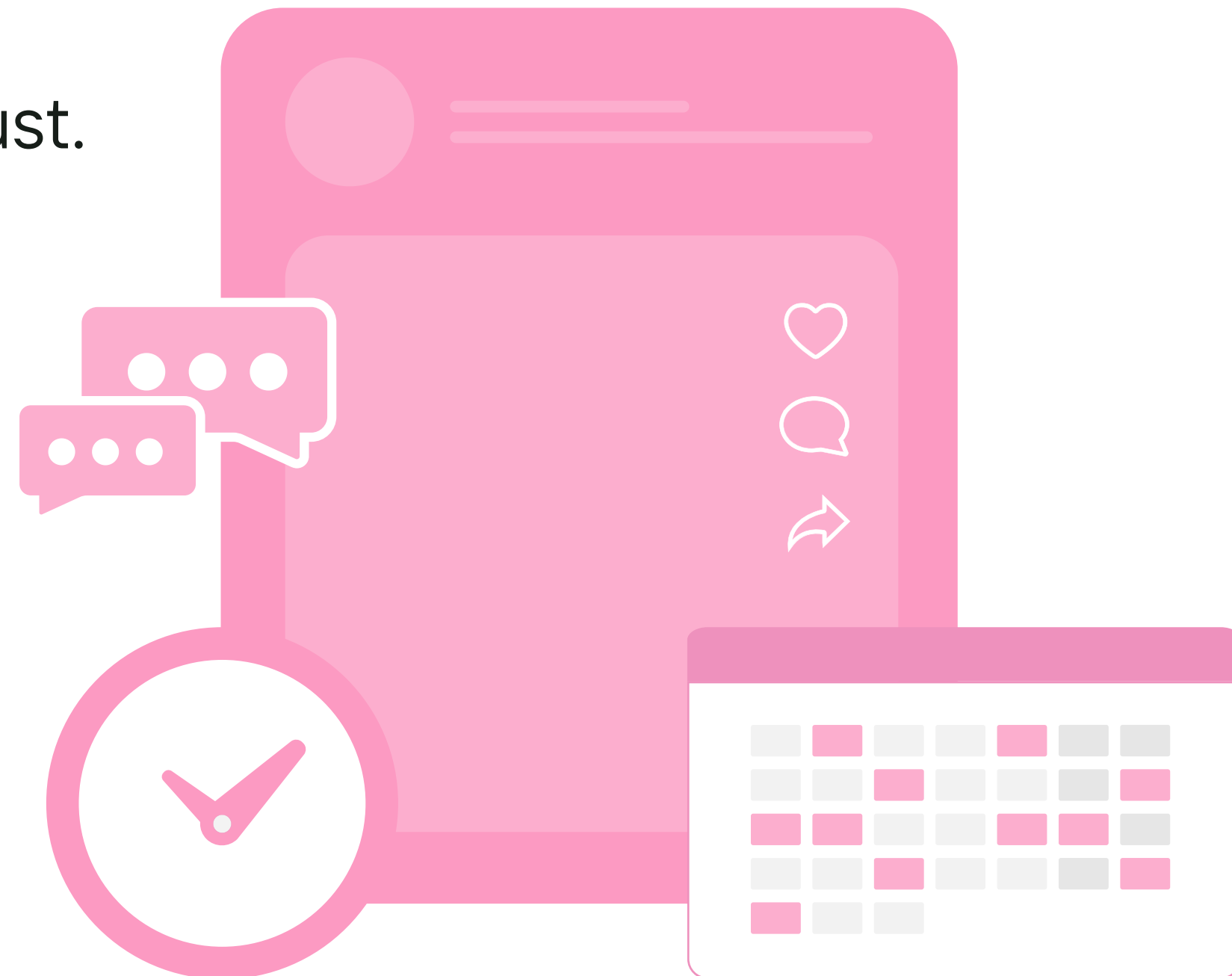
- Visibility = Viability
- Marketing builds trust and connection.
- Consistency keeps your business top of mind.



WHY CONSISTENCY MATTERS

CONSISTENCY BUILDS CREDIBILITY

- Keep details current across all platforms.
- Use consistent visuals, tone, and messaging.
- Consistency builds brand recognition and trust.



AUDIT YOUR ONLINE PRESENCE

KNOW WHERE YOUR BUSINESS LIVES ONLINE

- Review where your business appears online:
 - Website
 - Google
 - Yelp
 - Social media platforms (Facebook, Instagram, X, TikTok, Pinterest)
 - Online directories
- Create a simple spreadsheet to track your platforms.
- Think about where your target audience is most active and focus your efforts there.



CLAIM YOUR ONLINE PRESENCE

CLAIM AND MANAGE YOUR BUSINESS LISTINGS

- Claim your business on Google and Yelp.
- Keep info current — hours, photos, contact details.
- Respond to reviews — especially negative ones.
 - 85% of consumers read reviews before deciding where to go — your responses matter.

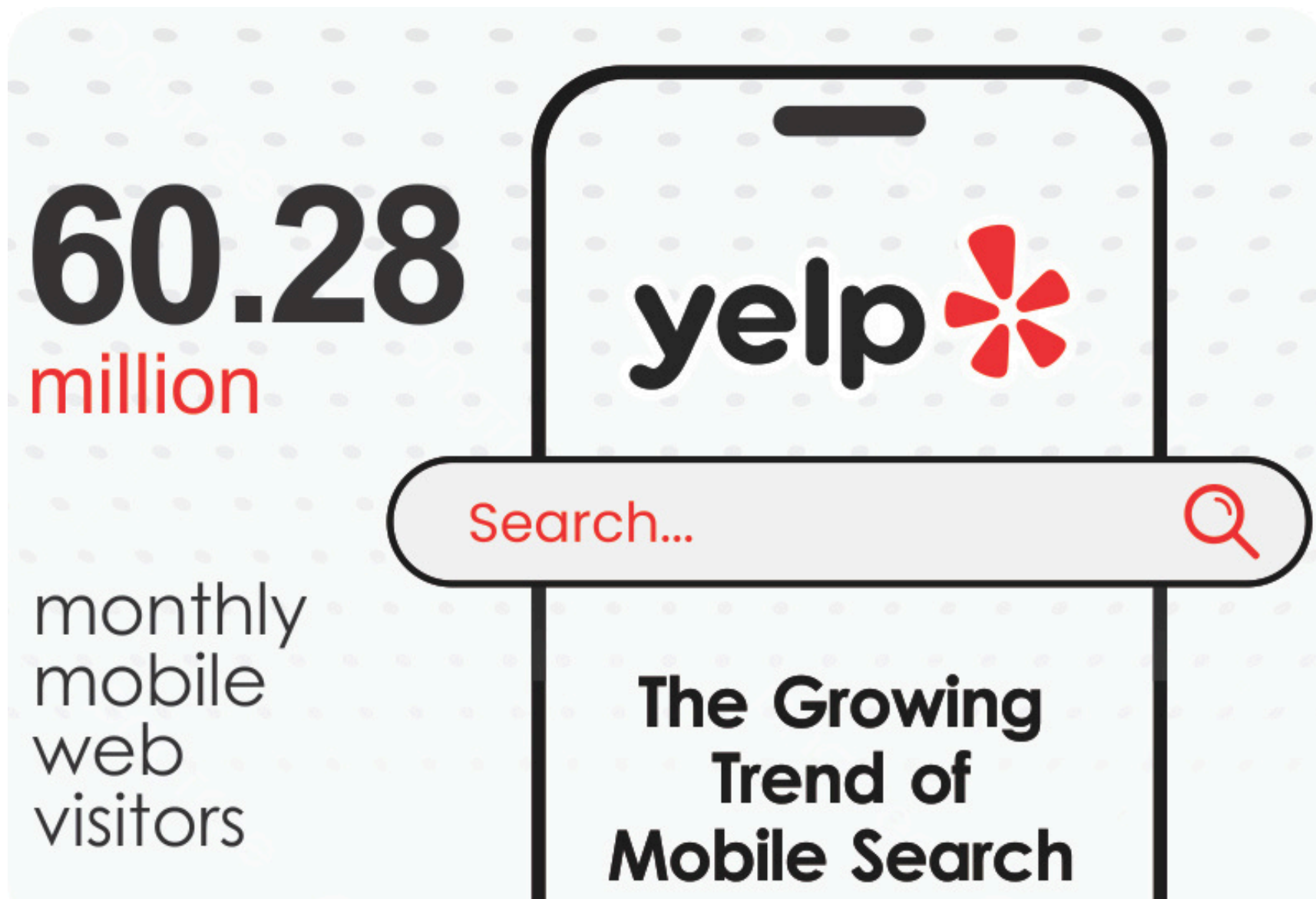


**87% OF CONSUMERS USE GOOGLE
TO DISCOVER LOCAL BUSINESSES**

CLAIM YOUR ONLINE PRESENCE

TOOLS TO CLAIM AND MANAGE YOUR BUSINESS LISTINGS

- How-to Video: [Claim or Create a Business Profile on Google](#)
- How-to Video: [Claim or Create a Business Profile on Yelp](#)

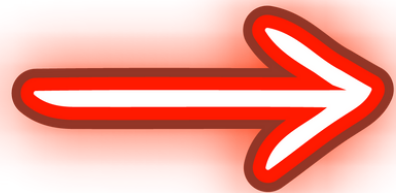


45% OF CONSUMERS CHECK YELP REVIEWS FOR A BUSINESS BEFORE THEY DECIDE TO VISIT THE BUSINESS.

AMPLIFY YOUR REACH – TAG @INPLEASANTON

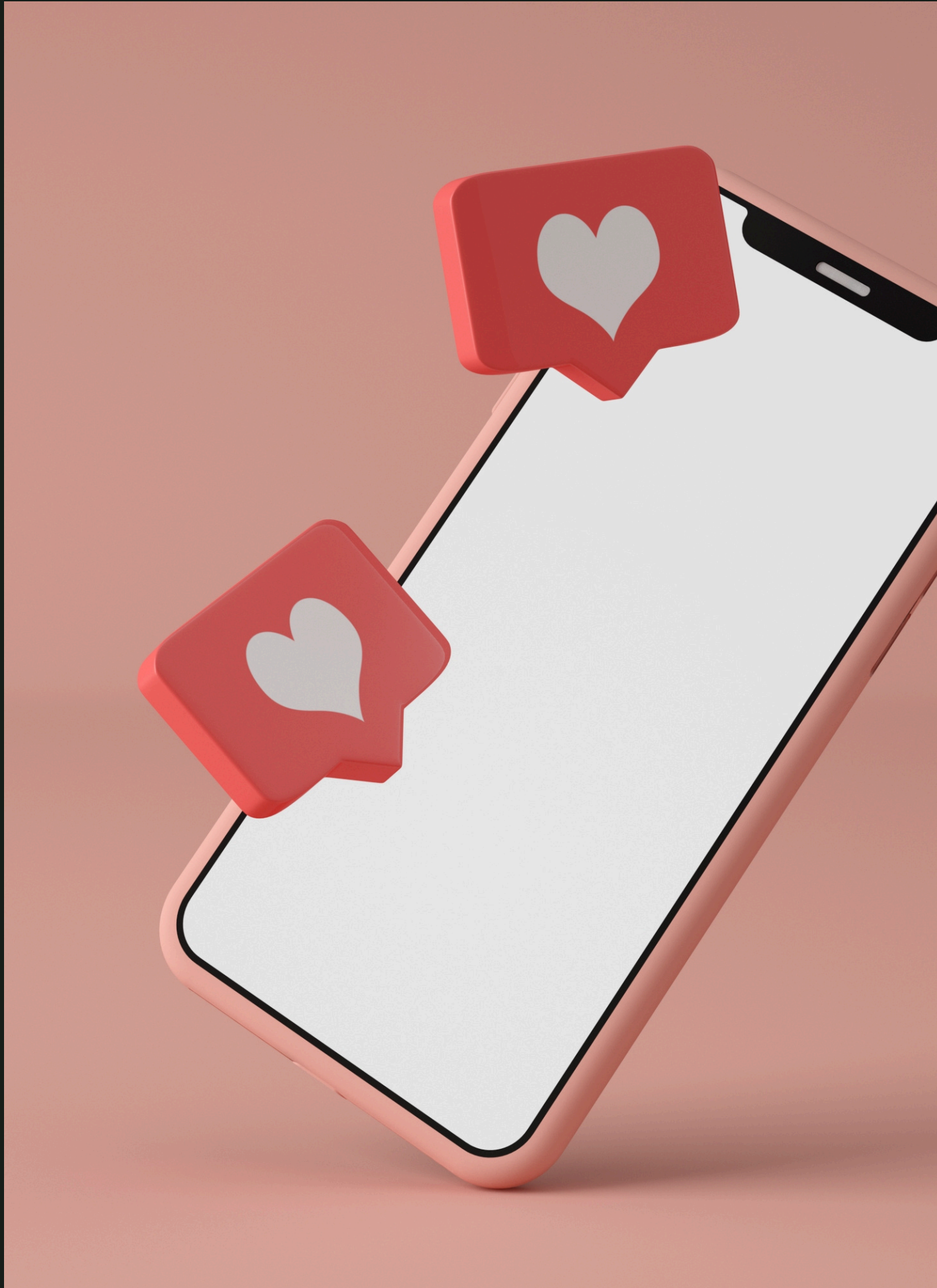
LEVERAGE LOCAL VISIBILITY

- Tag @inPleasanton on social media to expand your reach.
- The City shares local business posts to amplify visibility.
- Helps residents and visitors discover your business.



Tag @inPleasanton on
Facebook & Instagram!





MARKETING 101

**GROW YOUR DIGITAL
PRESENCE THROUGH
SOCIAL MEDIA**

PLEASANTON DOWNTOWN ASSOCIATION:

SOCIAL REACH OVERVIEW



11,700 INSTAGRAM FOLLOWERS

+



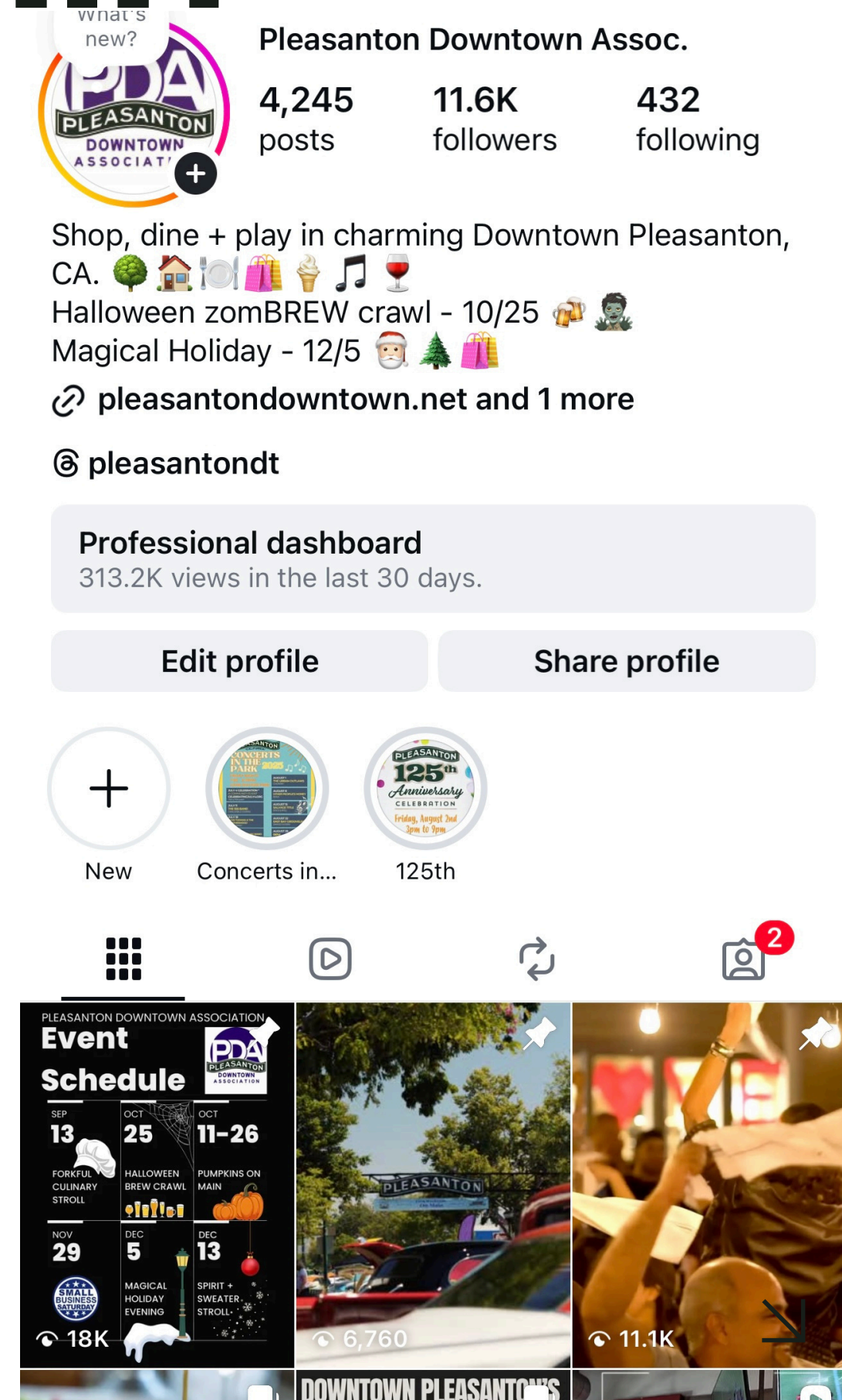
30,000 FACEBOOK FOLLOWERS

41,000 COMBINED SOCIAL MEDIA FOLLOWERS

STEP 1: DEFINE YOUR BRAND IDENTITY

GOAL: CREATE A CONSISTENT AND RECOGNIZABLE ONLINE PERSONALITY.

- Establish your visual style — colors, logo placement, font, photography filters.
- Identify your tone of voice — are you friendly and conversational, elegant and refined, or quirky and playful?
- Write a short brand statement that reflects what makes your business unique downtown (e.g., “Locally rooted, community loved,” “Bringing Main Street charm to modern life,” etc.).





STEP 2: AUDIT AND OPTIMIZE YOUR PLATFORMS

GOAL: CREATE A CONSISTENT AND RECOGNIZABLE ONLINE PERSONALITY.



- Choose 2–3 core platforms (Instagram, Facebook, and optionally TikTok or Threads).
- Update bios with location tags ("Downtown Pleasanton") and business hours and use the same profile picture/logo
- Use link tools like Linktree or Tap.bio to direct people to your website, menu, booking link, or events.
- Pin your best-performing or seasonal posts (ex: "Fall Specials," "Holiday Market").

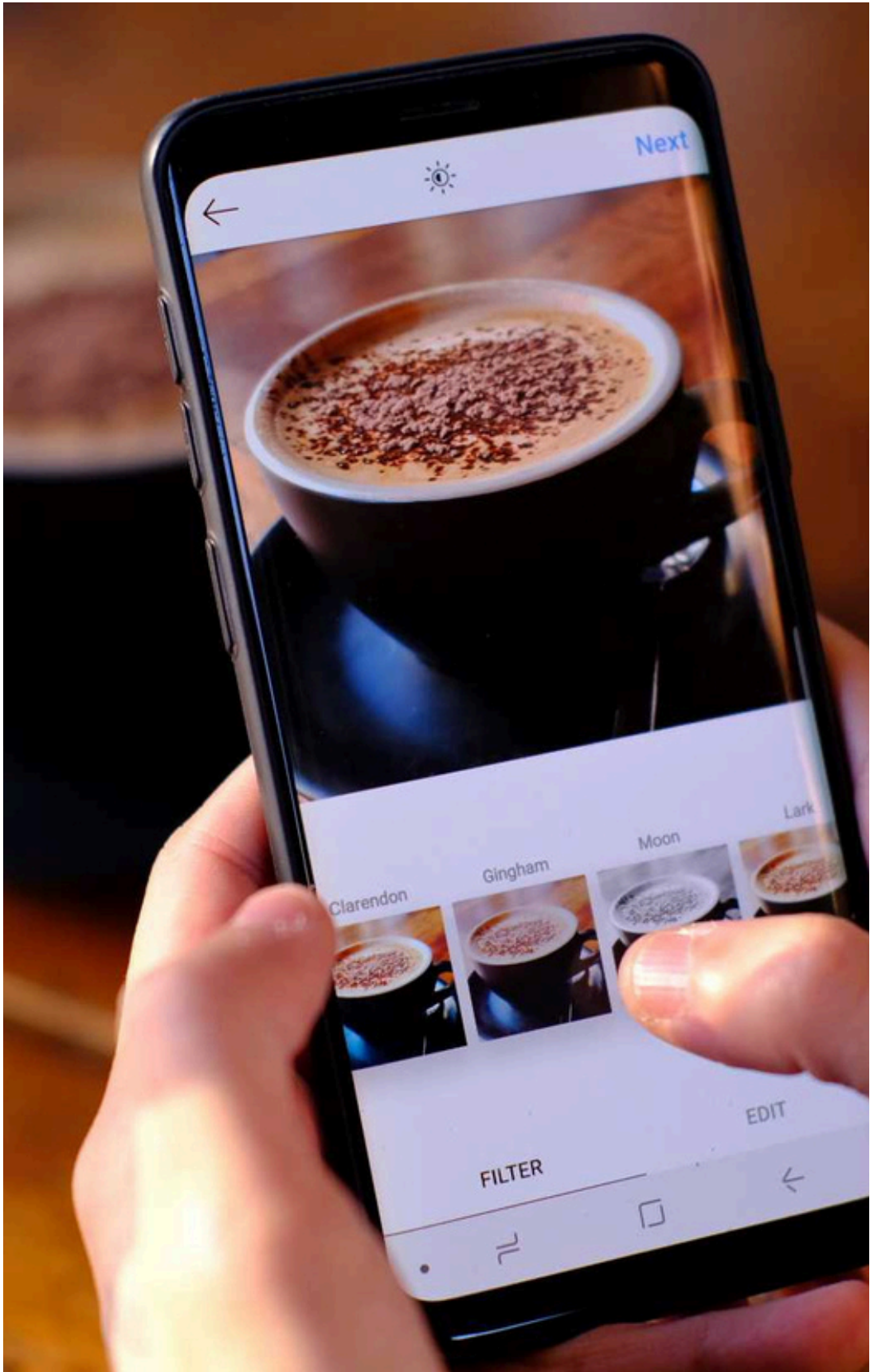
STEP 3: CONTENT STRATEGY

GOAL: TELL YOUR STORY AND SPOTLIGHT THE LOCAL EXPERIENCE

Content Mix (the 4 Es):

- **Engage:** Polls, quizzes, Q&As (“What’s your favorite spot downtown?”)
- **Educate:** Tips, behind-the-scenes, product demos, “Did you know?” local facts
- **Entertain:** Reels showing staff fun, local trends, or themed events
- **Empower:** Feature other businesses or local nonprofits, share customer stories

Day	Post Type	Example
Monday	Product/Service Feature	“Meet our new fall special!”
Wednesday	Behind the Scenes	“How we prep before Downtown Thursdays”
Friday	Community Focus	“Tag us during your weekend downtown stroll”
Sunday	Engagement	Poll or giveaway



STEP 4: VISUAL AND VIDEO FOCUS

GOAL: MAKE YOUR CONTENT SCROLL-STOPPING

- Use natural lighting and capture real moments, not stock photos.
- Post Reels — they get 2–3× more reach. Use trending sounds tied to your brand personality.
- Create carousel posts that educate or tell a story ("5 things to do downtown this weekend").
- Add subtle branding — storefront signage, local landmarks (like the Pleasanton Arch).





[View insights](#)

[Boost post](#)

31 3 3

Liked by [saltwater_giftsandbooks](#) and others
[pleasantondt](#) It's National Chicken and Waffles DAY!
🍗🍷

It's a roundup of the finger lickin' get in your BELLY amazingness! 🍗

🍗 [@beerbaronbar](#) elevated brunch, say no more.

🍗 Order the 🍷 for the King or Queen that you are
[@duchesspleasanton](#)

🍗 [@oyopreasanton](#) - "The waffles were perfect and crisp. The chicken was full of flavor and juicy".

🍗 Comes with a little 🔥 [@rubysxroses_pleasanton](#)

STEP 5: COLLABORATE LOCALLY

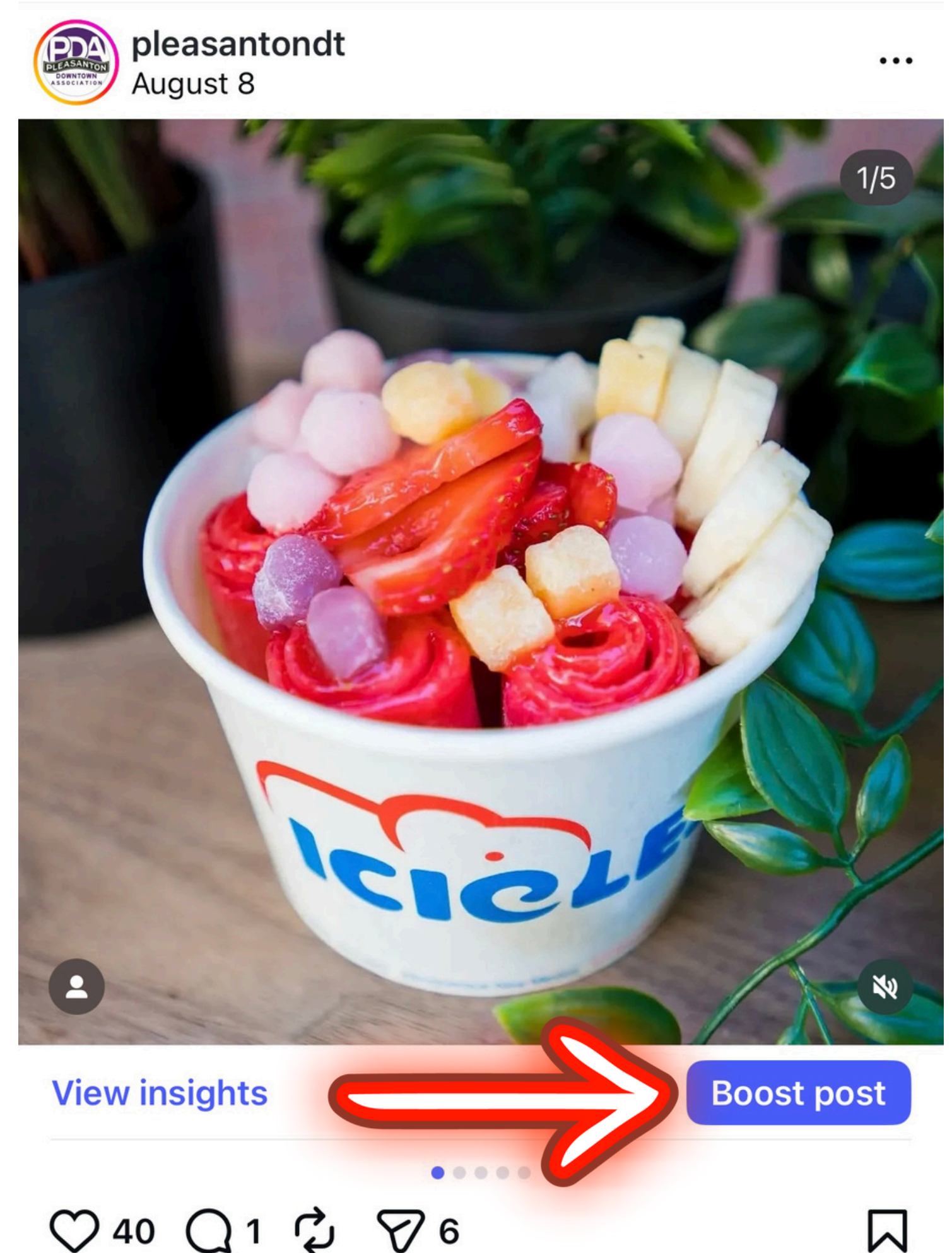
GOAL: GROW REACH THROUGH SHARED AUDIENCES.

- Partner with neighboring businesses for giveaways or cross-posts.
- Participate in PDA-led events and tag [@pleasantondt](#) for reposts.
- Host influencer or "micro-creator" visits — offer free samples or an exclusive preview.
- Feature Downtown Spotlights — short videos with other business owners.

STEP 6: PAID AND BOOSTED POSTS

GOAL: INCREASE AWARENESS AND FOOT TRAFFIC

- Spend \$50–100 per month on boosted posts targeting Pleasanton + Tri-Valley residents.
- Boost posts that already perform well organically.
- Use Meta's location targeting (1–5 mile radius around Downtown).



STEP 7. ENGAGE WITH YOUR COMMUNITY

GOAL: BUILD AUTHENTIC CONNECTION AND LOYALTY.



- Reply to every comment and DM within 24 hours.
- Follow other downtown accounts and comment on their posts.
- Share customer photos and tag them (user-generated content = trust).
- Use community hashtags:
#DowntownPleasanton
#ShopLocalPleasanton
#MainStreetMoments

8. MEASURE AND ADJUST MONTHLY

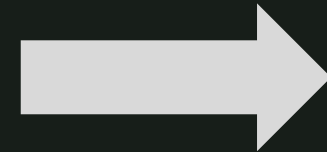
GOAL: MAKE DECISIONS BASED ON RESULTS.



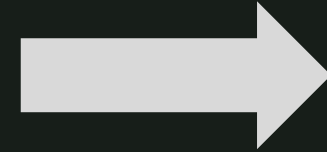
- Top 3 performing posts
- Follower growth
- Engagement rate (%)
- Website clicks or foot traffic correlations
- Then adjust next month's content based on what performed best.



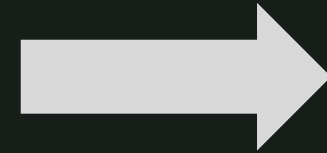
LOGO



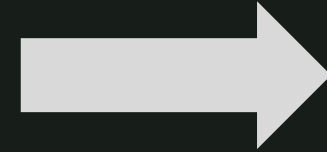
WHO



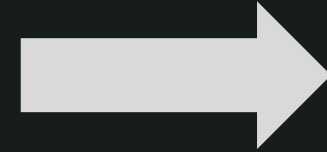
TITLE



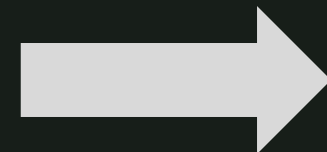
DATE



SHORT DESCRIPTION



CLIP ART



NEXT STEPS:

DOWNLOAD POST MEETING MATERIALS:

- Canva Tutorial: Making the Perfect Content – Step-by-Step Video
- Social Media Guide: Posting Schedule – Best Times and Days to Post

IF YOU ARE A DOWNTOWN BUSINESS....

- Reach out to us!
- We want to connect you with other downtown businesses for marketing collaborations
- Upcoming marketing campaigns



PDA
PLEASANTON
ASSOCIATION

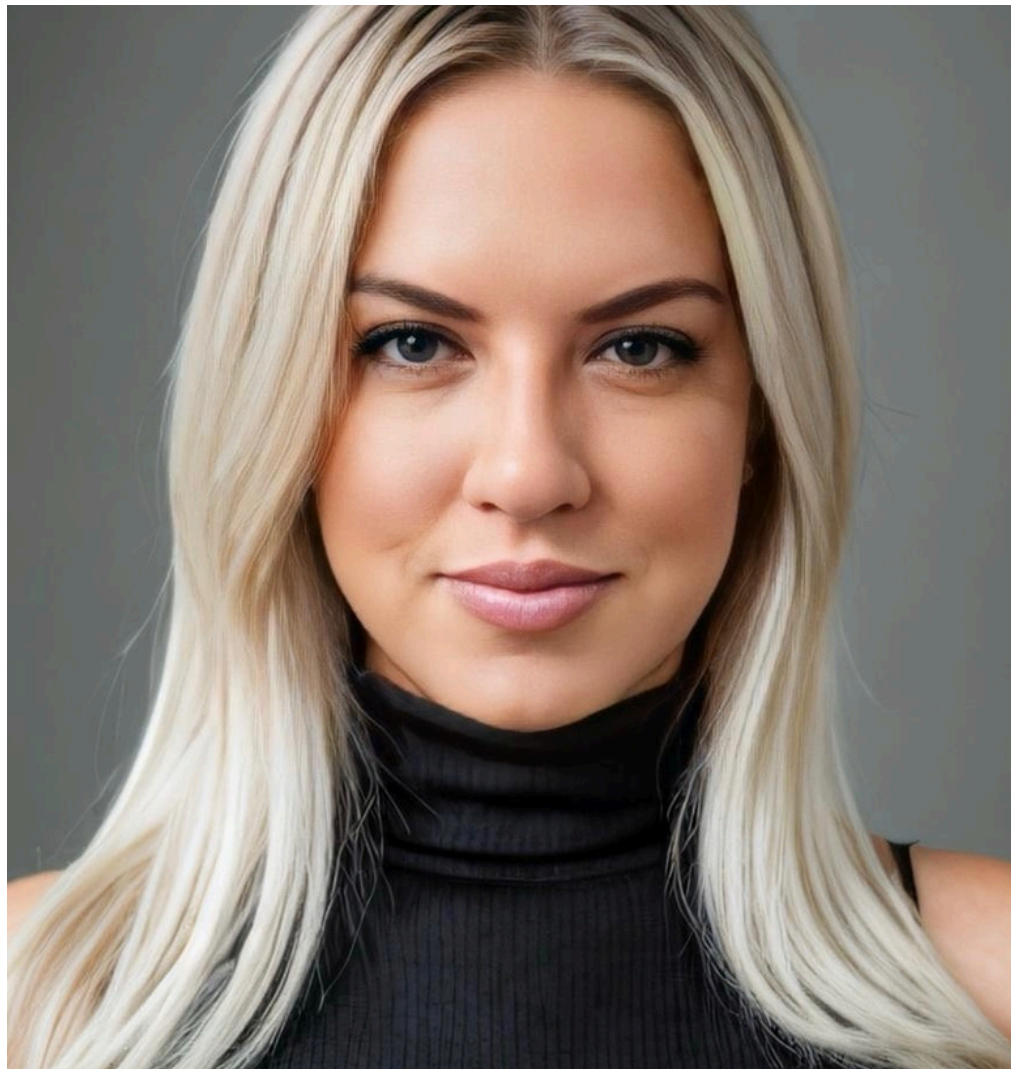
DOWNTOWN HOLIDAY HAPPENINGS

SMALL BUSINESS SATURDAY	NOV 29
MAGICAL HOLIDAY EVENING	DEC 5
HOMETOWN HOLIDAY PARADE	DEC 6
12 DAYS OF GIVEAWAYS	DEC 8-19
FINDING FROSTY	DEC 5-19
WINDOW DECORATING CONTEST	DEC 5-31
SPIRIT AND SWEATER STROLL	DEC 13

SCAN
FOR INFO

PLEASANTONDOWNTOWN.NET

NICE TO MEET YOU!



GABRIELLE WELK

Pleasanton Downtown Association

Executive Director

gabrielle@pleasantondowntown.net



MINDY LOUIE

Pleasanton Downtown Association

Events and Marketing Manager

events@pleasantondowntown.net



THANK YOU FOR ATTENDING THE WEBINAR

POST-WEBINAR CONTACT INFORMATION FOR CITY OF PLEASANTON



Tiffany Thurber

Founder
Tailor-Made Creative Consulting
Consultant to the City of Pleasanton
Tiffany@tailor-madecreative.com



Melinda Denis

Deputy Director of Community
and Economic Development,
Economic Development
City of Pleasanton

FOR PERMIT CENTER QUESTIONS, CONTACT OR VISIT:

Community and Economic Development Department
200 Old Bernal Avenue
Pleasanton, CA 94566

Phone: (925) 931-5630
econdev@cityofpleasantonca.gov

Permit Center In-Person Hours:

Monday 9 a.m. – 4 p.m.
Tuesday, Wednesday, Thursday 9 a.m. – 1 p.m.
Friday Closed

Phone and Email Services:

Available Monday to Friday, 8 a.m. – 5 p.m.

www.cityofpleasantonca.gov

