



## **Improvements in First Thursday Marketing**

As many of you know, the DBA office has been helping you keep our First Thursday Downtown Boise experience energized and inviting. Thank You to those of you who put extra thought and planning into First Thursday, making it indeed a unique “experience” people can only enjoy during this special, once-a-month promotion.

### **New Website:**

At the Downtown Boise Association, we’ve invested in a new marketing tool– a completely redeveloped website. The new site launched in early July. It’s mobile responsive allowing for business transactions like gift card and ticket sales on mobile devices. The new site is visually exciting and provides a much more intuitive, user-friendly experience. It will improve promotions with individual business listings and more robust calendar and event features.

### **First Thursday:**

The new site allows First Thursday listings to focus on events and experiences most meaningful and valuable to visitors; something special and unique. First Thursday listings can now feature those events and experiences created by downtown Boise businesses solely for First Thursday. The new site actually does not allow submission of recurring, regular events like daily happy hours. Businesses that are simply open that evening, hoping to capture the additional First Thursday foot traffic is great, but business hours go on the businesses unique landing page (see below).

Each month you’ll be required to enter your First Thursday event created just for that month. Forgive the extra effort but the goal is to enhance First Thursday promotions by ensuring the listings featured are truly events or specials visitors can only find on First Thursday. A gallery or exhibit grand opening, a menu special or discount featured only on First Thursday, events with special guests, artists, products or tastings are what First Thursday visitors are looking for and what the improved First Thursday web listings will highlight.

### **Your Business Page:**

As mentioned above, the new DBA website provides each individual business a unique landing page. This is where recurring specials, happy hours, and hours of operation get attention. If your business is a

service, retailer or restaurant, you'll find the individual listings by clicking on the Shop/Dine tag at downtownboise.org. Professional businesses are listed under the Do Business tab.

As we get closer to the holiday shopping season (already!), you're encouraged to help us make your landing page as inviting as possible by submitting photos of your business for both the business category and the individual business listing pages. As you look at the new business listings, you'll find those businesses that have already submitted photos have a more attractive, welcoming web presence. Requirements and instructions for photo submissions are below.

### **Making the Most of a Valuable Tool!**

A superior web presence is a critical connection to both our visitors, customers and our community. These improvements in the Downtown Boise web presence are meant to make the most of a valuable marketing tool by making information on the website more timely, focused, and meaningful, inviting even more people to our wonderful downtown. We appreciate your help in making downtownboise.org *The* site for useful information on Idaho's most important and vibrant business, entertainment and cultural community – Downtown Boise.