



**Mauldin is...**

NEXT High School Marketing Campaign

3/3/2016

**We envision a campaign that propels Mauldin into the future by raising awareness.**

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**Goal 1: Raise awareness of Mauldin's current assets.**

Obj: Highlight current businesses.

Str: Place ads in magazines and on TV showcasing diverse small and large businesses.

Str: Install directional signage to current businesses.

Obj: Highlight community assets.

Str: Show the accessibility of Mauldin's location.

Str: Expand the transportation options.

Str: Show off sense of community (connectedness, diversity, neighborhoods, etc.).

**Goal 2: Create a stronger sense of pride.**

Obj: Provide opportunities to engage community.

Str: Create additional festivals.

Str: Get community to participate in park clean-ups.

Obj: Continue beautification of Mauldin.

Str: Make city more walkable.

Str: Clean up abandoned sites.

**Goal 3: Bring in new people.**

Obj: Create new opportunities for people to experience Mauldin.

Str: Blog about Mauldin.

Str: Create new community events. (Bike race, car shows, movies outside.)

Obj: Show off family friendly atmosphere.

Str: Create ads about parks and other family-friendly amenities.

Str: Host town meetings.

Str: Offer City tours.

Goal 4: Recruit new business.

Obj: Demonstrate the need for new business.

Str: Highlight locations available.

Str: Place ads showing gaps in the market.

Obj: Offer businesses incentives to move to Mauldin.

Str: Discount on land/infrastructure.

Str: Lower taxes.





**Mauldin is *OURS*.**

**Diverse**

Convenient

Trendy

Innovative

**A diverse community is a welcoming community.**

*Mauldin boasts a higher rate of diversity in both residency and business ownership than most communities in South Carolina.*

*Diversity is a cornerstone of our community's success.*



864.288.4910 | [cityofmauldin.org](http://cityofmauldin.org)



**Mauldin is OURS.**

Diverse  
Convenient  
Trendy  
**Innovative**

**Innovation is the key to the future.**

*In 2015 over **100** new businesses opened in Mauldin. Our businesses are constantly creating new solutions and services to push our community forward.*



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**Mauldin is *OURS*.**

Diverse  
Convenient  
**Trendy**  
Innovative

**Keep up to date.**

*Mauldin is always evolving. As the 17th largest city in South Carolina out of 270, our continued growth means new businesses, new neighbors, and new opportunities.*



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Mauldin is ***OURS.***

Diverse  
**Convenient**  
Trendy  
Innovative

**Convenience = Access**

*Mauldin is centrally located with easy access to everything your family needs.*

*Connectivity throughout the community makes it easy to get around.*



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