



Greater New Orleans' independent business alliance

[staylocal.org](https://staylocal.org)

**RAMP  
UP!**



**A Marketing Toolkit for New Orleans  
Business During Temporary Roadwork  
Construction (2024)**



# Overview

Great news! The City of New Orleans has secured billions of dollars for infrastructure improvements, some of which is happening along your business' corridor. The new wave of change will bring in temporary construction projects that will address commuter needs for the present and future.

StayLocal, the independent business alliance, serves the Greater New Orleans area and works to create an environment for local businesses to thrive through research, education, and advocacy. This carries over to our commitment to inform and engage businesses during important roadwork and infrastructure improvements.

Business owners and managers are in the best position to proactively engage customers prior to and throughout construction to ensure that commerce continues.

As such, StayLocal, in partnership with NVisions Communications & Consulting, is delighted to provide this toolkit to empower local businesses to RAMP UP! your marketing while construction is underway, so you stay connected with your audiences.

The toolkit provides marketing tips that businesses can use to reach customers prior to and during construction. It also provides marketing graphics and collateral that can be customized with your company's branding.

For more information or resources, visit [www.staylocal.org/road-construction](http://www.staylocal.org/road-construction).

## Contributors

### **Nayita Wilson**

CEO & Public Relations Strategist, NVisions Communications & Consulting

### **Maryann Miller**

Program Manager, Stay Local

### **Amanda Carrier**

Graphic Designer, NVisions Communications & Consulting



## Ways to **RAMP UP!** During Construction

Commerce continues during construction, and it's important for existing and future customers to know this fact. **This toolkit provides tips in the following areas:**

- ✓ Social Media
- ✓ Media Relations
- ✓ E-mail Marketing
- ✓ Advertising
- ✓ Direct Mail
- ✓ Events
- ✓ Community Relations
- ✓ Relationship Marketing
- ✓ Signage
- ✓ Business Development

Businesses are encouraged to incorporate some of these tips with existing marketing strategies for optimal exposure prior to and during construction.

# Table of Contents

## Marketing Strategies

Social Media

Media Relations

E-mail Marketing

Advertising

Direct Mail

Events

Community Relations

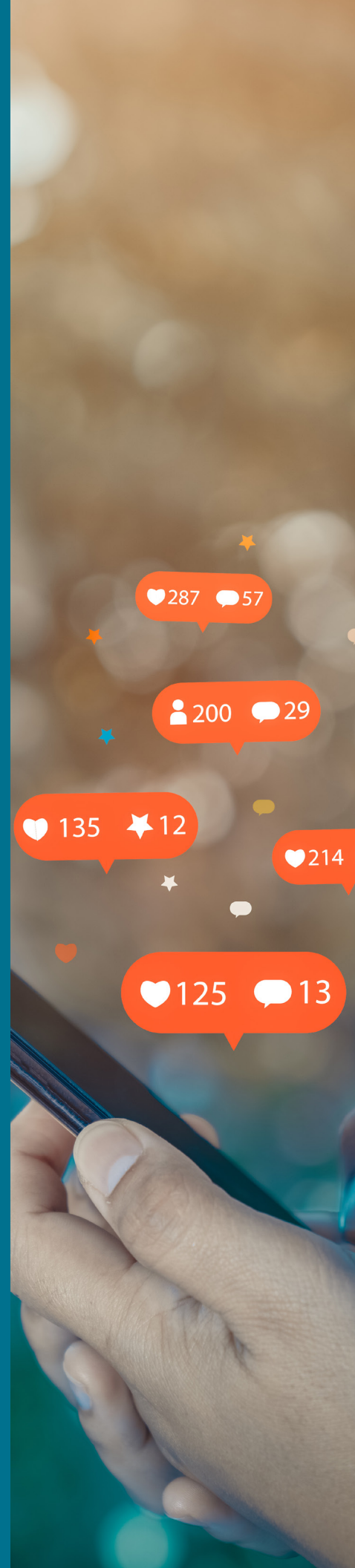
Relationship Marketing

Signage for Businesses: General Orleans Parish Guidelines

Business Development

Resources for Businesses During Construction

Marketing Tools & Templates



# Social Media

Social media is a powerful force in how consumers connect with brands and content. A 2021 study by Pew Research Center found that 7 in 10 U.S. adults use social media to connect with others. According to Meta, which owns Facebook, 30% of adults between the ages of 18-49 have discovered a brand via an advertisement on Facebook.

Businesses can use these insights to launch social media campaigns during periods of road work construction.

- Run a social media ad promoting a special offer.
- Promote products and offers that redirect consumers to your storefront and website.
- Share photos/videos showing the company is open for business.
- Tease new products, services, or deliveries.
- Offer in-store discounts or incentives.
- Team up with influencers to increase foot traffic to your website, storefront or social media pages.
- Post a customer of the day or week throughout construction.
- Post an item of the day/week throughout construction.
- Share reels or go live with a new product launch or restocking of a top seller.

# Media Relations

Take advantage of seasonal happenings and events to gain exposure for your business during road work with local media.

- Send a press release about a special event that your business is hosting.
- Participate in groundbreaking or ceremonial events that the City of New Orleans may have in your area pre- or post-roadwork.
- Identify positive and favorable opportunities to get media coverage during slower business cycles.
- Seek opportunities for the business owner or manager to receive awards or high profile recognition in the media and community.

## Tips for working with media:

1. Stage interviews in an aesthetic place in your storefront if possible.
2. Dress the part with branded shirts or paraphernalia; avoid patterns and black and white.
3. Prepare brief talking points prior to the interview (think in terms of brief sound bites).

# E-mail Marketing



Own your marketing with email marketing techniques that can reach your audience. Develop e-mail campaigns to let customers know that you're open for business during construction. The following are email suggestions to consider or build upon:

- Special offers and flash sales
- Announcement of temporary business hours
- Online only sales
- Customer highlights, appreciation or testimonials

# Advertising

Factor in a budget for traditional and digital marketing. Plan to run campaigns directing customers to your business or website prior to and throughout construction.

- Run advertising around major shopping events (i.e. Black Friday, Small Business Saturday, Cyber Monday, Veteran's Day, etc.).
- Invest in billboards, bench boards, etc. in prime locations, near your customer base, and/or in areas near or leading to your storefront.

# Direct Mail

- Send a direct mail piece to your existing client base with special offers.
- Partner with other businesses in your area to cost share and distribute a direct mail piece to targeted customers.

# Events

Host online and on-site events to increase foot traffic during roadwork construction. Use events as ways to offer incentives or to encourage customers or prospective customers to join your email list.



## Community Relations

Tap into community organizations and resources that will provide prime exposure during peak construction periods.

- Identify community events that target your ideal client base and align with the host organization for vendor or sponsor opportunities (i.e. festivals, charitable and social events).
- Join StayLocal, business chambers, and other events that provide networking, resources, and development opportunities for local organizations.
- Participate in contests, causes, or competitions that will bring visibility to your business.

## Relationship Marketing

- Invite local elected officials, the executive director of a local chamber, and business and community stakeholders to your business during roadwork. Maximize on their social capital by asking them to take pictures and/or video of them at your business to share via social media.
- Have business owners and staff take photographs with high profile community leaders and customers who can then share on their own social media pages.
- Establish creative partnerships with delivery services (i.e. Uber Eats, DoorDash, etc.) to make it more feasible to get products to clients without having clients come to the location during peak construction periods.
- Launch or offer exclusive in-home services if applicable.
- Partner with other businesses along your business corridor for cost-sharing advertising opportunities that will increase visibility for all participating businesses (i.e. shared billboard, radio, or TV advertising).
- Collaborate with businesses along your business corridor to host events that will attract customers to the storefronts of all participating businesses.



# Signage for Businesses: General Orleans Parish Guidelines

Signage is a great way to inform customers and clients that a business is open during roadwork construction. Consider placing signage in highly visible areas (i.e. entrances, parking areas, and windows).

The following are general guidelines for signage in Orleans Parish:

- Window signs at your business are allowed without a permit.
- Fence signage is allowed, just get an okay from the foreman.  
(NOTE: the temporary fences are frequently moved and the construction teams will not reposition signs, so make sure you monitor your fence signage.)
- Barricade signs - To get signage on a "road closed" barricade contact the City of New Orleans' Department of Public works at [dpw@nola.gov](mailto:dpw@nola.gov)
- Banners require a temporary permit.
- A-frame signs:
  - » Limited to 6ft wide by 5ft tall
  - » Limited to business hours only and must be stored indoors
  - » One A-frame sign is permitted per business
  - » Minimum 20ft separation required between A-frame signs
  - » Must be within 15ft of the primary business entrance
  - » Cannot interfere with pedestrian traffic or violate ADA accessibility standards or other accessibility codes
  - » Public right-of-way signs require a lease of servitude

**TIP:** To learn more or to apply for a sign that requires a permit, visit the City of New Orleans' One Stop Shop at [www.nola.gov/onestop](http://www.nola.gov/onestop).



# Business Development

As infrastructure changes, business growth and development are important to the local economy. Whether you're a start-up, growing, or scaling, it is never too early or late to invest in expanding or developing your business. New Orleans is ripe with organizations that provide funding and technical assistance support to businesses. Learn more at [www.staylocal.org/bizresources](http://www.staylocal.org/bizresources).

## **Fund 17**

[www.fund17.org](http://www.fund17.org)

## **Launch NOLA Green**

[www.launchnola.org/green](http://www.launchnola.org/green)

## **Launch NOLA**

[www.launchnola.org](http://www.launchnola.org)

## **Urban League of Louisiana**

[www.urbanleaguela.org](http://www.urbanleaguela.org)

## **Delgado Community College 10,000 Small Businesses**

[www.dcc.edu/workforce-development/10k-small-businesses](http://www.dcc.edu/workforce-development/10k-small-businesses)

## **Louisiana Economic Development**

[www.opportunitylouisiana.gov](http://www.opportunitylouisiana.gov)

## **Propeller**

[www.gopropeller.org](http://www.gopropeller.org)

## **Louisiana Small Business Development Center**

[www.lsbdc.org](http://www.lsbdc.org)

## **The IDEA Village**

[www.ideavillage.org](http://www.ideavillage.org)

## **SCORE**

[www.score.org](http://www.score.org)

## **Southern University at New Orleans Small Business Development and Management Institute**

[www.suno.edu/page/small-business-incubator](http://www.suno.edu/page/small-business-incubator)

## **Loyola University New Orleans Incubator Program**

[www.loyno.edu/lawclinic/incubator-program](http://www.loyno.edu/lawclinic/incubator-program)

## **TruFund**

[www.trufund.org](http://www.trufund.org)

## **LiftFund Louisiana**

[www.liftfund.com](http://www.liftfund.com)

## **Go.Be.**

[www.gobe.org](http://www.gobe.org)

## **Energy Smart**

[www.energysmartnola.info/small-business-solutions](http://www.energysmartnola.info/small-business-solutions)

[www.staylocal.org/bizresources](http://www.staylocal.org/bizresources)

# Resources for Businesses During Construction

## Sign up for text alerts to receive construction updates.

- Text ROADWORK to 77295 and follow the link provided to create a profile;
- Or, visit [readynola.gov/alerts](http://readynola.gov/alerts) to create a profile.
- Create an alert for each business or impacted location.

## Get regular updates about RoadWork NOLA Projects.

- Follow @RoadworkNOLA on Facebook, Twitter, Next Door and Instagram.
- Visit [Roadworknola.gov](http://Roadworknola.gov) for block-by-block details active, complete and planned projects and planned road closures.

## Membership Based Business Organizations

- StayLocal! - [www.staylocal.org](http://www.staylocal.org)
- New Orleans Chamber of Commerce - [www.neworleanschamber.org](http://www.neworleanschamber.org)
- New Orleans Regional Black Chamber of Commerce - [www.norbchamber.org](http://www.norbchamber.org)
- Hispanic Chamber of Commerce of Louisiana - [www.hispanicchamberla.com](http://www.hispanicchamberla.com)
- French Quarter Business Association of Louisiana - [www.fqba.org](http://www.fqba.org)
- Oretha Castle Haley Blvd. Merchants & Business Association - [www.ochaleyblvd.org](http://www.ochaleyblvd.org)
- Greater New Orleans East Business Alliance - [www.gnoeba.org](http://www.gnoeba.org)
- Algiers Economic Development Foundation - [www.algierseconomic.com](http://www.algierseconomic.com)

## Contact Your Local & State Representatives

- Contact the Mayor's Office at [www.nola.gov/next/mayor/contact](http://www.nola.gov/next/mayor/contact)
- Contact your New Orleans councilmember or at-large councilmember at [www.council.nola.gov/councilmembers](http://www.council.nola.gov/councilmembers)
- Visit [www.senate.la.gov](http://www.senate.la.gov) to contact your state senator.
- Visit [www.house.louisiana.gov](http://www.house.louisiana.gov) to contact your state representative.



# Marketing Templates

## Social Media Captions

- Flash Sale! Swing by XYZ this Friday between the hours of 9AM – 6PM to receive an additional 15% off all purchases. ONE DAY ONLY!
- Upgrade in progress! We're getting much needed road and infrastructure updates. Swing by during normal business hours, M – S, 9-6, and Sun, 12-5, to check it out. Show this post at checkout for an additional 10% off your purchase.
- Restocked! We just received a new shipment of our #1 Seller the XYZ. Get it in store or online at [www.xyz.com](http://www.xyz.com).

## Text Messages

- Flash Sale! Swing by XYZ this Friday to get 15% off all purchases. Online code: flash24
- Restocked! XYX is fully stocked online and instore. BOGO ½ off w/ code: BOGO24

## 15-Second Radio Ad (Cost Sharing)

It's Sale Saturday every weekend in the 1500 block of XYX Street. Swing by Amazing Barber, Jazzy Jewels, Favorite Food Deli, and Beautiful Boutique on Saturdays between 9AM and 1PM to get 15 percent off your purchase.

## Signage

### SIGN 1

Yes! We're Open.  
COME INSIDE!



### SIGN 2

Open During Construction!

