

MEMO

TO: Team Members – Live, Work. Dine. Shop.

FROM: Firstname Lastname

RE: Sharing a Document

I am planning to post a copy of the promotional article to my OneDrive account so that we can collaborate on the article. Please check your e-mail for a link that I will post later today. We need to submit a final draft to our boss by next Friday, so please complete your edits before Thursday of this week so that I can review and finalize the research. Thank you very much for your help.

Commented [ES1]: I have completed my research for this project. Please review this document and make any edits you feel necessary.



LIVE. WORK. SHOP. DINE.

A Community That You Will Love

Student Name
Student Email

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Introduction

East End Village is a new urban village located in the heart of Toston, West Virginia. It is indeed a clever design masterfully created by the famous architect Robert Williams. The streets are paved with brick blocks, and lined with maple trees on both sides. There are both elegantly-built single-family homes and charming townhouses, ranging from 2,000 to 6,000 square feet, to choose from. The clubhouse is a state-of-the-art facility equipped with a 24-hour round the clock monitoring system and surveillance cameras. It has a first-class fitness center; an over-size great room with large TV screen that residents can rent to celebrate personal social events; a kitchen with many appliances and a professional-sized grill; a movie theater; and a Olympic-size swimming pool.

A New Community

East End Village is designed to combine colonial America with urban living¹. The community is based on traditional concepts but with plenty of living spaces for families. Got to get to work? Want to shop? Want to eat? But don't want to fight the traffic? That is the beauty of our new community – you can live, work, eat, shop, and be entertained without having to get into your car. However, there are garages and ample parking lots for your cars and your guests. Public gathering areas are available throughout the community where residents can gather for special events, concerts, and farmer's markets, throughout the year.

Live. Work. Dine. Shop. is a wonderful concept. It promotes a healthy living life style with walkable community and also provides a sustainability environment to preserve and protect significant ecosystems (Woodman, 2015, p. 23).

¹ See http://www.westbroadvillage.com/news_events.php for a similar community in Virginia.

Live.



Believe it or not, this community is designed for families with children in mind. Entertainment experiences do not require any travel. For instance, the children's museum is located just a stone throw away. A playground, reserved for children ages 2 to 10, is just around the corner. In the center of the village is a big lake with fountains. Several great parks with walking trails and open space are designed for the fitness fanatics. Bike paths are also available. Dog lovers will appreciate the water fountains, water bowls, and waste receptacles reserved for their little friends.

Work.



Many businesses have established their offices and headquarters in and near our living community. These businesses include Fortune 500 organizations as well as privately owned small businesses. A regional hospital had recently built a smaller unit nearby. If work in any of these businesses, you could easily walk to work in minutes. There is also a shuttlebus running

every fifteen minutes round the clock for residents who would rather not walk after a long day at work.

Dine.



With a wide selection of restaurants, both casual and formal, in the neighborhood, you don't need to cook at all. In the morning, you can grab a cup of hot coffee from the local coffee shop on your way to work. You may grab a sandwich from a local café for lunch, and then a pizza from the local pizzeria for dinner. If you want to give yourself a treat or to celebrate an event or milestone, the formal dining is waiting for you. As an incentive, most of the restaurants offer take-out and delivery services to residents in the community without any additional charge.

Shop.



The community has two grocery stores: a small, family-owned organic shop and a large, upscale grocer. Besides the two grocery stores, several bakeries, and ice cream parlors, there are many

retail shops, which include clothing stores, jewelry shop, a bike shop, an outdoor gears' store, and a wine store.

Promoting Our Community using Social Media Tools

The Internet has evolved from an informational vehicle to a much more social presence. With mobile phones permeating our culture, accessing residents (and potential clients!) is just a few clicks away. The following tips should help to propel our new venture off to a good start using social media as a marketing tool.

Maintain a blog

A blog is probably one of the simplest ways we can maintain an online presence. Having read an article or a study related to a *Live. Work. Dine. Shop.* community such as ours, residents can share their thoughts in a blog, which is open to our current and potential residents. We can use our blog to announce upcoming social events, highlight a new unit, and offer giveaways to encourage participation in contests and customer feedback. We should be certain to update our blog often to maintain its currency.

Manage a Facebook page

The most inexpensive, yet most effective, online social media tool is, hands down, Facebook. With a Facebook account, we can share all sorts of information about our new community, sale of new units, social events, industry news, and upcoming promotional events. We can even include a link to our blog on our Facebook page. Respond to residents' questions, collect feedback, and track response rates for various marketing ideas of campaigns. With Facebook-only promotions for people who "like" our page, we can build a loyal customer base.

Commented [LL2]: Susie, do you like what I wrote in this section?

Commented [ES3R2]: I will review the document and give you my suggestions on Monday afternoon.

Use Twitter

If we include Twitter in our mix of social media tools, we can be quite active with our tweeting. Frequently, users open a Twitter account and then let it fall silent because they do not have the time or manpower devoted to it. But we are going to make sure that it is not going to happen to us. Aside from routine tweets related to social events, sale of new units, and promotional contests, we can use Twitter to post candid pictures or even a link to Instagram, which is a photo sharing site. Consider retweeting other Twitter users' updates. Of course, all of that requires that we check our Twitter account many times each day.