

# Technology & Marketing

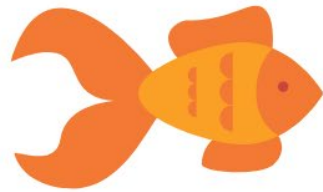
How to constantly reach your customers.





# Attention Recession

Consumers are easily distracted and have lower attention spans since the pandemic.



Attention Span

**9 seconds**



Attention Span

**6 seconds**



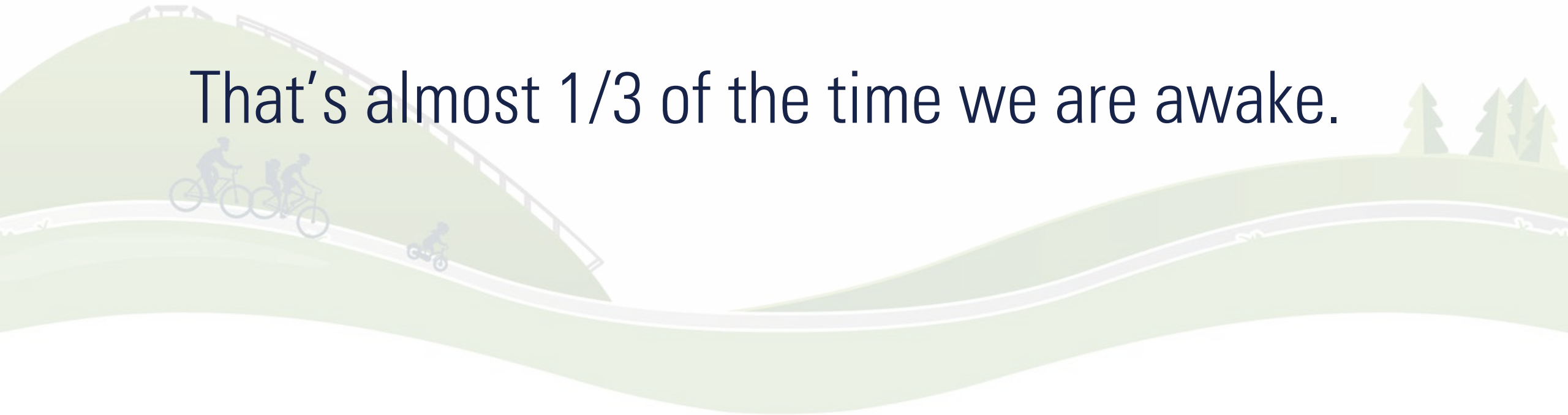
A woman with long, wavy blonde hair is shown from the chest up. She is looking down and slightly to her left with a sad or regretful expression. She is wearing a light-colored, possibly grey or white, jacket or cardigan over a dark top. The background is dark and out of focus, with some vertical lines suggesting a window or door frame on the left.

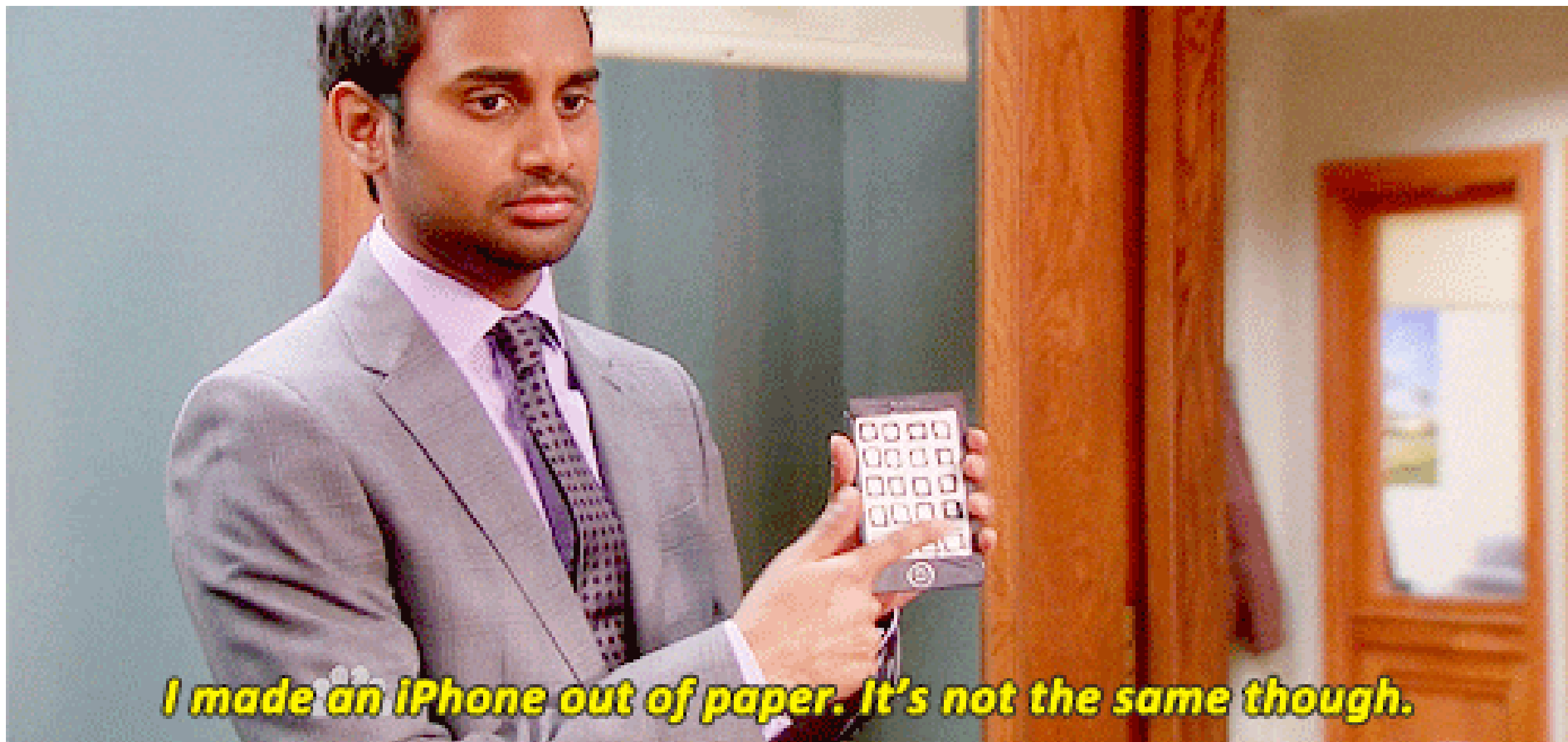
**I'M SORRY. I WASN'T  
LISTENING.**

# Increased Screen Time

2022 average screen time for Americans is  
~3.5-4.8 hours/day.

That's almost 1/3 of the time we are awake.





*I made an iPhone out of paper. It's not the same though.*

Now for the reason you  
are here....









How to automate  
reaching our customers:

**create**



# Creating quick marketing tools in Adobe Express

The screenshot displays the Adobe Express web interface for creating marketing materials. The main workspace shows a poster design for a 'GRADUATE STUDENTS JOB FAIR'. The poster features a background image of four people in business attire talking at a table. The text on the poster includes:

- GRADUATE STUDENTS JOB FAIR** (in a dark blue box)
- SAT. JUNE 27**  
**10 AM - 6 PM** (in a dark blue box)
- Sargen Center**  
**193 Brimson Ave.**  
**Miami, FL**
- DISCOVER ALL THE OPPORTUNITIES AVAILABLE TO YOU** (with a small logo for 'PARKS RECREATION')

The interface includes a top navigation bar with 'Home', 'Projects', and 'My project' tabs, along with a 'Saved' icon. A right-hand sidebar contains various design tools and options, including 'Premium Member', 'Download', 'Share', 'Colors', 'Animation', 'Layout', 'Resize', and 'Design'. A 'Variations' panel on the right shows a list of other designs created with the same template, such as 'STEP UP TO THE PLATE', 'OPEN MIC NIGHT', and 'POPPY ROSE'.

# plan



# Scheduling posts in Planoly

PLANOLY

planmiamisburg

PLANANALYZE

COMMENTS

LINKIT

LEARN

MANAGE ACCOUNTS

UPGRADE TO INVITE MEMBERS

POSTS

STORIES

ALL POSTS

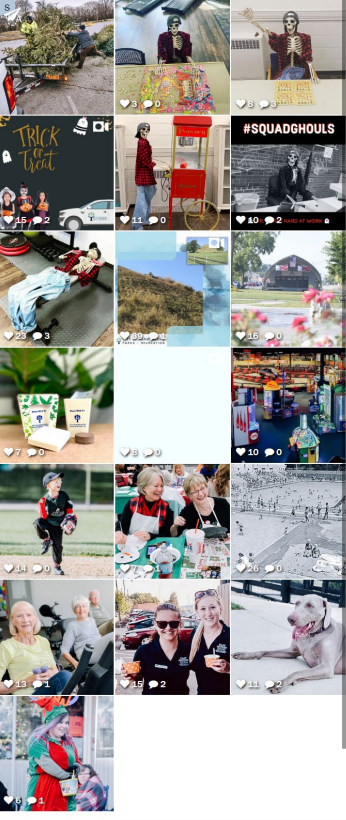
NEW POST

SHARE

FILTER

WIDGET

ADD STORY



CALENDAR

CONTENT TEMPLATES

NEW

COLLECTIONS

DISCOVER

GRID < > JANUARY 2023

MONTH

WEEK

ADD NOTE

SETTINGS

SUN	MON	TUE	WED	THU	FRI	SAT
1 New Content Templates New Year's Day	2 Trending Content Ideas	3	4	5	6 National Technology Day	7
8	9 Trending Content Ideas	10	11	12	13	14
15	16 Trending Content Ideas Martin Luther King, Jr. Day	17	18 TikTok Live: Stay Ahead of Social Media Trends for 2... 8:00 pm 9:00 pm 10:00 pm	19 5:00 pm 8:00 pm 9:00 pm	20 8:00 pm 9:00 pm 10:00 pm	21 7:00 pm 8:00 pm 9:00 pm
22 5:00 pm 8:00 pm 9:00 pm	23 7:00 pm 8:00 pm 9:00 pm	24 5:00 pm 8:00 pm 9:00 pm	25 8:00 pm 9:00 pm 10:00 pm	26 5:00 pm 8:00 pm 9:00 pm	27 8:00 pm 9:00 pm 10:00 pm	28 7:00 pm 8:00 pm 9:00 pm
29 5:00 pm 8:00 pm 9:00 pm	30 7:00 pm 8:00 pm 9:00 pm	31	1 National Cancer Prevention Month Black History Month 8:00 pm 9:00 pm 10:00 pm	2 5:00 pm 8:00 pm 9:00 pm	3 8:00 pm 9:00 pm 10:00 pm	4 7:00 pm 8:00 pm 9:00 pm
5 5:00 pm 8:00 pm 9:00 pm	6 7:00 pm 8:00 pm 9:00 pm	7 5:00 pm 8:00 pm 9:00 pm	8 8:00 pm 9:00 pm 10:00 pm	9 5:00 pm 8:00 pm 9:00 pm	10 8:00 pm 9:00 pm 10:00 pm	11 7:00 pm 8:00 pm 9:00 pm



### This week at Miamisburg Parks & Recreation:

#### TURKEY TROT EXPO & PACKET PICK UP:

11.20

1-5pm @ The Baum Opera House. Register for the Turkey Trot in-person here!



#### TURKEY TROT EXPO & PACKET PICK UP:

11.23

11am-7pm @ The Baum Opera House. Register for the Turkey Trot in-person here!



#### TURKEY TROT:

11.24

Kicks off at 8:30am @ Riverfront Park. No day-of race registration. Happy Thanksgiving!



#### HOLIDAY WREATH MAKING:

11.27

Create your very own festive masterpiece! 5 spots still open!



### This week at Miamisburg Parks & Recreation:

#### LUMINARY WALK:

12.02

6-8pm @ Sycamore Trails Park. Walk along the lighted park as a family. Free to attend!



#### Miamisburg's HOME PARTY & HOLIDAY BAZAAR

12.03

9am-2pm @ the Community Center. Craft & Home vendors!



#### Miamisburg's Holiday Celebration

12.03

Kicks off at 5:30pm Downtown with the parade & more!



#### UKRAINIAN EGG DECORATING:

12.04

2-5pm @ the Market Square Building Upstairs. \$30 to attend, DORA beverages welcome!



### This week at Miamisburg Parks & Recreation:

#### HOLIDAY FLORAL ARRANGING:

12.14

6-7:30pm @ Miamisburg Community Center. Take home your own flower arrangement. \$35/floral arrangement.



#### THE GINGERBREAD CHALLENGE:

12.15

6-8pm @ Lucky Star Brewery. Test your gingerbread skills as a team! Taco bar, 1 drink & all supplies included for \$35/person.



#### LUMINARY WALK RIVERFRONT PARK:

12.16

6-8pm @ Riverfront Park. Walk along the lighted park as a family. Free to attend!



#### MARIO KART TOURNAMENT:

12.19

1-3pm @ Community Park Learning Center. Prizes and bragging rights awarded to Tournament winner! \$10/child



# Try a new strategy!

Registration increased an average of XX% for programs after the “Coming up this week at Miamisburg Parks & Recreation” graphic on Mondays.

## What does that mean?

- Our consumers are only thinking one week at a time.
- Expecting consumers to register for a program weeks/months in advance is not ideal.

# Did your strategy work?



# PlayMiamisburg App

