

CASE STUDY

Go Downtown Kenosha

Kenosha Lakeshore Business Improvement District

SERVICES SOCIAL MEDIA & VIDEO BRAND GUIDELINES PAID SOCIAL WEBSITE SUPPORT BOARD REPORTING

In five and a half months, TMC Marketing turned Go Downtown Kenosha's social channels into a consistent, video-led presence that has earned 1.2 million impressions through organic posting.

1.2M	763K	19.4K+	388	135K+	2,200
IMPRESSIONS	PEOPLE REACHED	ENGAGEMENTS	POSTS PUBLISHED	TIKTOK VIEWS	TIKTOK FOLLOWERS

May 1 to October 12, 2026, across Facebook, Instagram, LinkedIn, YouTube and TikTok.

CLIENT OVERVIEW

Go Downtown Kenosha is the consumer-facing brand of the Kenosha Lakeshore Business Improvement District (BID), which represents more than 60 downtown businesses across dining, retail, entertainment, arts and services.

The BID promotes the district through signature events such as Sip & Stroll and Light Up, business support programs, and its own website and social channels.

TMC Marketing took over social content on May 1, 2026, and has since expanded into brand guidelines, paid event promotion, website support and board reporting.

THE CHALLENGE

Downtown Kenosha had real stories to tell, but its channels were not telling them at the scale or consistency they deserved. Our April 2026 audit found:

- **No short-form video strategy.** Without Reels and TikTok, organic reach was capped on every platform.
- **Underused channels.** TikTok was rarely used, YouTube had been inactive for more than nine years, and LinkedIn had 194 followers.
- **No consistent cadence.** There was no posting pattern for followers or algorithms to rely on.
- **No shared brand system.** A new logo was in place, but nothing tied colors, type, video style and voice together across TMC, the BID and outside creators.
- **Limited insight for the board.** The BID needed clear, regular reporting on what its marketing produced.

TMC MARKETING'S STRATEGY

Our approach was simple: go to the businesses, capture what makes each one worth visiting, and turn it into content that makes people want to be downtown. That core program grew into a connected marketing system for the BID.

01 SOCIAL CONTENT AND VIDEO

A short-form video program across Facebook, Instagram, TikTok, YouTube Shorts and LinkedIn, posting four days a week on a fixed schedule. Business spotlights run every other week, filmed on location with owners. A recurring "Downtown Happenings" series promotes trivia nights, live music and specials at member businesses, and live Stories cover events as they happen. We relaunched TikTok and revived a YouTube channel dormant for nine years.

02 BRAND GUIDELINES

Full brand guidelines for the district plus a quick-reference guide for the BID's content creators, setting rules for logo, color, type, video style, voice and hashtags so every post looks and sounds like Go Downtown Kenosha.

04 WEBSITE SUPPORT

When the BID's website went down in August, we diagnosed the cause of the outage and delivered a cleaner, lower-cost solution than the fix originally proposed, saving the BID money while improving the site's stability and security.

03 SIP & STROLL PAID CAMPAIGN

For the September 12 Sip & Stroll, featuring 40+ wines across 20+ downtown venues, we designed and ran a Meta ad campaign in feed, square and Stories formats to drive ticket sales.

05 BOARD REPORTING

A one-page performance report before each BID board meeting, combining platform data, YouTube Studio and TikTok analytics into a clear read on what is working and why.

RESULTS

Growth started within weeks and kept compounding, with each channel adding to the total rather than replacing it.

- **Fast start.** In the first six weeks, Facebook views rose 138%, unique viewers 161% and interactions 265%, all organic.
- **Momentum that held.** Cumulative impressions passed 507,000 by mid-July and 750,000 by mid-August, and the summer peak held as a plateau.
- **Instagram broke out.** From mid-August to mid-October, impressions rose 89%, reach 78% and engagement 75%.
- **TikTok became the fastest-growing channel.** Views rose 157% to 97,900 in eight weeks, adding 951 followers. 87% of views came from the For You feed, reaching new audiences.
- **Local stories win.** A spotlight on a business celebrating 86 years drew 20,900 Facebook views; The Wild Goose Exchange feature reached 14,000 TikTok views.
- **YouTube back in use.** The revived channel posts Shorts regularly, with 5,400+ views in the latest eight-week period.

WHAT'S NEXT

TMC Marketing continues to manage Go Downtown Kenosha's content and reporting into the holiday season and the 2027 event calendar, building on the audience the district now owns across every major platform.

SIP & STROLL ADS

On a total budget of under \$100, the campaign sent 560 people to the event's ticket page at 17 cents per visit.

\$93.67

AMOUNT SPENT

12,564

IMPRESSIONS

7,780

PEOPLE REACHED

560

PAGE VIEWS

\$0.17

COST PER VIEW

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