Rowan County, North Carolina Branding Project
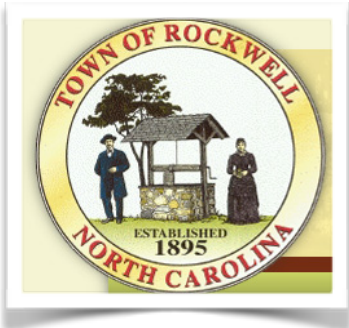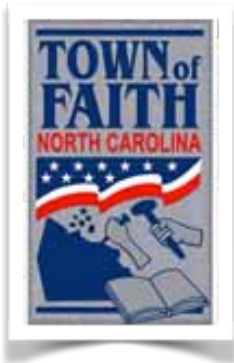
Digital Audit

CHANDLERTHINKS

Place Branding Strategy

A variety of logos exist in Rowan County

Digital Audit

Digital Audit

Visit Salisbury website tells the story of arts, agriculture and activities

Visit Salisbury also tells the story
of trains, history, agriculture and activities

RowanWorks website sells technology, location, accessibility and quality of life

RowanWorks website sells technology, location, accessibility and quality of life

Downtown Salisbury sells activities

Digital Audit

At first glance a few websites tell the story...
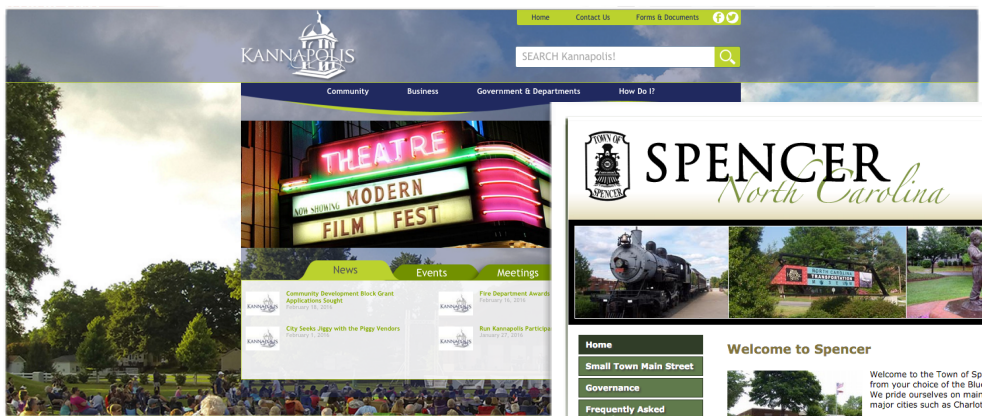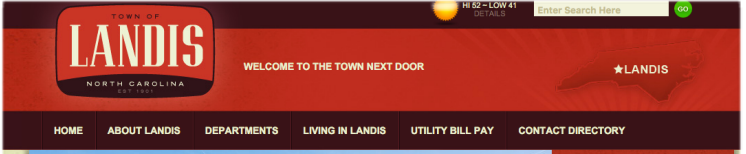
…Then there are some that don't
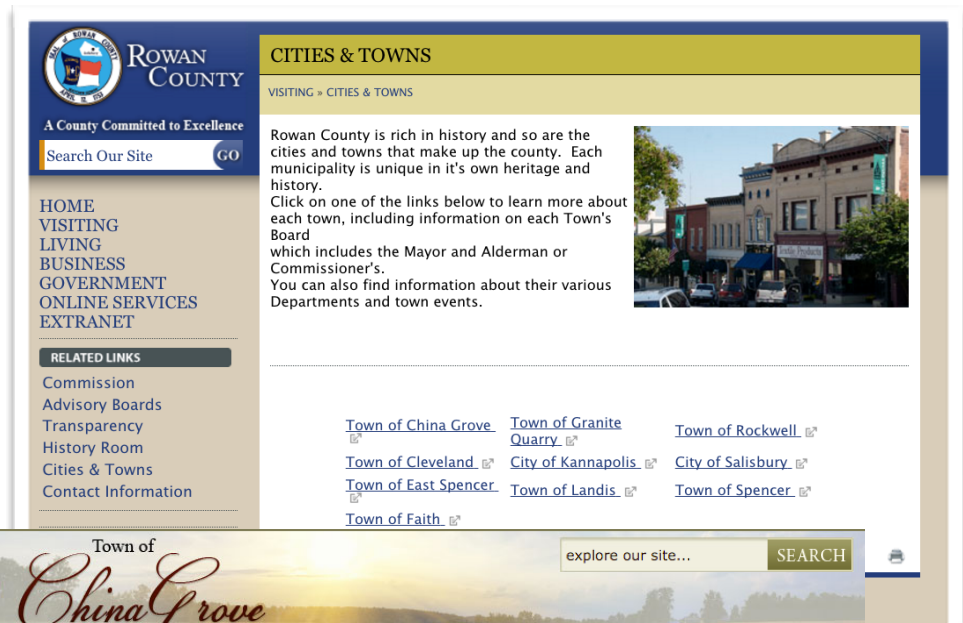
Three of the top four Google search results are Genealogy related

Rowan Chamber appears deep on page one. CVB does not appear till page two and RowanWorks until page four.

Rowan County and all the municipalities must use wikipedia to tell the story

Rowan County, North Carolina

North Carolina

Rowan County is a county located in the U.S. state of North Carolina. As of the 2010 census, the population was 138,428. Its county seat is Salisbury. Rowan County is included in the Charlotte metropolitan area. Wikipedia

Area: 524 mi²

Founded: 1753

Population: 138,323 (2013)

Unemployment rate: 5.3% (Apr 2015)

Colleges and Universities: Rowan–Cabarrus Community College, More

Points of interest

Salisbury National Cemetery

North Carolina Transport...

CMC-Nort... Stadium

Destinations

View 5+ more

Salisbury

Kannapolis

China Grove

Spencer

Rockwell
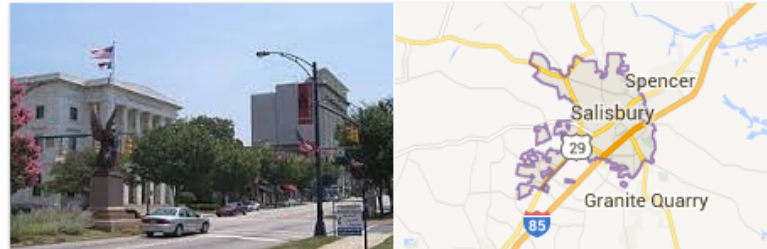
Salisbury

City in North Carolina

Salisbury /ˈsɔːlzbəri/ SAULZ-ber-ee is a city in and the county seat of Rowan County, North Carolina, United States. The population was 33,663 in the 2010 Census. Wikipedia

Elevation: 791'

Weather: 47°F (8°C), Wind N at 12 mph (19 km/h), 43% Humidity

Hotels: 3-star averaging $120. View hotels

Population: 33,604 (2013)

Local time: Wednesday 2:18 PM

Points of interest: Salisbury National Cemetery, More

Landis

Town in North Carolina

Landis is a town in Rowan County, North Carolina, in the United States. At the 2000 census, the town population was 2,996. The town is located just north of Kannapolis, NC, and south of China Grove, NC. Wikipedia

Elevation: 899'

Area: 2.5 mi²

Weather: 48°F (9°C), Wind NW at 13 m

Getting there: 1 h 16 min flight, around

Local time: Wednesday 2:24 PM

Zip code: 28088

Population: 3,105 (2013)

Faith

Town in North Carolina

Faith is a town in Rowan County, North Carolina, incorporated in 1903. The population was 807 at the 2010 census. Wikipedia

Elevation: 896'

Area: 640 acres

Weather: 48°F (9°C), Wind NW at 11 mph (18 km/h), 40% Humidity

Local time: Wednesday 2:21 PM

Zip code: 28041

on: 811 (2013)

e: 704

Kannapolis

City in North Carolina

Kannapolis is a city in Cabarrus and Rowan counties, in the U.S. state of North Carolina, northwest of Concord and northeast of Charlotte and is a suburb in the Charlotte metropolitan area. The city of Kannapolis was incorporated in 1984. Wikipedia
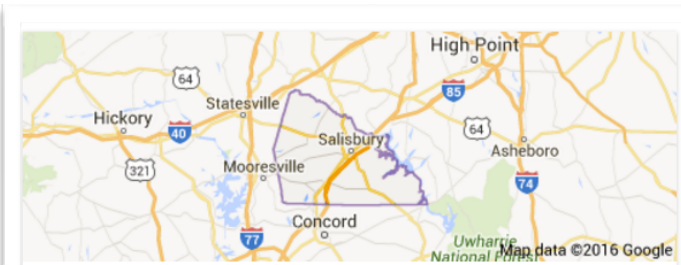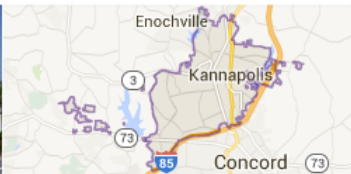
Elevation: 780'

Area: 30.5 mi²

Weather: 49°F (9°C), Wind NW at 13 mph (21 km/h), 39% Humidity

Hotels: 3-star averaging $110. View hotels

Getting there: 1 h 16 min flight, around $420. View flights

Local time: Wednesday 2:28 PM

Population: 44,359 (2013)

Unemployment rate: 5.2% (Apr 2015)

China Grove

City in North Carolina

China Grove is a city in Rowan County, North Carolina. The population was 3,563 at the 2010 census. The city is located just north of Landis and south of Salisbury. Wikipedia

Elevation: 846'

Area: 2 mi²

Weather: 48°F (9°C), Wind NW at 9 mph (14 km/h), 39% Humidity

Zip code: 28023

Getting there: 1 h 16 min flight, around $420. View flights

Local time: Wednesday 2:27 PM

Population: 4,170 (2013)

Area code: 704

Spencer

Town in North Carolina

Spencer is a town in Rowan County, North Carolina, United States, incorporated in 1905. As of the 2010 census, the town population was 3,267. Wikipedia

Elevation: 715'

Area: 2.7 mi²

Weather: 48°F (9°C), Wind NW at 10 mph (16 km/h), 40% Humidity

Local time: Wednesday 2:22 PM

Zip code: 28159

Population: 3,285 (2013)

Area code: 704

Granite Quarry

Town in North Carolina

Granite Quarry is a town in Rowan County, North Carolina, United States. The population was 2,930 at the 2010 census. Wikipedia

Elevation: 820'

Area: 2.4 mi²

Weather: 48°F (9°C), Wind NW at 8 mph (13 km/h), 39% Humidity

Local time: Wednesday 2:28 PM

Population: 2,951 (2013)

Cleveland

Town in North Carolina

Cleveland is a town in the Cleveland Township of Rowan County, North Carolina, United States. The population was 871 at the 2010 census. Wikipedia

Elevation: 807'

Area: 1.5 mi²

Weather: 47°F (8°C), Wind NW at 12 mph (19 km/h), 40% Humidity

Zip code: 27013

Population: 870 (2013)

Local time: Wednesday 2:28 PM

East Spencer

Town in North Carolina

East Spencer is a town in Rowan County, North Carolina, United States. The population was 1,534 at the 2010 census. Wikipedia

Elevation: 728'

Area: 1.6 mi²

Weather: 44°F (7°C), Wind S at 6 mph (10 km/h), 46% Humidity

Local time: Friday 10:55 AM

Zip code: 28039

Population: 1,542 (2013)

Area code: 704

Salisbury is the only community in Rowan County active on Social Media outlets

Website	f	🐦	📷	P
Rowan County	X	X	X	X
China Grove	✔	✔	X	X
Cleveland	X	X	X	X
East Spencer	✔	X	X	X
Faith	X	X	X	X
Granite Quarry	X	X	X	X
Kannapolis	✔	✔	X	X
Landis	X	X	X	X
Rockwell	X	X	X	X
City of Salisbury	✔	✔	X	✔
Spencer	✔	X	X	X
Rowan Salisbury CVB	✔	✔	✔	✔
RowanWORKS	✔	✔	X	X
Rowan Co Chamber	X	X	X	X
Downtown Salisbury	✔	✔	✔	X

Facebook

Salisbury-Rowan County Authentic North Carolina
Travel Agency · Government Organization

City of Salisbury, North Carolina ✓
Government Organization

Timeline | About | Photos | Reviews | More ▾ | 👍 Like | 💬 Message | ⋯

Town of Spencer
City · Government Organization

Town East Spencer
👤 Add Friend | + Follow | 💬 Message | ⋯
Timeline | About | Friends | Photos | More ▾

City of Kannapolis - Community News
Government Organization · Newspaper

Timeline | About | Photos | Reviews | More ▾ | 👍 Like | 💬 Message | ⋯

Facebook

Digital Audit

Twitter

City of Salisbury
@CitySalisburyNC

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
3,636	219	2,258	445	1

Tweets · Tweets & replies · Photos & videos

City of Salisbury @CitySalisburyNC · 20h

Who

Visit Salisbury NC
@Visit_Salisbury

TWEETS	FOLLOWING	FOLLOWERS	LIKES	
1,303	303	1,066	59	Following

Tweets · Tweets & replies · Photos & videos

Visit Salisbury NC @Visit_Salisbury · 21h

Who to follow · Refresh · View all

Sarasota County EOC @sc...

Kannapolis, NC
@Kannapolis

TWEETS	FOLLOWING	FOLLOWERS	LIKES	
1,053	227	1,761	317	Follow

Tweets · Tweets & replies · Photos & videos

Kannapolis, NC Retweeted

Who to follow · Refresh · View all

Sarasota County EOC @sc...

Twitter

Instagram posts show community engagement and activities
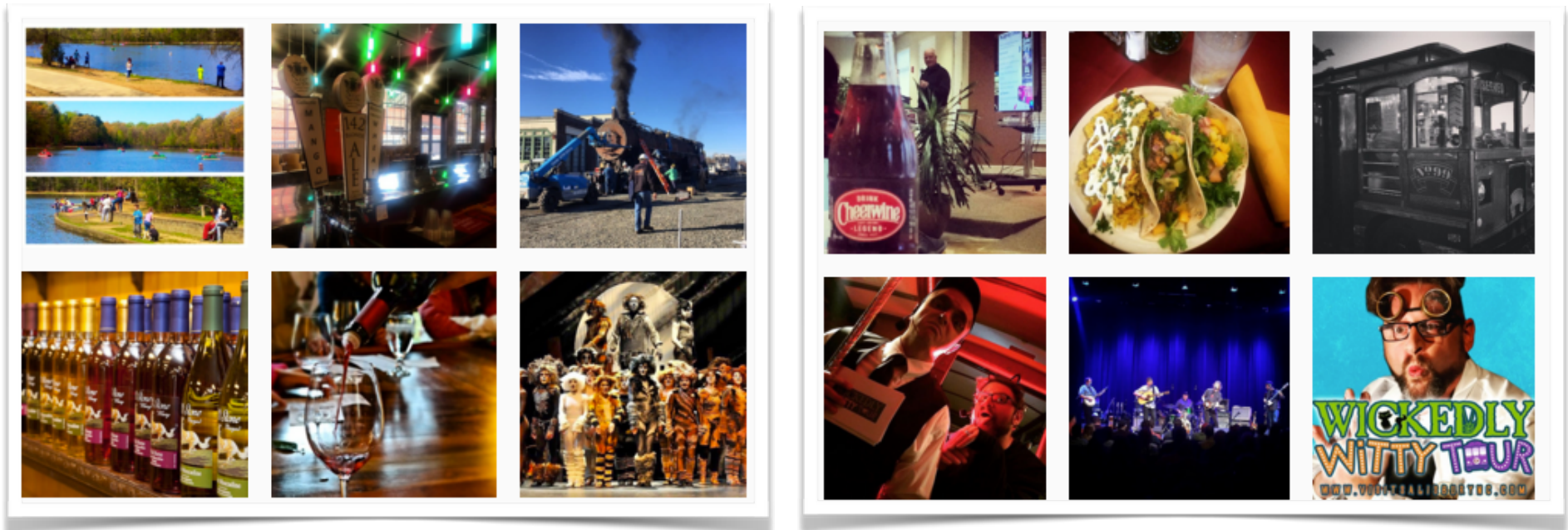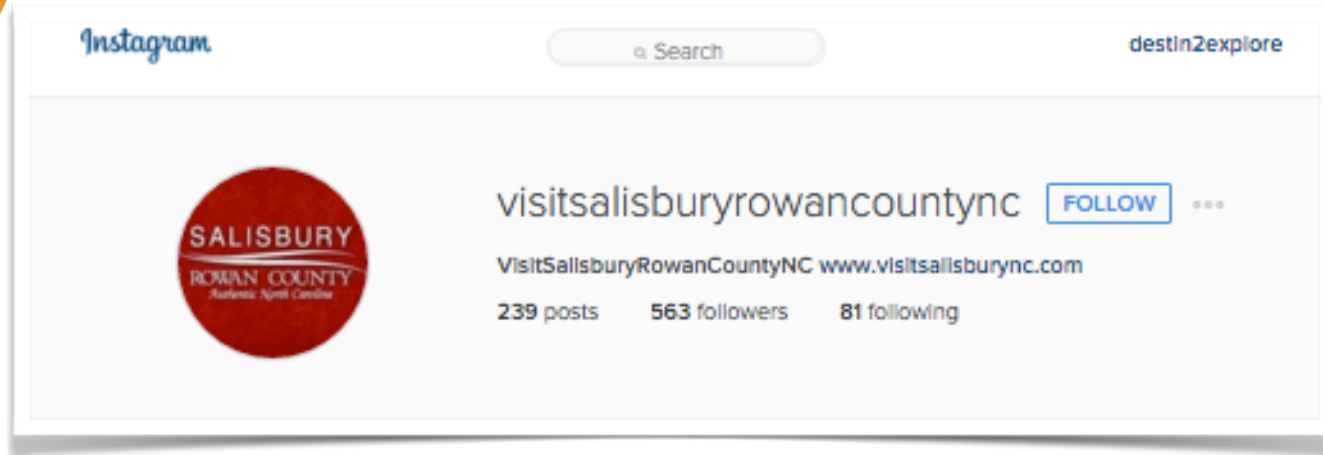
Downtown Salisbury Instagram links to Visit Salisbury Rowan County

**Several hashtags are available on Social Media
but they are virtually unused**

#visitsalisbury
#RoCoHolidays
#DowntownSalisbury

Digital Audit

Pinterest is actively used for activities to entertainment to gardening tips

Annual Events & Festivals
♯ 126
Follow
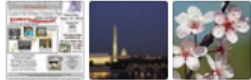
Weddings (Salisbury-Rowan)
♯ 89
Follow

College Days & Tailgates
♯ 14
Follow

Unique Shopping
♯ 33
Follow

Quotes and Inspiration
♯ 12
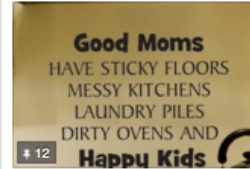
Good Moms
HAVE STICKY FLOORS
MESSY KITCHENS
LAUNDRY PILES
DIRTY OVENS AND
Happy Kids
Follow

Music & Entertainment
♯ 14
Follow

Famous Friends Salisbury-R...
♯ 26
Follow

History of Salisbury-Rowan ...
♯ 39
Follow
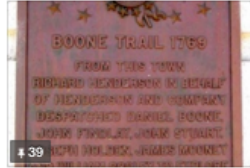
Outdoor Adventure & Sports
♯ 21
Follow
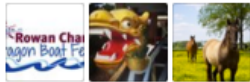
Gardening Tips
♯ 9
Follow

OctoberTour
♯ 15
Follow

Get Real Go Real Summer Gi...
♯ 21
Follow

Pin It. Win It.
WEEKLY $50 VISA GIFT CARD
♯ 13
Follow

Facebook Trivia Contest
"authentic north carolina" trivia giveaway
WEEKLY $25 GIFT CARD
♯ 12
Follow
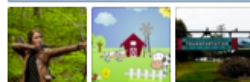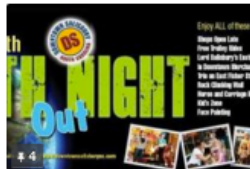
Friday Night Out
♯ 4
Follow

Beer Month
♯ 4
Follow

1st Friday
Gallery Gallop
Friday Night June 6th 5-8 pm
♯ 1
Follow

Historic Trolley Tours
♯ 6
Follow

Trip Advisor

Salisbury, North Carolina

4,117 reviews and opinions

🛏️ **Lodging** (14) 1,194 Reviews	›
🏠 **Vacation Rentals** (1) 1 Review	›
✈️ **Flights** from $305	›
🔭 **Things to Do** (26) 377 Reviews	›
🍴 **Restaurants** (150) 2,526 Reviews	›
💬 **Forum** 19 Posts	›

(A TripAdvisor Member, Mar 2016)

Overview | Places to Stay | Location | Things to Do

Top-rated Salisbury Restaurants

Sabaidee Thai & Sushi Bar
 Sushi — 87 Reviews

Mambo Grill & Tapas
 Caribbean — 99 Reviews

Hap's Grill
 American — 122 Reviews

Browse all restaurants

Top-rated Salisbury Things to Do

Dan Nicholas Park
 Amusement & Theme Parks — 190 Reviews

Salisbury National Cemetery
 Cemeteries — 36 Reviews

Piedmont Players Theatre
 Theaters — 18 Reviews

Browse all things to do

Trip Advisor

Spencer, North Carolina

20,849 reviews and opinions

Lodging

Vacation Rentals (14)

Flights

Things to Do (2)
194 Reviews

Restaurants (9)
94 Reviews

Forum
20,561 Posts

(spiritcoke, Feb 2016)

Top-rated Spencer Things to Do

North Carolina Transportation Museum
Specialty Museums
181 Reviews

Spencer Doll And Toy Museum
Specialty Museums
13 Reviews

Browse all things to do

Top-rated Spencer Things to Do

North Carolina Transportation Museum
Specialty Museums
181 Reviews

Spencer Doll And Toy Museum
Specialty Museums
13 Reviews

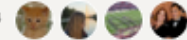Browse all things to do

Trip Advisor
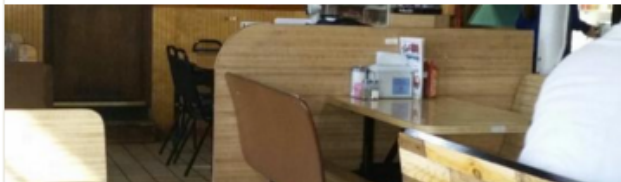
Rockwell, North Carolina

20,760 reviews and opinions

Lodging

Vacation Rentals (16)

Flights
from $305

Things to Do (1)
147 Reviews

Restaurants (16)
52 Reviews

Forum
20,561 Posts

(Eden B, Feb 2016)

Top-rated Rockwell Restaurants

Darrell's Bar-b-q
6 Reviews

Alpha Italian Restaurant
1 Review

Los Jacubes Family Mexican Restaurant
Mexican
5 Reviews

Browse all restaurants

Top-rated Rockwell Things to Do

Tiger World
Zoos
147 Reviews

Browse all things to do