

Brand Marketing for Community Impact

Presented By
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About Sheronde Glover

- 15 Years of Experience in Strategic Planning
- 7 Year of Experience in the area of Marketing
- 8 Years as a Business Consultant, Trainer and Coach
- Author: Sipping Tea and Doing Business: A Holistic Journey to Business Success
- President & CEO, Glover Enterprise Business Strategies, Inc.



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Objectives

At the end of this training, participants will have a basic knowledge of concepts for effective marketing and brand positioning and will learn how to create and implement a successful ARRA campaign by understanding:

- The basics of marketing in a service-oriented organization.
- The steps to effective marketing planning.
- How to build and maintain relevance in and beyond the local community.
- How to develop strategies and tactics to market ARRA funds.
- How to measure and track success.
- Have FUN!!

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MARKETING: TRUE OR FALSE?

Duration:
Ten minutes

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What is Marketing?

- Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
 - American Marketing Association

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Why is Marketing Important?

Without marketing, how will the community, potential donors/corporations, board members, clients and partners learn about your mission and take action?

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What is Marketing?

FOR ME MARKETING IS A SERIES OF ...

AHA MOMENTS

Why? Because most people think they have it and then they realize they really have it AND then things change.

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MARKETING CHALLENGES!
THINGS THAT STOP US.

MARKETING HAS CHANGED.
There are NEW RULES FOR
MARKETING.

STOP

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MARKETING CHALLENGES!
THINGS THAT STOP US.

We Need to Serve the Clients
Marketing allows you to
serve clients more
effectively.

STOP

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**MARKETING CHALLENGES!
THINGS THAT STOP US.**

**GETTING THE TEAM ON
BOARD.**
Marketing is
everyone's job.



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**MARKETING CHALLENGES!
THINGS THAT STOP US.**

Who Has Time for Marketing?

Marketing is the key
to Your SUCCESS.



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**MARKETING CHALLENGES!
THINGS THAT STOP US.**

**THERE'S NO MONEY FOR
MARKETING.**
Marketing has to be
planned and
budgeted for.



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**MARKETING CHALLENGES!
THINGS THAT STOP US.**

**Why Is Marketing Our Work So
Difficult?**

Understand Your Business
and Your Audience.



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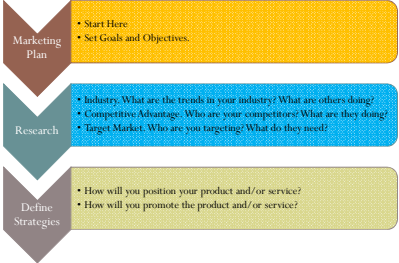
What is Marketing?

Marketing is a PROCESS

Marketing = Planning = Research = Strategy
= Tactics = Implementation = Evaluation

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The Marketing Process



Marketing Plan

- Start Here
- Set Goals and Objectives.

Research

- Industry: What are the trends in your industry? What are others doing?
- Competitive Advantage: Who are your competitors? What are they doing?
- Target Market: Who are you targeting? What do they need?

Define Strategies

- How will you position your product and/or service?
- How will you promote the product and/or service?

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The Marketing Process con't



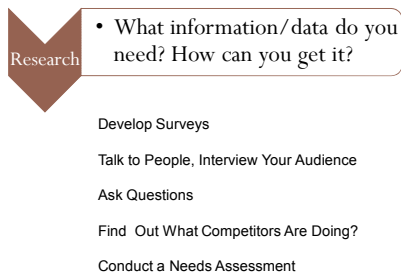
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THE PLAN



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THE RESEARCH



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STRATEGY



- Based on your goal, define your strategies?

Example: Garner more exposure through public relations efforts.

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TACTICS



- Outline one action item/tactic that is in line with your strategy and will help you meet your goal?

Example: Develop media list.

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BUDGET



- How much will it cost in time, energy, and money?

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Implement and Evaluate



- How will you implement this plan?
How will you measure your results?

YOUR PLAN IS ONLY AS GOOD AS YOUR ABILITY TO IMPLEMENT IT.

---- Sheronde Glover

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Branding Group Exercise

Duration:
Ten minutes

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What is Branding?

Your brand communicates your message, evokes a feeling, embodies an experience and establishes an emotional connection that intentionally separates you from your competition. You want to relay this image and message consistently and constantly throughout all aspects of your organization.

A brand is the personality of a product, service or company and how it relates to key constituencies: Customers, Staff, Partners, Investors etc. Some people distinguish the psychological aspect of a brand from the experiential aspect.

The experiential aspect consists of the sum of all points of contact with the brand and is known as the **brand experience**. The psychological aspect, sometimes referred to as the **brand image**, is a symbolic construct created within the minds of people and consists of all the information and expectations associated with a product or service.

Keys to Brand Positioning

- ◆ Your USP (Unique Selling Proposition)
- ◆ Your Solution to Client Problems
- ◆ Your Story
- ◆ Your Benefits
- ◆ Your Brand Promise

Questions You Should be Asking:

- What business are you in? What does your organization specialize in?
- What people do you serve?
- What are the special needs of the people you serve?
- What services do you offer? Define the qualities of these services?
- What are the core values of your organization?
- What is the mission of your organization?

The Objective that a Good Brand Will Achieve:

- Delivers the message clearly
- Confirms your credibility
- Connects your target prospects emotionally
- Motivates action
- Concretes user loyalty

To succeed in branding you must understand the needs and wants of your customers and prospects. You do this by integrating your brand strategies through your company at every point of public contact.

Your brand resides within the hearts and minds of customers, clients, and prospects. It is the sum total of their experiences and perceptions, some of which you can influence, and some that you cannot.

Brand Building and Messages

A CASE STUDY



*Fulton
Atlanta
Community
Action Authority*

Branding Goal:

- To develop consistent messages and look across all marketing collateral.
- To build community connection (knowledge and trust) with FACAA and clarity on the impact FACAA has in the community.
- To generate a consistent feeling, emotion, reaction among clients and donors relevant to FACAA.
- To create brand awareness and visibility.

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Branding Positioning:

FACAA has the opportunity to capitalize on a mainstream issue that has come to light with recent events and to establish itself as the model community action agency, at the forefront of the issues, the population, and the trends. While focusing on providing comprehensive services for Metro Atlanta residents, FACAA also has an opportunity to lend a national voice to the issue of poverty and low-income individuals. FACAA will position itself as the expert agency and advocate for impoverished Americans.

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Messaging

“Marketing messages” are written and verbal statements that quickly describe what you do and how you’re different. They’re used throughout your interactions with your market. Frequency and consistency of the *brand’s* message also contribute to the branding message.

Objectives and Keys to Messaging:

- Clear understanding of FACAA’s mission and vision
- Consistent messages in the follow areas:
 - Tagline and slogan
 - Elevator pitch “Response to “What does FACAA do?”
 - Paragraph pitch “ those 5 sentences in press releases, on documents, etc. that spell out FACAA’s mission
 - Agency’s Look

FACAA Mission:

The mission of Fulton Atlanta Community Action Authority, Inc. (FACAA) is to assist low-income individuals in the City of Atlanta and Fulton County to achieve self-sufficiency through the planning, coordination, evaluation and administration of Community Action Programs.

QUESTIONS WE ASKED:

1. Is this being conveyed throughout the organization --- staff, board, others?
2. Do clients and potential donors understand the vision and the mission?
3. Is this being conveyed throughout the organizations collateral? If so is it being conveyed in the right places?

Brand Consistency

Example: Taglines/Slogans

“Community Action Speaks Louder Than Words” (business card)

“ Helping People, Changing Lives” (email)

“Strengthening Families and Communities” (website)

The Elevator Pitch – Your Primary Message

How do we articulate what we do?

Keys:

- Make it concise
- Make it clear
- Make it consistent

The Look

- Color schemes – What are they?
- Logo – Is it engaging, does it complement our theme, is it time for an update?
- Is it consistent throughout our outreach mediums?

HOW ARE WE BRANDING OURSELVES?

Let's Take a Look:

- Website
- Collateral (Brochure, Business Card, etc.)
- Email
- Newsletter
- Client Experience
- Programs and Services

Developing Effective Strategies and Tactics for Program Promotion

Service Agencies Preferred Marketing Strategies

- Email Marketing – 78%
- Thought Leadership – 72%
- Public Speaking – 66%
- Search Engine Marketing – 66%
- Webinars – 58%
- Social Media – 42%
- Video Marketing – 42%

Source: Survey conducted by The Shattuck Group

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Start with Your Goals and Objectives:

General Marketing & Promotions Objectives

- To increase members/subscriber database by 25%.
- To increase local awareness and visibility.
- To become a recognized resource on the issue of poverty.
- To increase website traffic and build social networking activity and networks by 25%.

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Strategies

- **Website-** If positioned correctly, the website can become a major resource for clients, organizational leaders, political leaders, collaborative organization, advocates and others. The website has high functionality and features that are being implemented over time. The website can be used as a comprehensive marketing tool to accomplish many of the established objectives and should be highlighted and promoted at every opportunity during guest appearances, radio shows, in newsletter, press releases, signature lines, business cards, etc.

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Strategies

- **Email Marketing** – Publication of a monthly newsletter to include email blasts minimally once a month to stay connected with our audience, announce upcoming events, build awareness, and continually build our database. Each newsletter will include the mission statement and will reference the website. The newsletter will go to clients, board members, advocates, partners and other's interested in the agency's work.

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EMAIL MARKETING



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Strategies

- **Publicity** - Pitching interesting stories to print and television media that are smaller or more specialized can provide free publicity, which builds awareness and credibility. Finding interesting angles for press releases or sending articles to community papers can increase awareness in areas that have not previously been targeted.

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Strategies

- **Social Networks**— Building an online campaign through various networks such as Facebook, Twitter, YouTube and BlogTalkRadio will build exposure and help with Search Engine Optimization.

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Strategies

- **Strategic Alliances/Partnerships** - FACAA has established a number of partnerships with local agencies that assist individuals, which is what action partnership organizations emphasize. Additional alliances will be explored, which will allow more exposure to new and different audiences. This will position the agency for collaborative opportunities.

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Strategies

- **Networking through Membership Organizations/Public Speaking** –The agency will build organizational awareness by joining and actively participating in various local organizations and attending networking meetings. This will also provide opportunities for speaking and sharing information on the organization to targeted groups.

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ARRA Promotional Campaign

ARRA MARKETING AND PR CAMPAIGN

DISTRIBUTION OF STIMULUS MONEY

Category	Strategy
Target Market	Middle income individuals and families
Positioning Statement	Stimulus is for Everyone.
Offering to Clients	ARRA money for Mortgage assistance and foreclosure
Distribution Channels	Community events, local establishments, libraries, and churches, Media, Website, Social Media
Distribution Methods	Postcards, brochures, PSA's, Press Releases, Video
Service Strategy	Available offsite and in the community
Promotion Strategy	New campaign that focuses on the availability of stimulus monies to middle income individuals and families.

MESSAGING: Stimulus is for EVERYBODY. You may be eligible for stimulus money and may not know it. You Don't Have to Lose Your Home

- Facing eviction or foreclosure?
- Need help with your mortgage?

FREE Financial Planning and Mortgage Counseling.

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EMAIL MARKETING



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EMAIL MARKETING



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EMAIL MARKETING



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You've worked long and hard to get in your home...

The Fulton Atlanta Community Action Authority (FACAA) may be able to help.

Logo

Tagline

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PUBLIC SERVICE ANNOUNCEMENT – 60 SECONDS
Help For Citizens Facing Foreclosure or Eviction
Stimulus Dollars Available to Help in Crisis

(Atlanta, GA – March 22, 2010) Atlanta and Fulton County residents who are facing foreclosure or eviction should make plans to attend a FREE housing assistance workshop on Monday, March 29, 2010 at 6:00 p.m. at Cascade United Methodist Church, located at 3144 Cascade Road in southwest Atlanta. Stimulus funds are available to families that qualify. This workshop is being brought to you by The Fulton Atlanta Community Action Authority (FACAA), QSG International, Inc., as well as Ben Hill United Methodist Church, Cascade United Methodist Church and Providence Missionary Baptist Church. There are income and eligibility requirements. For more information, visit FACAA online at www.facaa.org.

Mission

The Fulton Atlanta Community Action Authority (FACAA), is a leading nonprofit with an incredible 19-year track record of helping residents of Atlanta and Fulton County achieve economic self-sufficiency. The organization is affiliated with the National Office of the Community Action Partnership, America's poverty fighting network. In operation since 1991, over one million individuals and families have been served by FACAA. The organization is headed by Dr. Joyce Dorsey, a community servant with more than 32 years' experience of serving as an advocate for the disenfranchised. For more information about FACAA, visit them online at www.facaa.org.

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FOR IMMEDIATE RELEASE
 Contact: Atonia Jernigan
 c/o The Effective Communicator
 (770) 256-4337

Mission

Help For Citizens Facing Foreclosure or Eviction
 Stimulus Dollars Available to Help in Crisis

(Atlanta, GA – March 22, 2010) **The Fulton Atlanta Community Action Authority (FACAA), a leading nonprofit with an incredible 19-year track record of helping residents of Atlanta and Fulton County achieve economic self-sufficiency,** is pleased to announce a FREE housing assistance workshop for local residents that stand on the verge of foreclosure or eviction. The event takes place Monday, March 29th at 6:00 p.m. at Cascade United Methodist Church. The church is located at 3144 Cascade Road, SW, Atlanta, GA 30311. The event is hosted by QSG International, Inc., an Atlanta-based consulting firm that works with churches and community organizations. QSG has partnered with FACAA as well as Ben Hill United Methodist Church, Cascade United Methodist Church and Providence Missionary Baptist Church.

FACAA is able to provide foreclosure and rental assistance through funds provided by the American Recovery and Reinvestment Act of 2009 (ARRA), which is also known as The Stimulus Fund. The workshop announcement could not come at a better time, considering the impact that the economy has had on Atlanta. "Unemployment has exceeded the 10% mark," states Dr. Joyce Dorsey, FACAA's CEO and President. "This development has created a new face of poverty wherein people who never thought they would need financial assistance are now in need."

FACAA has been granted stimulus dollars to help qualifying families with mortgage, rental and utility assistance. "While there are income requirements, there have been some fairly recent adjustments that may allow families that may not have previously qualified to now meet the income eligibility requirements," Dr. Dorsey adds. To review income requirements and to obtain additional information, feel free to visit FACAA online at www.facaa.org.

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Develop Your Promotional Campaign

Take a look at your goals and from there develop a mini promotional campaign

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EVALUATE & TRACK RESULTS

- Review goal measurements
- Determine which methods are working best
- Where are your clients coming from? Ask.
- How are people finding out about you? Ask.

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WRAP UP/ Q& A/Final Thoughts

- Marketing is not a department. It's a crucial part of your organization.
- Every act is a marketing act. Make every employee a marketing person.
- Use your marketing to build relationships.
- Don't approach planning as a precise science, but do it!
- Your position is all in people's minds. Find out what that position is.
- Building your brand doesn't take thousands of dollars. It takes innovation.
- Repeat your message again and again.
- Good basic communicating is good basic marketing.
- Give your marketing a human face.
- Out of sight is out of mind

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