

Partnerships in Grassroots Marketing

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Setting Marketing Goals

- The one thing to always keep in mind is that your goals have to be realistic. It's great to think you can solve all the problems of the world, but can you really do that?
- Ask and answer these key questions –
 - What are you trying to accomplish?
 - Stop underage drinking
 - Reduce underage drinking
 - Raise awareness of underage drinking

Setting Marketing Goals

- What can you actually accomplish?
 - Raise awareness of underage drinking
 - Start an action plan or program to reduce underage drinking
 - Recruit partners to assist with this and future programs
- Is this accomplishment a part of your goals and objectives?
 - YES or NO – you have to decide and if no – re-evaluate

How to start the discussions about your plan

- Who can help with this program
- Determine potential participants
 - TV stations
 - Radio stations
 - Newspapers/newsletters
 - Outdoor advertising companies
 - Special event coordinators

Developing partners

- Bring in all the partners and potential partners for a workshop
- Start making contacts early
- Set a date in advance so all partners can make plans to attend
- Expect changes

Meeting Discussions

- Outline the purpose of the meeting in general terms
- Discuss your goals and objectives
- Discuss need for partners
 - Opportunities for partners – not just how they can help you but how you can help them
- Review your organizational goals and objectives
- Community enhancement
- Assist with a community problem

Meeting Discussions

- Before there are too many planning discussions:
- Conduct SWOT analysis
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats to success

Positioning statement for program

- What are you promising?
- What's unique or could be unique about this program?
- What group of people will you reach?
- Are there related groups you need to reach?

Identifying your target audience

- Who does this message need to reach?
 - Teens 13- 19
 - Youth 9 -12
- Are there related markets to reach? (Example - message is to teens but the parents need to see it too)
- What are the demographics?
- Age, race, male/female

Identifying your target audience

- What are the socio-graphics?
 - Poor, middle class, wealthy
- Are there media outlets that will easily reach your target?
 - Yes / No
- Do you need specialized marketing efforts?
 - Website, pop-ups or banner ads, etc.
- Opportunities, challenges, costs, partners, reach, etc.

Choosing your message

- What's the HOOK?
- Is your message simple and straightforward?
- Can everyone (your market) relate and understand?
- Does it bore the audience?
- Does it entertain as much as possible
 - Don't confuse journalism with advertising
 - Respect your audience's intelligence with facts and the message
- After the message is chosen, do all partners agree?

Creating Strategies for delivery

- One message/Different media
- Choices
 - Direct mail
 - Interactive media
 - Traditional advertising
 - Special events
 - Cost per impression at event (better to be here than traditional advertising?)

Creating Strategies for delivery

- Does it reach the target market?
- Specific/related to your message
- Possible media coverage of the program
- Co-branding/Partnering
- Available partners with mutual interest
 - MUST NOT BE CONFLICTING – No beer companies sponsoring underage drinking programs...
- Options for additional promotion
- Community benefit and promotion

Setting a Timeline & Budget

- Determine the start to finish timeline
- Determine the workload
- Determine who's going to do the work
- Make assignments and set dates for deliverables
- Coordinate with media on their timelines
- Coordinate with partners on their timelines
- Can everyone be involved now?
- Outside influences – elections, holidays, heavy vacation periods, school functions, etc.

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- Who controls the dollars?
- What are the expected deliverables?
- When are the dollars available?

The Plan

- Your objective(s)/your mission
- The assets
- The actions
- The measurement (evaluation)

Evaluating your plan – mechanics and timeline

- Internal evaluation
 - Was there positive feedback? (outside groups and individuals)
 - Did the partners seem to be pleased with the response and want to repeat the program?
 - Was it cost effective? (within budget)
 - Was it timely? (within the established timeline for activities and completion)
 - Was it picked up by the press in some manner? (releases published, news coverage, maybe a media partner)

Evaluating your plan – mechanics and timeline

- External evaluation
 - Was there positive feedback? (groups and individuals)
 - Did it reach the target audience?
 - Was there a measurable effect from the effort?
 - Did other groups or individuals want to be involved?

Case Study

- Partnerships between
 - Daytona Beach Community College PBS Channel 15
 - One Voice for Volusia

Case Study

- Partnerships
 - Melbourne CTI
 - Florida Today Online Newspaper


