

Group 2: Getting the Word Out



LEGACY
YOUTH ALLIANCE

1. Identify your target audience(s)

2. Determine the marketing action(s)

3. Create a Plan of Action (what, by when and who is responsible)

Tip: Not all audiences can be informed and reached in the same way. Identify the target audience(s), message they will respond to and the best media communication to reach them.

1. What are you marketing?

2. Who is your target audience(s)? (Potential clients, area schools/businesses, community members)

3. What does your audience(s) want to know?

4. What does your audience(s) need to know?

5. What is the best distribution channel(s) to reach your target audience?

EXERCISE: Create a Plan of Action to share with other committee members

What	When	Who
Ex: Press Release to papers and local radio stations	Oct 1, 2017	

Marketing strategies and tactics: There are several different strategies for marketing a program and reaching target audiences; each has advantages and disadvantages

1. Personal contact

- Send personalized letters and a pamphlet on your program. When sending letters, be sure to follow up by telephone to confirm receipt and answer any questions.
- Call or send e-mail messages to people with whom you have an existing relationship to let them know about your program and to invite their participation. Before making contact, know what you want to communicate and what you will ask them to do.
- Make “cold calls” to canvas employers, schools, and faith and community-based organizations; let them know about your program. Even though you may be making cold calls, be sure to take a warm approach!
- Educate others at your school or organization about the goals and activities of the program.
- Arrange for site visits to help you better understand employers’ operations and business cultures.
- Network at professional conferences, in classes you may be taking, or through your involvement in community or volunteer activities.
- Visit the websites of service groups, churches, and local nonprofits or call their offices to obtain e-mail addresses. Send e-mails to targeted individuals to let them know about your program.

Advantages of Personal Contact: Allows control of results; requires few material resources; allows you to use your interpersonal skills and known contacts.

Disadvantages of Personal Contact: Can involve significant time; offers limited reach.

2. Print Communications

- Develop a program brochure or fact sheet for your program to mail with letters, to disseminate at meetings or workshops, or to post in targeted locations.

Advantages of Print Communications: Lets you control the messages and timing; allows you to target specific audiences.

Disadvantages of Print Communications: Requires funds for reproduction; can involve significant time for writing and layout; requires lead time to develop materials; does not involve the personal aspect of communication, which plays an important role in establishing and keeping a lasting relationship.

3. Electronic communications

- Create a website that informs your target markets about the program and provides your contact information. Be sure to keep the website current and add new material to encourage viewers to return to it.
- Disseminate program updates, event invitations, and other information by e-mail.
- Create and send periodic e-mail newsletters.
- Create a video or CD-ROM that explains the program's goals, activities, and successes.
- Include your program contact information and website address on your e-mail address block.

Advantages of Electronic Communications: Lets you control the messages and timing; allows instant, low-cost dissemination of messages; allows you to target specific audiences as needed (i.e., through targeted e-mail); enables interactive, around-the-clock communication.

Disadvantages of Electronic Communications: Requires expertise, technology, and time to develop, launch, and maintain a website; requires staff time to respond to e-mail inquiries, manage listservs, etc.; does not involve the personal aspect of communication, which plays an important role in establishing and keeping a lasting relationship.

4. Media Relations

- Create news by "pitching" story ideas to local media representatives. Suggest interesting angles for covering your program, youth participants' accomplishments, or collaboration with employers.
- Mail, fax, or e-mail news releases or media advisories to reporters, editors, or producers at local newspapers, television stations, and radio stations to inform them of program events and activities. Be sure to use the proper format and always include your telephone number and e-mail address for any questions the recipient might have.
- Write articles about program activities for placement in local newspapers, trade publications, employers' in-house or external newsletters, or school system publications. Before writing the article, be sure to contact the publication to determine the editor's interest in a particular story idea.
- Use — **but don't abuse** — any connections you may have with local reporters, editors, or producers.
- Develop and use a database of media contacts.
- Tap into the expertise of media relations experts within your school system or ask your employers if their public relations staff can advise you on media relations.
- Invite reporters to attend your program events.
- Make yourself or your program participants available for media interviews.
- Talk with representatives at your local public access cable television station about being included in their programming (e.g., in a panel discussion about youth and employment).

Advantages of Media Relations: Often allows rapid dissemination of messages; involves few or no material costs; allows you to reach a broad audience.

Disadvantages of Media Relations: Provides limited control of messages and timing of message release; requires sustained work to maintain relationships with reporters and others; requires time to communicate and follow-up with reporters and others.

5. Public Service Advertising

- Submit announcements about events, needs for volunteers, and needs for partner organizations to local newspapers, radio stations, and broadcast and cable television stations.
- Work with program partners (e.g., employers) to develop issue-oriented print or broadcast public services announcements.
- Use the proper format for the media outlet you are using. Try to limit Public Service Announcements (PSAs) for television and radio to 30 seconds and indicate the running time on the announcement.

Advantages of Public Service Advertising: Offers free promotion air time or print space; can offer wide reach.

Disadvantages of Public Service Advertising: Offers little control over timing and editing of messages; can involve costs to develop print or broadcast ads.

6. Paid Advertising

- Do a cost-benefit analysis for paid advertising, which can be very expensive. Investigate circulation numbers, who the readers/viewers are, and other relevant information. (Which TV channel has the highest viewership among your target audience? Should you run your display ad in the sports section, business section, or near the education columnist in the newspaper? What day of the week would be best from an exposure and impact standpoint?)
- Develop a template or “look” for your print advertisement with a graphic designer or with your mentoring program participants.
- When looking for employer partners, place paid advertising in local newspapers and on radio, broadcast television, or cable television.
- Place ads in local business magazines, newsletters, and directories.

Advantages of Paid Advertising: Lets you control messages content; lets you control where and when messages are disseminated; can offer targeted or wide reach.

Disadvantages of Paid Advertising: Involve costs to create and place ads; requires repeated ad placement to achieve the greatest impact.

7. Specialty Advertising

- Create T-shirts, mugs, magnets, bookmarks, mouse pads, pens, or other giveaways bearing your mentoring program's logo or slogan. Distribute the items at events, when you meet employers, or have other contact with representatives of your target markets.
- Consider selling specialty advertising items to raise funds for your program.

Advantages of Specialty Advertising: Offers low-cost program visibility; offers control over product design and distribution.

Disadvantages of Specialty Advertising: Requires funds for product design and production; requires staff time to oversee item production, distribution, and inventory.

8. Special Event Sponsorship

- Invite representatives of business and industry, employment service agencies, schools, and prospective or current funding organizations to an annual informational meeting or kick-off event.
- Hold an annual employer or funding organization recognition event, or present awards to employers, youth participants, and other stakeholders at an annual program banquet.
- Invite local employers, community colleges, and universities to participate in a career fair for people with disabilities.
- Create an annual, issue-oriented awareness event that involves program stakeholders.

Advantages of Special Event Sponsorship: Provides visibility in the community or targeted communities; offers opportunities to recognize and solidify support of program stakeholders; offers opportunities to make new contacts.

Disadvantages of Special Event Sponsorship: Can require funds to rent event space, produce materials, and provide refreshments; requires significant staff time for planning, logistics, and follow-up; can be negatively impacted by weather, traffic, and other problems.