



MARCH 17, 2018

How to Think Like a Marketer to Drive Change & Engage Your Neighborhood

Presented by Evolution Communications Agency

evolution
message matters

Who We Are

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An Overview of Today

- Evaluating your target market
- Assessing your current efforts
- Overview of channels & best practices
- Making a game plan
- Q&A



Evaluating Your Target Market



Who's in your neighborhood?

A crucial task for any marketer is understanding who their target audience is – in this case, your neighborhood. Different people prefer different methods of communication, and so it's important to understand who you're trying to communicate with so you know how to best communicate with them.

Who's in your neighborhood? How old do they tend to be? Are most of your neighbors single or married? Kids or no kids?



How does your target market consume info?

- Social media?
- Direct mail?
- Email?
- Texting?
- NextDoor?
- Phone calls?
- Websites?

Let's talk more about who uses each channel.



How does your target market consume info?

Social Media

- Facebook: All ages, highest use among 18-49
- Twitter: Ages 18-29
- Instagram: Ages 18-29

Direct Mail

- 18-34 and 65+

Email

- All ages, with caveat that it must be relevant & interesting

Texting

- All ages depending on use

Phone

- All ages depending on use, but trending older

Website & NextDoor

- EVERYONE!



Assessing Your Current Efforts



Class Exercise: Taking Stock

- While the research on who uses different channels is a useful guideline, ultimately you know your neighborhood best.
- On your handout, list what channels you're currently using to reach out to your neighborhood, and take a minute to consider what has proved effective.
- What seems to be working? What doesn't? Chat with your neighbors here in class about your epiphanies.



Channels & Best Practices



NextDoor

- NextDoor is increasingly becoming a critical way for neighborhood residents to communicate with each other.
- Best practices:
 - Commenting on other NextDoor posts is a good way to get your cause/event noticed.
 - Use the site's different options to bring awareness to your post: Events, Recommendations, even For Sale & Free
 - List your program/group in the Groups tab
 - Experiment with how wide to go with your post (your neighborhood vs surrounding neighborhoods)
 - Keep it positive (NextDoor can get pretty negative sometimes)



Texting

- Texting is a great way to communicate with people especially when the information is time-sensitive
- Best practices:
 - Keep it succinct, but DO use full sentences
 - Make sure the recipient has opted-in to receive text messages – can be invasive otherwise
 - Most people have smartphones - don't be afraid to utilize emojis and web links to make your texts stand out and to allow people to do things like register for events from their phone
- Apps we recommend:
 - GroupMe (free)
 - Hit Em Up (paid, but only \$2.50/month)



Website

- This is a big topic, so we'll just cover the basics. If you already have a website...use it as a hub for your neighborhood to find the info they need.
 - Make sure all of your upcoming events are posted on your site
 - Use a blog as a way to talk about the work you're doing – share your posts on social
 - Include critical contact info on your neighborhood website
 - Post neighborhood sustainable-related news to draw more interest to your site



Website

- And if you don't have a website yet...
 - Great platforms to use: Wix, Weebly, Wordpress.com, Squarespace
 - Keep it clean and simple – remember that your purpose is to direct your neighborhood to the site so that they can get information.



Email

- Email marketing is useful in communicating with just about everyone. Some best practices:
 - Use an email-building tool like MailChimp (our favorite) to quickly send out mass emails
 - Add your call to action multiple times throughout, and bold or otherwise emphasize it
 - Don't be afraid to have fun with subject lines – but never use emojis as replacement for words
 - The afternoon is generally the best time to send emails so that they will be read



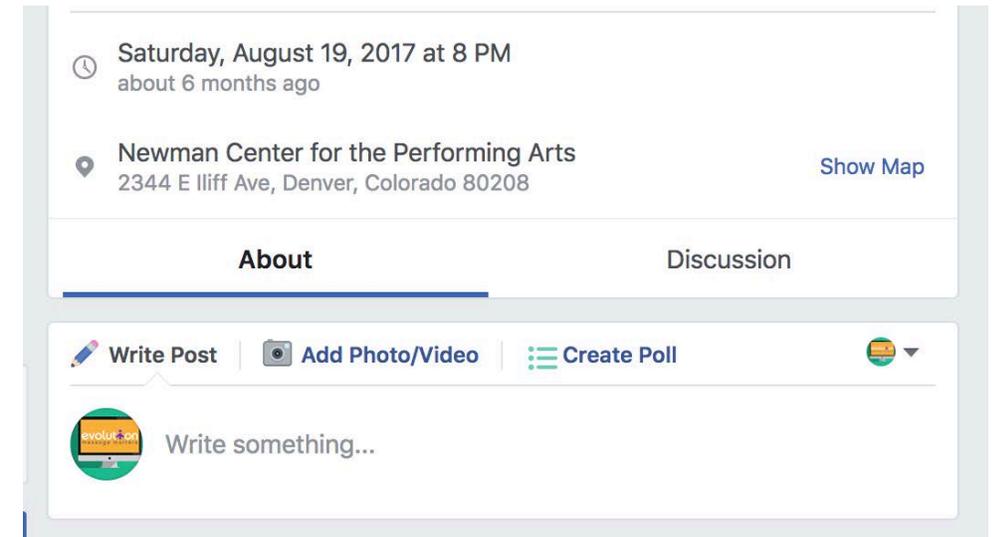
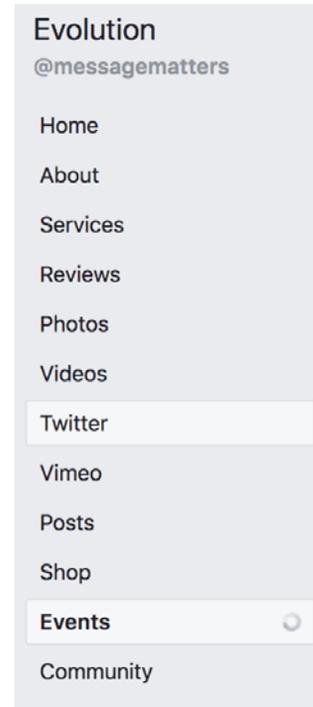
Facebook

- What to post about and how to write a great Facebook post:
 - DO
 - Post photos and video, especially live video
 - Include a call-to-action to your Facebook posts whenever possible (sign up here!, etc)
 - Use the “events” feature for any events you’re organizing
 - Use full sentences and good grammar
 - Use humor and emotion when possible
 - Tag entities and people whenever appropriate
 - Share from other organizations
 - DON'T
 - Use hashtags
 - Post anything that might be misconstrued or considered controversial



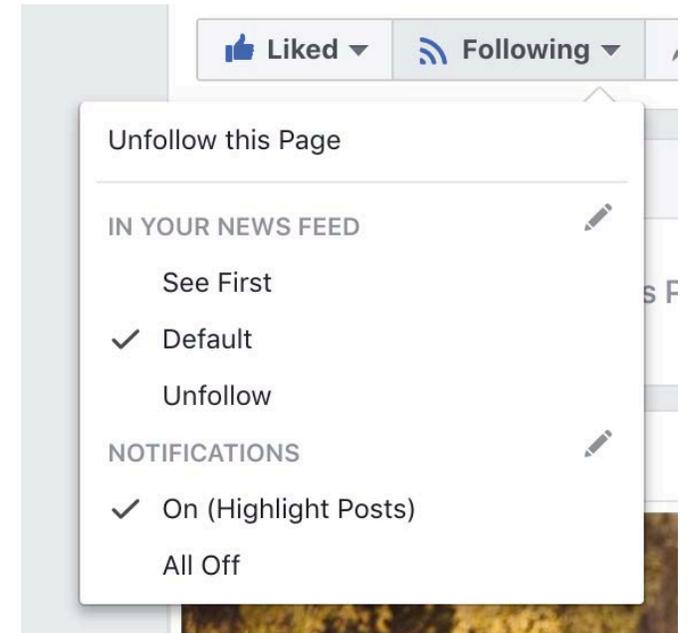
Facebook

- How to create an event
 - On the left-hand side of your Facebook page is a menu; click “events” then “create an event”
 - Make sure to use an event image to catch attention and fill out as many details as possible!
 - Post in the event to keep it top of mind



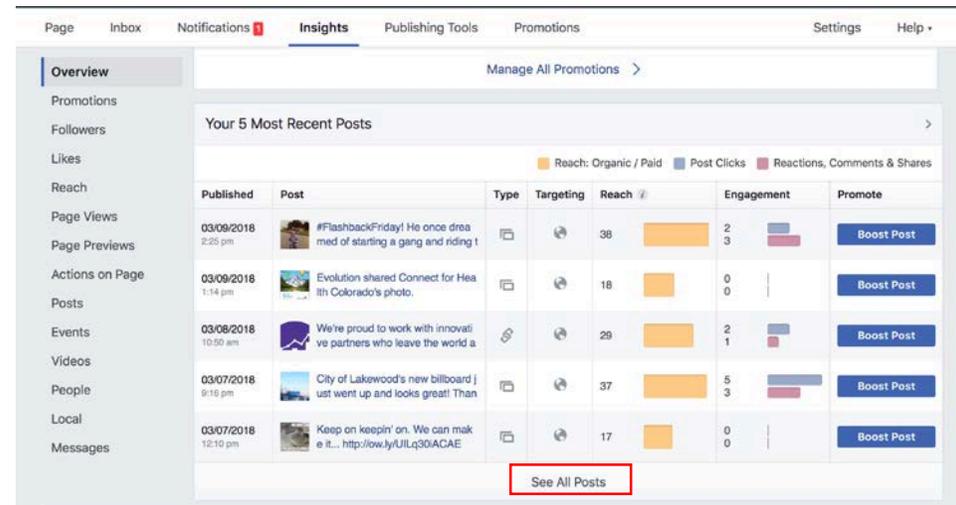
Facebook

- How to make sure people actually see your posts
 - Post often - you can update your Facebook page up to 10x/week without being spammy
 - Encourage page followers to highlight posts in their newsfeed so they see them
 - Engagement will increase visibility even outside of your page followers
 - Ask anyone who's part of your neighborhood sustainability effort to engage with content regularly



Facebook

- How you can use Facebook analytics to post smarter in 5 minutes or less:
 - Go to Insights >> Overview >> See All Posts >> look for trends
 - Check out when your fans are online – post anywhere from right at that time to about an hour before, and post on days when more of your fans are online



Facebook

- How to maximize boosted posts:
 - Choose a post that is going to help you reach your goals for your Facebook
 - Are you trying to get more of your neighbors to “like” your neighborhood page? Maybe pick a funny recycling meme
 - Are you trying to get more of your existing followers to come to events? Choose a post advertising an event
 - Don’t boost posts with images that are mostly text – Facebook won’t approve them
 - Target them to followers and their friends – most likely to catch your neighbors & neighbors that aren’t following your page yet

Boost Post

OBJECTIVE

What results would you like from this post?

 **Engagement: reactions, comments and shares** [Change](#)
[What's this?](#)

POST BUTTON (Optional)

Add a button to your post [?](#)

[Learn More](#) ▼

This button will lead to the link in your post.

AUDIENCE

People you choose through targeting

People who like your Page

People who like your Page and their friends [Edit](#)

Location - Living In: United States: Colorado
[More](#) ▼



Twitter

- What to post about and how to write a great Twitter post:
 - DO
 - Use photos and video, links, humor
 - Post as often as possible (you almost can't post too much on Twitter)
 - Post the same message multiple times, at different times of day and phrased different ways
 - Use hashtags
 - Keep tweets shorter when possible
 - Follow other Twitter users
 - Retweet relevant content often – but be careful WHO you retweet
 - DON'T
 - Only post something once and expect engagement
 - Auto-post from Facebook (this makes marketers sad)
 - Post anything that may be misconstrued or considered controversial



Tools for Social Media

- There are lots of tools out there to help you up your social media game. These are some of our favorites that we use at our agency:
 - Hootsuite: social media scheduling for multiple platforms at once (free)
 - Canva: awesome design tool for designing great social media posts as well as flyers, just about anything else (free)
 - Hashtagify.me: site for researching which hashtags are relevant to what you're talking about



Making a Game Plan



We've learned a lot today...now what?

- Using your handout, make a game plan.
- Decide what 3 things you are going to apply to your communications efforts
- How are you going to get started? Do you have any questions you need answered to start?



Q&A





**Thank you for
letting us
share!**