ATTRACTING HUMAN CAPITAL: INCORPORATING IMAGES INTO A COMMUNITY MARKETING PLAN

National Association of Community Development Extension Professionals Annual Conference
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So What Does A Marketing Plan Look Like?
Community Marketing Basics

• Who is coming now and what brought them here?
  ➢ What does this community offer?

• What skills and expertise does the community desire?
Community Marketing Basics

• Which group is the best match for the community?
  ➢ Our assets + Our desire = target audience
Community Marketing Basics

• How do our assets translate into benefits to new residents?
  ➢ List them – they become the message and “brand”
  ➢ Your promise to them!
Community Marketing Basics

• How do you reach them?

*Let me count the ways* *(24x7x365)*

- The web is a filter – quick first impressions
- Personal connections are critical
- Technology can help connect

Promotion
Step #1: How do you see your community?

- “Welcoming” culture...
  - Input acted upon?
  - Local pride?
- Businesses & public/private organizations connected...
- Leaders poised for action...
  - Know who to target?
  - Already using technology?
- Is there a shared vision?

Lesson Learned: 
Community must be ready to market themselves
STEP #1: HOW DO YOU SEE YOUR COMMUNITY?

Action: Facilitate a conversation with diverse community groups
STEP #2: HOW DO OTHERS SEE THE COMMUNITY?

- New residents
- Alumni
- Broader group of current residents
- Youth
- Others

Lesson Learned: **Ask** the question if you want the answer
## STEP#2: HOW DO OTHERS SEE THE COMMUNITY?

**Action:** use market research tactics (surveys, focus groups, asset inventories, photos)

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STEP #3: USE INPUT TO MOVE TO ACTION

✓ Reminder…. Start where you are!
  Instill community pride via annual beautification days; encourage intergenerational activities; take another look at community events/festivals

✓ Connect to resources **within** the community
  Economic development/Chamber and school Organizations

✓ Connect to resources **outside** of the community

Lesson Learned:
*Each community starts at a different place*
STEP #3: USE INPUT TO MOVE TO ACTION

Action: Develop and execute a plan where people see things happening!
Community Marketing Plan Advice:

✓ A group of passionate people must assemble.
✓ People must be exposed to a concept multiple times for retention.
✓ Planning must eventually lead to doing.
✓ Diversity on the marketing team leads to greater success.
✓ Failing before succeeding is natural.

LESSON LEARNED: 
Marketing plans don’t develop overnight
COMMUNITY MARKETING PLAN ADVICE

Action: Find ways to check in and evaluate along the way – easier said than done!
Ideas began coming together in 1985, following a community initiative for positive change.

Today’s committee is diverse and working on marketing in new ways.
Focus group of newcomers shed light on images.
Young Professionals showing interest and new energy.
Finding the “doers” has been difficult.
NEXT STEPS

For more information…

http://cari.unl.edu/

Go to Research

then go to Community Marketing
COMMUNITY ECONOMIC DEVELOPER
UNDERWOOD, NORTH DAKOTA -
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