

TUESDAYS IN ALMONT

Nonprofit Networking Meetings for the Gunnison Valley

“Marketing on a Shoestring”

February 10, 2015

Presenter: Cathie Elliott

Key Takeaways

Summarized by Maryo Ewell

1. It's all about your relationship with people! Even if you're on the phone with someone, smile – they can tell whether you want to be talking with them!
2. Remember the “1 + 4 P's” of marketing
 - Passion -basis for your engagement with people
 - Product – mission, yes, but also your attitude to people, your relationships
 - Place – the creative places to put information so that people notice you. This may be general (regular ads in the newspaper so that people are aware of your name even if they don't need you at the moment) and specific (reaching the people who need you NOW)
 - Price – think beyond the price of your good or service: consider what people will be giving up to join your organization, attend your event, when you set your prices
 - Promotion – be clear who your target market is: know their demographic, geographic (where do they live), psychographic (their attitudes), and prior behaviors – so you can speak in the right way to them
3. Consider 4 possible target groups and hone your messages accordingly:
 - The Silent Generation – they're hardworking, achievers, leaders, and people of influence. Possible messages: “Look how far we've come!” “The part you play in our organization is...”
 - Baby Boomers – they're optimistic, moralistic, passionate, team oriented. Possible messages: “Life is an adventure.” “Here are our goals and objectives.” “We are pushing the boundaries...” “This is the right thing to do...”
 - Gen X – they're self-reliant, balanced, skeptical, entrepreneurial, savvy, efficient. Possible messages: “You're respected.” “We are really efficient – only x% of your money goes to overhead, the rest to programs.”
 - Millenials – they're ambitious, vain, self-confident, “all about me,” high energy. Possible messages: “YOU make a difference.”
4. Consider the competition:
 - Both:
 - Direct: other groups in the same business as you. Why should people give to YOUR arts organization, not the other arts organization?
 - Indirect: the other ways that people could be spending their money and time, if not with you
 - Consider at least 3 competitive advantages YOU have for both direct & indirect competitors. Do you have a special niche?
5. Positioning: As your staff and board to list words they think describe you. Then get lists from the “man on the street.” If the lists don't look similar, if not identical, you have work to do!
6. Recognize that there are uncontrollable barriers (the weather, the economy) and have a “plan b” so that you will make it through, even if they happen
7. Do a “SWOT” analysis, taking a hard look at your Strengths, Weaknesses, Opportunities and Threats. What does this tell you? Be unafraid to make changes, seize opportunities, and undertake growth strategies so that you are always “fresh.”

Handouts: <http://clarkeagency.net/bl-marketbudget.html>; <http://clarkeagency.net/bl-marketlimitedbudget.html>; <http://clarkeagency.net/bl-guerilla.html>; <http://clarkeagency.net/bl-marketingfornonprofits.html>