

## MARKETING

### **Outreach (targeted) + Promotions (general) = Marketing**

- Create a balanced marketing strategy with both promotional and outreach tactics to reach your identified targets.

### **OUTREACH**

- Personal invites to clubs or groups
- Targeted announcements that reach new people
- Strategic word of mouth marketing
- Going direct to the people

### **PROMOTIONS**

- Newspaper articles
- Radio Spots
- Advertising
- Posters
- Social Media Marketing

### **Marketing Part I: Outreach**

Outreach = Inviting

- To bring together a diverse audience of all affiliations you need to outreach into your community in unique and creative ways! So let's get creative! How can you personally and directly connect with different people in your community?

1.) Approach outreach from a "relationship building" perspective.

2.) Identify FIVE targets in three different outreach categories:

- Easy Targets – leverage relationships with members, board members, other non-profits. Utilize your org members! Have everyone "Bring a Friend."
  - Local environmental organizations
  - Local tribes
  - Non-profits in your area:
  - Rotary Clubs, Community Foundations or Sustainable Business Councils
  - Societies:
    - ❖ Historical
    - ❖ Human
    - ❖ Native Plant
- Low-hanging Fruits – People who consider themselves environmentally conscious but perhaps are not currently involved
  - Outdoor & Adventure Community (trail crews, bike clubs, climbers, etc.)
  - Arts, theater and music community
  - Social clubs (Veterans, Shriners, Toastmasters, Women's Club, etc.)
  - Organic food buyers, farmer's markets
- Past the Choir – Requires more cultivation but to increase the groundswell we need to reach people who may not otherwise know about environmental issues,

or people we have not had success reaching in the past because of political differences. Use the event to introduce your organization to new people.3.) Host a brainstorm session with staff/board members to see what outreach options exist.

- Schools: elementary, high school and college...do not forget the parents too!
- Neighborhood associations
- Community/Recreation Centers
- Political clubs
- Municipal officials
- Community Service organizations
- Public Service and Government Organizations

4.) Pass out handbills at like-minded events, farmers markets, local businesses, etc.

- 1.) Use a direct email marketing to send out weekly reminders. Begin with a Save-the-Date in advance; follow with messages highlighting films, musicians, menu, environmental activities, sponsors, silent auction.
- 2.) Establish Ticket Captains! Recruit 10-20 people to be personally responsible for inviting non-members. Create a mailing list and mail them a personal invitation. Or request board members to buy a block of ten tickets. They can sell the tickets or give them away to potential members!
- 3.) Word of mouth marketing! Look into your member, staff or volunteer base for folks who are connected or have an ability to communicate a message. They are your outreach team! Look for candidates who have influence in different areas. Meet with your board and create a list of who knows who and who is involved where. Then conquer and divide.
- 4.) Social Networking: Use online social networking tools, which have the potential to reach “beyond the choir” especially to a younger audience. Make sure that your posting is consistent, especially in the weeks prior to the event. Post multiple times, making sure that all your information does not get bunched up into one day or one point in the day so the information is shared more effectively. Share information about your sponsors, film trailers, film stills, speakers, emcees, and musicians!
- 5.) Use “forward to a friend” links in emails so that recipients could share them with other friends who were not on the email list.
- 6.) Ticket Giveaway!
  - a. Give radio stations 10-20 tickets. Have them giveaway tickets five days leading up to event.
  - b. Give staff and members each five tickets to giveaway to non-members to expand your base!
  - c. Give sponsor tickets to giveaway!
- 7.) Chamber of Commerce: They may help promote or advertise. Perhaps you can make an announcement at the weekly mixer. Ask the Chamber for a list of all the non-profits in your area!

## **Marketing Part II: Promotions**

Bottom line: you must get press! The basis for your promotional efforts should be to determine which tactics are the most effective for your community. Where do people get their information and what options exist?

**What to Promote...**Your Films! The films are what you will use to hook people. If you're excited about them, people will get excited about them. Tell their story everywhere possible: interviews, poster, website, talking with people, articles, etc. Also promote your other event elements. Make the event look festive and something not to be missed. Let people know if you are having food, beer/wine, keynote speaker, music, art show, etc.

#### **Posters:**

- Coffee shops
- Libraries and bookstores
- Video stores and theaters
- Outdoor stores
- Climbing/yoga/fitness gyms
- Community centers
- Grocery stores
- Local businesses
- Beauty salons
- Doctor's offices
- Trail heads

Posters get ripped down! Be sure to go back around and re-poster after the initial postering. You do not want to find out the week of your event that all your posters have been removed!

Handbills/Postcards—should be a small version of your poster. People like having something they can take home as a reminder and Save-the-Date. See our online Resources Page for templates.

- 1.) Wherever you hang a poster, ask if you can leave some handbills.
- 2.) Place them on café counters, bookstores, at cashier counters, public events, etc.
- 3.) Ask a local restaurant to insert a handbill inside the billfold they give customers.
- 4.) If you canvas public and high traffic areas, use handbills to hand out to people. This could be at an outdoor event, farmers market, Costco, post office, grocery store, etc.
- 5.) Direct Mailers— send a handbill/postcard as a direct mailer! -at least six weeks ahead of the event.
- 6.) Give people a stack to hand out: board members, business partners, sponsors, cashiers, etc.

#### **Radio**

One of the best ways to reach people is through radio which is a great vehicle to schedule a variety of radio plug - interviews, ticket giveaways, DJ announcements, looping PSA. Try for at least two radio stations which reach a different demographic.

- Community radio
- College stations
- Pop stations
- Talk Radio – NPR

**UNDERWRITING:** Have a local business sponsor underwrite a radio ad! Have them record the ad to give the event credibility and ask a prominent local celebrity or have a youth program record the ad.

**Print Media:** Schedule at least two articles. Pitch to all print media in your area including alternative, college and entertainment newspapers. Some papers offer a non-profit section, entertainment section, occasionally an environmental section, a “locals” section, a weekend calendar, editorials, candid interviews, etc. See if you can get an article and a mention in another part of the paper, too. And do not forget the online events calendars!

**Television:** See if you can get on a local network or cable station - a morning talk show or perhaps a PSA. See the online Resources Page for an example of a television PSA you could build.

**Advertising:** Budget for some advertising to reinforce your grassroots promotional efforts. Place an ad in newspapers one week before the event. See the online Resources Page for ideas of how you can use film stills. Choose an eye-catching photo and pair it with an attention-grabbing headline. Do not clutter your ad with logos. The goal is to get people’s attention and peak their interest. Images work, logos do not.

**Street Banners:** You know those banners that stretch over a main street to advertise events? Get your Wild & Scenic event in that prime real estate.

**Website:** You must post the event on your website, not just on your events calendar but also on your home page. This is the face to your organization and often the first place people find out about you. Place your web address on all promo collateral. Use the Wild & Scenic logo as a button to link from home page to event page.

- Embed the Wild & Scenic Trailer onto your website!
- Or if you would like to include trailers from your selected films you may find them on our website.
- List film synopses on your website’s event page.
- Link to <http://wildandscenicfilmfestival.org/on-tour/on-tour-films/> for more information.

Your local sponsors will be happy to support a well-publicized event! The media should be happy to promote an exciting event like an environmental film festival hosted by a local group. But remember...you have to pitch the story.

**Ideas to get you thinking media savvy:**

- Use it as an opportunity to gain awareness for your organization
- Leverage the environmental component!
- Highlight what the festival brings to your community and how it can help inspire activism!
- Think like a journalist. Why would they want to cover the festival? What makes the event unique? What is special about your venue?
- Promote the “feel good” story on how the festival got started...”An environmental group started the festival and is now sharing their success with communities nationwide and bringing the films to a larger audience.”
- Get the media interested in the films. The film’s messages are a great story and something the media can grab onto. Connect the media with the filmmakers for interviews, too. Choose one or two films to spotlight. Provide good film stills and celebrate the films!
- Invite the media to the event and offer comp tickets.

**Tips for working with the media:**

- Create a press kit: Introductory letter, info/mission of your organization, campaigns you are currently working on, a copy of other recent press coverage, press release, customized film synopses, film stills, Wild & Scenic trailer, other film trailers, National partners (raffle prizes, giveaways)
- Start early! Leave enough lead time. Lead time varies.
- Write a press release – distribute to ALL media outlets.
- Follow submission guidelines – they differ between media
- Be persistent and follow-up
- Have your pitch and sound bites ready – know your facts
- Get to know your films, celebrate your favorites.
- Always send personalized emails - no group emails, no mass press releases
- Wherever possible, include info and links in the body of your email. Attachments are a secondary option but less desired and effective.