LET’S TALK MARKETING

TIMM KRUEGER | HOUSING ACTION ILLINOIS
Good afternoon!
I’m Timm Krueger, I work at Housing Action Illinois.
IHDA

31 HOUSING COUNSELING AGENCIES

$20,000 FOR MARKETING SERVICES

HAI

CAPACITY BUILDING

INCREASE AWARENESS OF HOUSING COUNSELING
WHAT DO I DO?

- Capacity Building
- Online Training
WHY DO I DO IT?

21% Communications make up 21% of total staff*

64% Agencies w/ 1+ communications staff member

94% Agencies w/ 1+ staff doing communications and another role
WHY DO I DO IT?

- THEY’RE BUSY
- THEY’RE NOT MARKETERS
THE BASICS
THINK OF A PROFESSIONAL ATHLETE
WHAT DO GOLF AND MARKETING HAVE IN COMMON?

THEY’RE BOTH FORGOTTEN
WHAT IS MARKETING?

The process of getting people interested in an organization's product or service.
WHAT IS MARKETING?

MARKETING IS BEHAVIOR CHANGE
NON-PROFIT MARKETING

• WEBSITE
• SOCIAL MEDIA
• EMAIL MARKETING
• IN-PERSON EVENTS
• PRINT MARKETING
• MEDIA & PR
HAI MEMBER DATA

COMMUNICATION TOOLS

- FLYERS: 98.00%
- WEBSITE: 96.00%
- WORD OF MOUTH: 94.00%
- SOCIAL MEDIA: 92.00%
- IN-PERSON: 90.00%
- EMAIL: 88.00%

NUMBER OF AGENCIES
<table>
<thead>
<tr>
<th>WHAT</th>
<th>WHY</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEBSITE</td>
<td>2 BILLION</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>1 BILLION</td>
</tr>
<tr>
<td>EMAIL</td>
<td>3.8 BILLION</td>
</tr>
<tr>
<td>PRINT</td>
<td>2.2 TRILLION</td>
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</tbody>
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ELEVATOR PITCH

HEY, MY NAME IS ________________,
AND I WORK AT
_______________________________.

YOU KNOW HOW
_____________________________?

WELL, WHAT WE DO IS
______________________________

SO THAT
_____________________________.
KNOW YOUR AUDIENCE

- Targeting can reduce your ad spend by 220%
- How do you target?
  - High-level: Persona
Aliyah Davis
Prospective Home Owner

**Biography**

Aliyah is an administrative assistant and a single mother of two. She's lived a life of instability and has struggled to find consistent work, with benefits for her kids, since she lacks an advanced degree.

She grew up experiencing homelessness, and knows that it had a negative impact on her education.

Now that she has consistency, she wants to own a home so she can provide stability for her kids, but she can't get traditionally banked.

**Goals**

- Buy a home she can afford
- Provide a stable environment for her kids
- Build wealth that she can pass onto her children
- Spend less on her rent/mortgage costs

**Frustrations**

- She can't get a traditional mortgage
- Doesn't know the rules of a rent-to-own contract
- She doesn't have a lot of extra money to throw around
- Wants to be protected from predatory lenders

**How I Get My Info**

**Social Media**

**Email**

**Google/Search**

**Traditional Media**

**Out in the Community/Word of Mouth**

**Motivations**

**Price**

**Convenience**

**Legal Protection**

**Children's Future**

**Geographic**

- Champaign/Urbana
- Bloomington-Normal
- Peoria

"I want to own a home so I can provide a stable environment for my kids, but I don't qualify for a traditional mortgage."
KNOW YOUR AUDIENCE

• HOW DO YOU TARGET?
• LOW-LEVEL: CLIENT DATA
  • WHERE THEY LIVE
  • THEIR AGE
  • CURRENT JOB
  • HOW THEY HEARD ABOUT YOU
WEBSITES...

• CAN HOLD ALL YOUR INFO
• INDICATE PEOPLE WANT TO LEARN MORE
• ARE YOUR FIRST IMPRESSION
MEASURING SUCCESS
WHY TRACK?

• “A GOAL WITHOUT A PLAN IS JUST A WISH”
• WE ASK OUR CLIENTS TO TRACK THEIR PROGRESS – WE SHOULD TRACK OURS, TOO!
WHAT DO YOU TRACK?

NUMBER OF PRINTS
NUMBER OF DELIVERIES
NUMBER OF EYEBALLS
NUMBER OF CLICKS
PRICE PER ITEM
HOW DO YOU ADJUST?

- **LOOK AT YOUR CONVERSIONS**
- **INCREASE WHERE YOU’RE SUCCEEDING**
- **SCALE BACK WHERE YOU’RE NOT MEETING YOUR GOALS**
- **OR – ASK WHY, THEN ASK HOW**
GOT ANY QUESTIONS?

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