

Marketing Your Organization and Services

How to make the most of your marketing efforts at a housing counseling agency



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AGENDA

- PART I – What is marketing?
- PART II – Create effective collateral
- PART III – Reaching new audiences
- PART IV – Diversifying your efforts



Housing Action Illinois

Sept. 2017 - Present

SmithBucklin

Dec. 2015 – May 2017

Peoria Housing Authority

Aug. 2014 – Dec. 2015

S&S Property Management

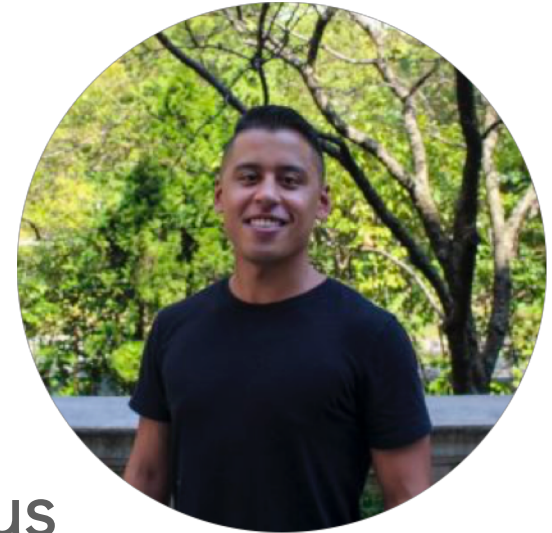
Mar. 2013 – Mar. 2014

Timm Krueger

– University of
Iowa alumnus

– Former gymnast, including two
years at Iowa

– Pursuing my master's in Strategic
Communication



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Housing Action Illinois

Sept. 2017 - Present

SmithBucklin

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Peoria Housing Authority

Aug. 2014 – Dec. 2015

S&S Property Management

Mar. 2013 – Mar. 2014

Five years experience in marketing and communications

- Public image campaign for the Peoria Housing Authority
- Executed marketing plans for 13 in-person events, ranging in size from 250 to 8,000+ attendees
- Email marketing, social media management, content creation



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About Communications 101

- New initiative to help build capacity with Housing Action Illinois member organizations that have received the FPP-G grant
- Webinars hosted every six weeks on topics relevant to housing counselors and their agencies
- Coaching opportunities will accompany each webinar



Upcoming Webinars

- March – Website
- May – Digital Communications
- June – Storytelling
- July – Print Materials

**Webinar dates and topics subject to change.*



Upcoming Webinars

March 20, 2018

11:00 a.m. – 12:00 p.m.

Does Your Website Need a Redesign?

Do you have questions you wanted answered regarding websites, redesigns, or SEO? Email me!



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What is marketing?

Part One

What is marketing?

Part Two

Creating effective collateral

Part Three

Reaching new audiences

Part Four

Diversifying your efforts



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What is marketing?

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Part Four

Diversifying your efforts

- Client acquisition
- How you get people through your door



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Part One

What is marketing?

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Reaching new audiences

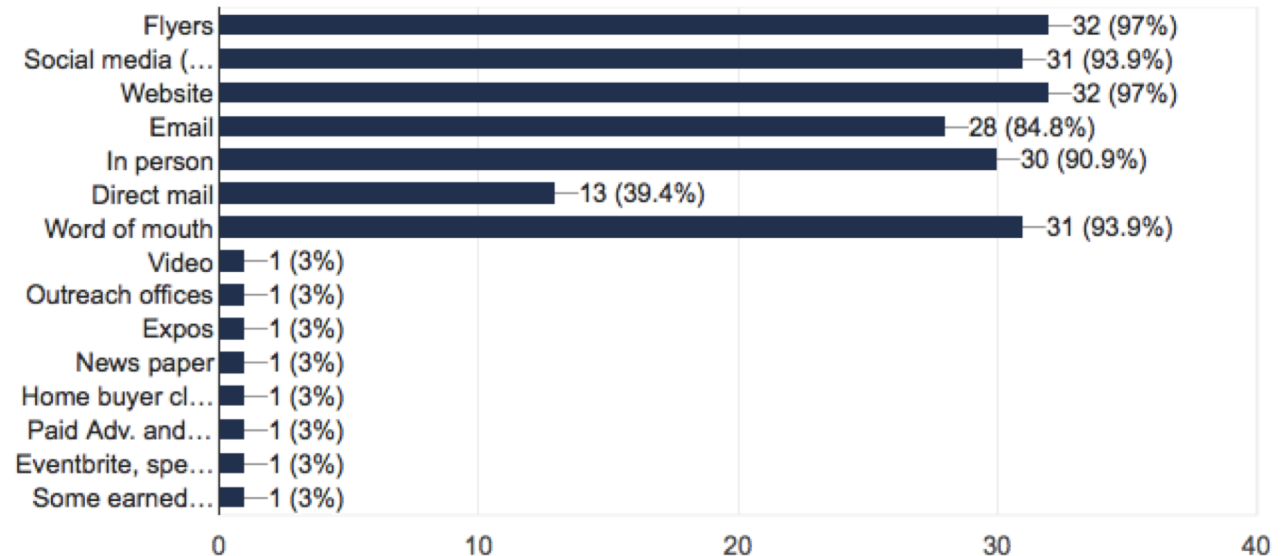
Part Four

Diversifying your efforts

How do you market yourself?

Which of the following does your organization currently use to communicate? (Mark all that apply)

33 responses



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What is *good* marketing?

Part One

What is marketing?

Part Two

Creating effective collateral

Part Three

Reaching new audiences

Part Four

Diversifying your efforts

–Simple

–Targeted



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Part One

What is marketing?

Part Two

Creating effective collateral

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Reaching new audiences

Part Four

Diversifying your efforts

Good marketing is simple

- Less is more!
 - Avoid jargon, it can be scary and confusing
 - Fight the urge to data dump
- Always include a call-to-action



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Good marketing is simple

Part One

What is marketing?

Part Two

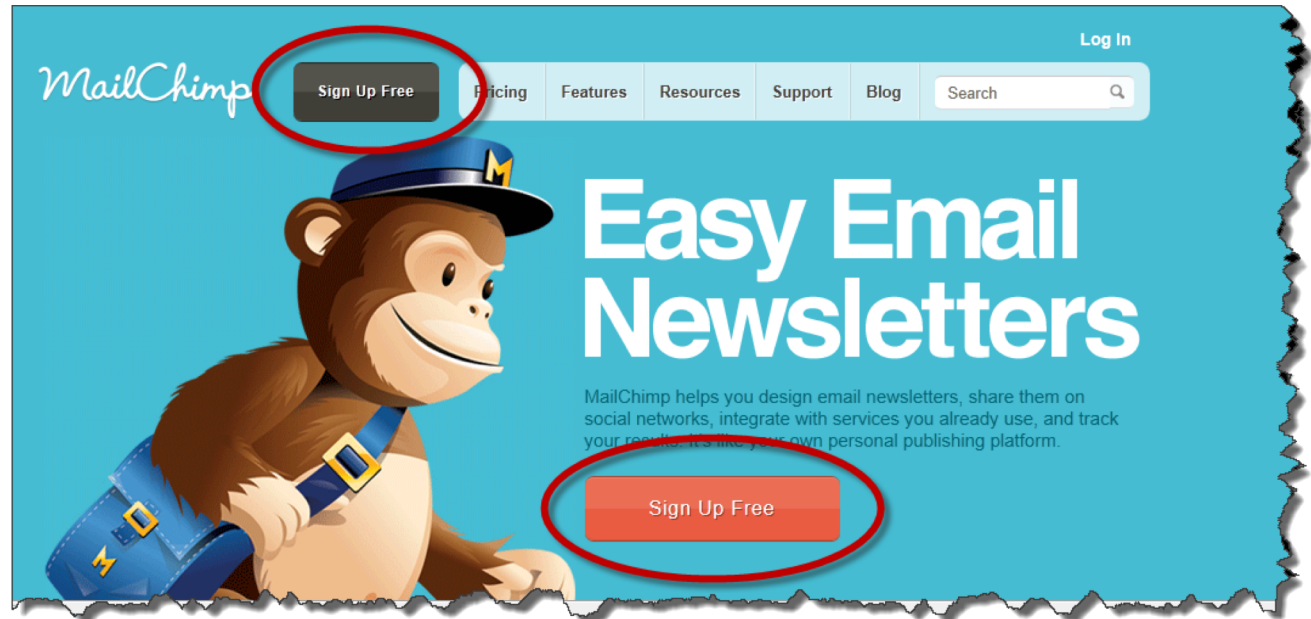
Creating effective collateral

Part Three

Reaching new audiences

Part Four

Diversifying your efforts



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Good marketing is simple

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What is marketing?

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Diversifying your efforts

– Anyone should be able to look at your materials and know:

1. Who you are
2. What you are offering to them
3. Call to action



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Marketing Materials Check List

Logo

Contact information

Website

Call-to-action

Imagery (icon, photo, color)

Location/Time (if for an event)

3. VISIT SAVETHEDREAM.OHIO.GOV TO APPLY

**HAVING TROUBLE PAYING YOUR MORTGAGE?
HAVE YOU BEEN DETERMINED ELIGIBLE FOR
UNEMPLOYMENT OR DISABILITY BENEFITS?**

2. WE'RE HERE TO HELP.

Save the Dream Ohio may provide up to \$35,000 in payments on behalf of qualified homeowners to:

BRING A DELINQUENT FIRST MORTGAGE CURRENT

ASSIST WITH MONTHLY MORTGAGE PAYMENTS

3. Visit savethedream.ohio.gov for more information
and to find a housing counseling agency near you.

Save the Dream Ohio is administered by the Ohio Housing Finance Agency and funded by the U.S. Department of the Treasury's Hardest Hit Fund. Call 888.404.4674 for more information.



1. Save the Dream Ohio *Foreclosure Prevention Effort*

888.404.4674 | savethedream.ohio.gov



Why should you care?

Part One

What is marketing?

Part Two

Creating effective
collateral

Part Three

Reaching new
audiences

Part Four

Diversifying your
efforts

- Netflix is your competition
- Remember: you are not the only thing your audience cares about
- No matter what you're saying, *make it memorable*



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Good marketing is simple

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Diversifying your efforts

– Main takeaways:

- Keep it simple!
- Have a clear call-to-action
- Drive people to your website



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– Other tips:

- Make sure your message is positive!
- Follow trends



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How do you reach new audiences?

- First, you need to know who you're taking to
 - How you communicate with someone depends on who you're talking to



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Demographic Information

- Be as specific as possible
- Avoid terms like “general public”
 - Age
 - Gender
 - Where do they live?
 - How do they consume info?



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Demographic Information

- Talk to current *and* past clients
 - Learn how they heard about you
 - Ask them about *them*
 - Where do they find information online/TV/radio/print/etc.?
 - What do they watch?
 - What stores/churches/etc. do they visit?
 - Who do they trust?



Current and Past Clients

Part One

What is marketing?

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Part Four

Diversifying your efforts

– Reach out to people you currently work with, or have worked with in the past

- Learn about who they are, how they consume information
- Ask them why they chose to use your services
- Ask them how you've helped them achieve their goals!



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Demographic Information

- All of the information you collect will help you better understand your audience as if they are a single person
- As you create content, use the demographic information you have collected to write for a *persona*



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CLIENT CARLY

DEMOGRAPHIC

- Age: 25 to 34
- Gender: Female
- Education level: High school, some advanced education
- Job Type: Assistant level (hourly)
- Income: \$30,000 per year; \$15.65 per hour

WATERING HOLES

- Social media
- Friends and family
- Religious/college organizations

INTERESTS

- Streaming services (Netflix, Hulu)
- Entrepreneurial ventures (cosmetic sales person, essential oils)
- Higher education and professional growth

MOTIVATIONS/ CONCERNS

- Motivation: Housing counseling works; friends have gone through the program and seen success
- Concerns: not sure if HC is right for her; worried about perception

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Good marketing is targeted

- Identify influencers on your audience
- Who does your audience consider a trusted authority?
 - Elected officials
 - Church leaders
 - Active community members
 - Neighborhood associations



Part One

What is marketing?

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Good marketing is targeted

- Identify potential partners in your community
 - Community colleges
 - Social service agencies
- Tailor your message to fit the influencer



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Marketing Campaigns

Part One

What is marketing?

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Diversifying your efforts

– Existing audience

- Look back at successful marketing campaigns (yours or others)
- Identify what resonated with your audience
- Scale it up!



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Marketing Campaigns

Part One

What is marketing?

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Diversifying your efforts

– New audience

- Test, test, test!

- Start small

- Try a few ways of communicating with this new group

- Identify what has resonated with them

- Scale it up!



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Marketing Campaigns

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- Paid advertising is encouraged!
 - In this day and age, we have to guide our audience to us
- The rule of seven:
 - A prospect needs to see/hear your marketing message at least seven times before they take action



Resources

- Marketing Tool Kit
- Flyer Template
- Persona (ex.)
- Checklist
- HUD Resources
- Canva.com





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