

OWN YOUR MILE

COMMUNITY MARKETING ROADMAP



**HOW TO CREATE WINNING COMMUNITY
RELATIONSHIPS TO GROW YOUR BUSINESS**

HASSIBA BRAGGS

- ownyourmile.com -



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OwnYourMile.com

Own Your Mile Marketing With Hassiba Braggs



Hey There Chief Mile Owner!

Thanks for joining the Own Your Mile community. We are a community of small business owners that share the belief that you can grow your sales and build your local brand one person, one solution and one mile at a time.

Whether you own a restaurant, a beauty salon or coffee shop, community marketing is a huge area of opportunity and will help you build a Stand-Alone Brand.

I have been working with brands to improve their community marketing for almost twenty years. Though the local brands as well the products/services have been different, the one constant is the need to build substantial community connections.

With all the existing social and digital media platforms, the marketing landscape has gotten more and more cluttered. Your marketing investments are very difficult to understand and even more difficult to track.

The Community Marketing Roadmap will help you immediately. I will lay out easy to follow steps and instruction that will help you incorporate a strong community marketing plan into your overall marketing strategy.

Making community marketing part of your overall marketing strategy will complement the social media channels and give you numerous opportunities to engage with customers and fans of your business with impactful user-generated content; which will only grow your authenticity.

This roadmap is not all about increasing your likes and social shares. The utility of leveraging community marketing in the Own Your Mile system is that you will be able to turn relationships into fans, which will turn into sales.

Throughout my work with some other brands (Outback Steakhouse, Longhorn Steakhouse, ESPN & Chick-fil-A), I consistently saw how a strong community marketing platform can serve two main purposes:

1. Help promote promotions and/or programs that amplify existing messaging.
2. Build a loyal community of advocates that will support the brand locally as well as socially.

There is also your internal team to consider. When you are committed to supporting the community, your employees, many of whom are residents of the community where you are located, you are helping them to connect to community passion points.

So much of marketing now is about trust and connection. You will see that community is a large part of the Own Your Mile philosophy. Being part of a community of like-minded individuals is an awesome experience because each person in the community is making a contribution for growth and serving his/her fellow business owner.

If you have any questions about Own Your Mile, I will always get back to you. Please reach out to me at hassiba@ownyourmile.com or through one of my social channels.

Looking forward to it!



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Own Your Mile Marketing
www.ownyourmile.com

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LOCAL OUTREACH - MAKING THE CONNECTION WITH WHO'S WHO

Community Marketing is a grassroots marketing approach that is meant to generate sales and create loyal customers by identifying and creating relationships with contacts in your trade area. Community marketing helps you to create a strong local presence that is consistent with the messaging and overall image of your Stand-Alone local brand.

It is not only about building relationships with the folks that come into your business, but getting out of the business to touch people within the community.

If you take a drive 2-5 miles around your business, you will notice dozens of potential opportunities to generate business and grow awareness. Connecting with these business will lead to long lasting business leads.

Community Marketing Roadmap Topics

Step 1: Creating Winning Relationships

Step 2: Staying Knowledgeable About Community Events

Step 3: Activating High Impact Partnerships

Step 4: Staying Connected With Social Media

The frequency and loyalty that our businesses seek can be gained by engaging with customers in the environment where they are most comfortable. Despite rapidly changing technology that can connect us with the end consumer, nothing replaces the power of a strong one-on-one relationship. Creating strong relationships can potentially bring in more customers than all of your advertising and social media efforts combined. These relationships can take many forms and are only limited by your efforts.

Some tips on building winning relationships include:

- **Get Involved**

Join every business coaching, mastermind and small business/franchisee meetup that you can. Engaging with other business leaders can be a great opportunity to exchange information, which can drive the growth of your business.

- **Become Active in The Chamber of Commerce**

Make sure that you are a part of the local Chamber of Commerce. Being part of your local chamber allows you to contribute to an important local organization while immediately exposing your local business to key decision makers.

- **Main Street Now and Downtown Development Authority (DDA)**

These organizations are dedicated to stimulating and sustaining economic development by creating viable downtown districts and main streets. When you participate in Main Street or a DDA you will receive the benefits of partnering with other businesses to cross-promote, as well as leveraging the support of the local office Small Business Development.

- **Celebrate First Responders**

Our first responders are a huge part of the community and need to be recognized for their contributions. Whether you are a retailer and have established a standing discount or provide special services for the spouses and children of responders, please show your appreciation and communicate your programs regularly.

- **Give Back**

One of the signs of a successful local business is that they are able to give back through their time or their resources. Target schools, houses of worship, hospitals/medical offices and charitable organizations. Offer to provide food, legal services, office equipment, sports equipment, etc. to help them reduce the cost of their expenses.

How to Connect With Who's Who:

- Make a list of businesses that you would like to target that are within a 2-5 miles radius of your business. Set a goal of reaching out to 3-4 businesses per week.
- Establish the name of a contact person as you will need to set an appointment in a lot of businesses.
- Drop cookies/brownies with information about your business.
- Either you or someone from your business follow up with them within 5 business days.



STAYING IN THE KNOW ABOUT COMMUNITY EVENTS

Depending on the type of business you are in, I highly recommend creating a local events calendar. Whether there is a state fair, back to school event, financial summit, home improvement workshop, or church event, there are numerous opportunities to interact with the community and add new customers/clients.

It is just as important for YOUR events or promotions to be included in all newspapers and online community directories as possible.

Case Study: Back To School Events and The New Doctor in Town

A local doctor had opened in an area where there were two existing doctors that had very successful practices. Parents in the community had to schedule their children's appointments months in advance. If a parent had a schedule change (sibling got sick, work emergency, etc.), it would be very difficult to get a new appointment.

The new doctor realized this when he was scouting locations to open his practice. We looked at various opportunities for him to build his business and made sure we were delivering well on the fundamentals (Strong website, SEO, etc.) and knew he could make a difference with community marketing. The other doctors didn't do it. They were too busy and quite frankly did not have to.

We looked at on-line listings and identified two local Back To School events hosted by the local Chamber of Commerce and County Commissioner's office. He was able to participate as a vendor and set up at each event.

Definite win. With school starting soon, many of the kids needed physicals (particularly those participating in youth sports). He was able to schedule dozens of appointments for youth physicals, which would of course lead to return visits during the cold and flu season.

I was also able to get the doctor to invest in paid social media. With him connecting with the community during the two festivals, was was able to get numerous testimonials to add to his Google My Business listing.

What were the results on his business? By staying aware of community events, he was able to grow and sustain his business a lot quicker than he would have if he had to depend on advertising or word or mouth alone.

Tips for Staying Knowledgeable About Community Events

- Sign up to receive event listings from local organizations as well as city/county government.
- Review listings from the local newspaper and get alerts from local radio stations
- Ask your employees about local events
- List your promotions and community events with local houses of worship, radio stations and newspapers.



ACTIVATING COMMUNITY PARTNERSHIPS

High Impact Partnerships

A huge opportunity exists when promoting an event or promotion with a local partnership, or the local chapter of a national organization. Partnerships create a virtuous circle, where the increase in sales benefits the local business owner, but it also creates the multiplier effect of growing fans who will be happy to refer your business to their friends and social networks.

When planning a community partnership, there are a number of opportunities and platforms available to activate your program.

Traditional Media	Examples include promotional radio to support a promotional event (EX: Back to School Program), market-level direct mail, local newspaper or local print.
Digital Marketing	Paid social media schedule including local posts, digital ads with local partnerships and email marketing campaigns.
Event Activation	Don't let them leave empty handed! Use special offers, bouncebacks, raffle prizes, or free introductory offers (EX: First month free) to drive the message home.
Email Marketing	There are several companies like Mailchimp and Constant Contact that offer email solutions to promote your business and have templates.
Social Media	When considering a partnership, consider the budget and the platform that will be the most effective. Aside from promoting an event through paid social, there are opportunities to boost your own content to grow local awareness.
What to Look For When Evaluating A Partnership Opportunity	<ul style="list-style-type: none"> • Consider the Return on Investment (ROI). With partnerships, direct sales impact is a good metric to evaluate success of a program. There is no blanket approach to assessing the value of the deal. • Sampling/Couponsing: Are you able to come on-site and conduct sampling at an external event? • Promotions: Promotions and contest are fun, engaging and are more memorable than signage. They can provide a platform to create “tweet-able moments,” which will increase the share-ability of your event. An example would include a Fantasy Football Promotion, where the standings are communicated from the business each week and the winning team is congratulated through social engagement to members of the Fantasy League.

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LEVERAGING SOCIAL MEDIA TO SUPPORT COMMUNITY MARKETING

Consistent, frequent and timely communication of messages within social media channels keep you community marketing efforts thriving and demonstrates that you are participating in listening to messages as well as deploying them.

As the Chief Mile Owner for your Stand-Alone local brand, you have a direct impact on increasing awareness, loyalty and sales. Having a strong social media presence is not only for big brands. Be proactive in establishing your local presence. By doing so, you can tie your local brand to the community and inspire customer loyalty and a group of passionate brand ambassadors.

A few steps to ensure that you are leveraging your social media properly include:

1. Establish Your Goals And Be Consistent

Whether you are striving for overall reach, brand engagement, local participation or response time, establish your overall goals and how you will measure your progress.

2. Get Creative With Your Content

It is no longer just good enough to boost posts. Create content that is relevant to your local audience. Examples include congratulating a local high school that recently won a state championship or recognizing a First Responder for his/her efforts in the community.

3. Post Consistently

Your community has raised their hands and wants to hear from you. Don't disappoint them it is not out of the ordinary for a local brand to post 2-3 times a week on Facebook and LinkedIn and once a day on Instagram. Determine what is the sweet-spot for your local brand and continue to create great content.

Some common social media traps to avoid:

1. Ignoring Comments and Reviews

Responding to comments to reviews is quite possibly more important now than it has ever been. Letting your community know that you care about their opinions and you are willing to fix any issues shows that you respect their time and appreciate their business.

2. Assuming that Everyone is Paying Attention To Your Social

The days of putting out content and waiting for everyone to respond are long gone. As previously mentioned, be proactive with deploying great content then support your messaging with paid social advertising when possible.

3. Not Measuring Results and Not Pivoting

Measuring the results of your social campaigns will ensure that you waste time and money, two resources a local business does not have a lot to spare. Just as troublesome is seeing that you are not getting the results you would like and not making the appropriate pivots.

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About Own Your Mile



Own Your Mile is a Hyperlocal Marketing Agency that supports small and locally owned businesses (including franchise locations).

We recognized that small and local businesses were utilizing the same tactics that larger brands were using but were not seeing favorable results. So we developed systems to ensure that the right strategies were developed to build local brands and grow sales.

We can help you with the following solutions:

- Marketing Calendar Planning
- Local Store Marketing
- Website Optimization/SEO
- Creative Development
- Social Media Campaign Management
- Done For You Marketing

For more information on how you can Own Your Mile,
visit www.ownyourmile.com

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