

## Summary for Marketing Planning Session 11-4-2017

### Ice-Breaker Activity Summary:

#### *Highs:*

- Taking the steps necessary to plan for years 2&3.
- The event in August.
- Forming effective, engaged board quickly.
- Midwest convening and open house.
- Positive press.
- Strong local government support.
- MBE/WBE inclusion on bid process.
- Strong and diverse board.
- Conference of Regional CLT.
- Conference we hosted.
- Started the build of Lynn St. project.

#### *Lows:*

- Didn't get to go attend conference in CA.
- Not starting fund raising discussion until now.
- Execute to the "contracts" with....
- Not keeping each other as up to date as possible throughout the process through more frequent communication.
- Dependence on govt. funding.
- Self-sustaining staff to relieve pressure off Randy.
- Real Estate community support across the board.

### **Marketing Plan Visioning Activity**

*Successful Marketing (Describe elements of what you envision when thinking of the CCLT implementing an effective marketing plan.)*

#### Information from Big Sheets on Data Reported Out.

- Effective website & social media.
- Website is an operational resource: get info, read strategic plan, buy a house, donate.
- Can mine data from website and social media
- Community knows who we are and what we do.
- Difference materials according to audience.
- Flyers for houses.
- Smooth process for homebuyers.
- Monthly media recognition.
- Promotional film.
- Speaking at service groups.
- Utilizing Board Member connections.

*Unsuccessful marketing" (Describe what the CCLT should want to avoid in terms of its image or messaging).*

#### Information from Big Sheets on Data Reported Out.

- Not up to date website.
- Confused buyers/board members
- Non-responsive.
- Paternal.
- No respect or knowledge of past bad practices. (Urban renewal).
- Need high quality work/homes to market (ie, image does not include this)
- Negative press.
- Bad messages: City controlling the land, being paternal

## **Summary of Identifying Marketing Goals and Methods for Deployment.**

### Public

#### *Goals*

- Increase understanding of efforts and CLTs role in protecting public investments.
- How City fits within overall City Strategic Plan.
- Communicate impact on neighborhoods and community.

#### *Strategies for Deployment*

- Educational events/World Café.
- Website.
- Open houses on work completed.
- Ground breakings.
- Highlighting partnerships.
- Sign for project site including local builders, MBE/WBE.

### Community Partners

#### *Goals*

- Build and establish relationships with community important community partners: builders, banks, civic groups, funders, political leaders.

#### *Strategies for Deployment*

- Reach out to builders and CCLT.
- Banker educational event.
- Communicate CLT to civic groups and political groups.

### Participants

#### *Goals*

- Ensure participants are aware of the CCLT, what it does, how it can benefit participants and how to become a homeowner.

#### *Strategies for deployment*

- Identify key media outlets for participants.
- Maintain a Realtor for future projects.
- Presences in neighborhood and community events such as first Fridays.
- Develop informational materials and identify public events for tables.

## **Appendices from Individual Marketing Visioning Responses.**

### Individual Responses to “Elements of Successful Marketing.”

- Monthly picture/story in each paper.
- Actual webpage.
- Promotional video on City Channel.
- Speaking at service groups 1-2 times monthly.
- Monthly/quarterly updates at City Council.
- Using board member connections to reach difference segments.
- Donations of cash/in-kind serve are flowing in at the past of \$500k a year from Columbia Community.
- Tax payer based HUD funds flowing in-consistent grant writing-working towards goals, not dependent on Randy Cole alone.
- More houses to show results.
- Web page.
- Social media.
- Community knows who we are and what we do and what we do to support our mission: diversity clarity, strengthening communities.
- Our homeowner’s audience is aware of us & how it works.
- Website operational serving as a resource.
- Flyer/pamphlet that is informative and describes to someone that would be interested in buying a house.
- Flyer/pamphlet for someone interested in giving us money.
- Social media platforms tied to analytics.
- Audience centric marketing campaigns/packets that speak to everyone we need to help make this organization successful & sustainable.
- Tech leveraged material that can be monitored & adjusted based on data.

### Individual Responses to “Elements of Unsuccessful Marketing.”

- Only poor people.
- Only minorities.
- All too .....govt. money.
- Appearance of a land grab.
- Only care about certain people/neighborhoods.
- Poor stewardship of funds.
- Not being able to sell homes in a timely manner (failure).
- Avoid triggers for development community.
- Paternalism.
- Authoritarian
- Patronizing.
- Not keeping information up to date.
- Not being responsive.
- Don’t respect/acknowledge past “bad” practices & there impact on community development.
- Not align ourselves with City goals/visions.