

Kim: My story

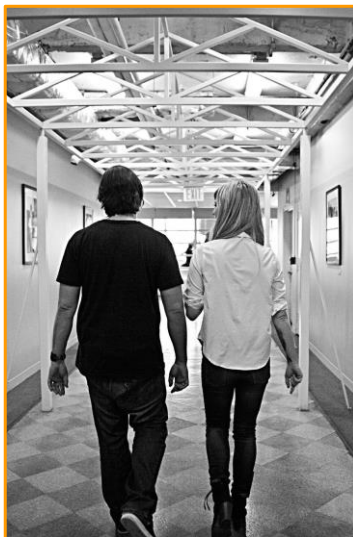
- 20+ years in news
- De facto marketing/outreach manager
- Zero budget, zero training, zero experience
- Volunteered with Best Friends for 10 years
- Wanted to apply what I'd learned to something more meaningful





Dana: My story

- 20+ years in the music industry
- 7 in international marketing
- 13 as an artist manager
- But am I living a purposeful life?
- “I’m off to save lives....”



What does grassroots mean?

- Target efforts to a small group
- Encourage the group to spread the message to a larger audience — become your cheerleaders
- Often uses unconventional or nontraditional methods





Where do I start?

- Create a street team



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- Be part of your community



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- Create a street team
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- Try guerilla tactics



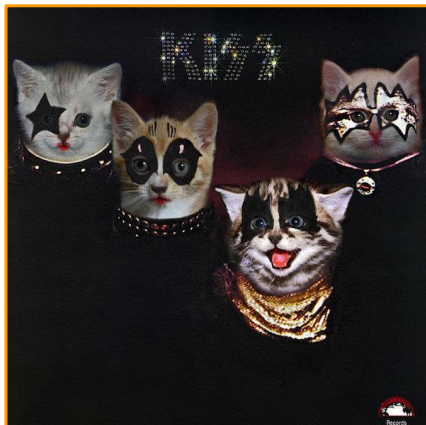
Where do I start?

- Create a street team
- Be part of your community
- Use social media
- Try guerilla tactics
- Stay true to your brand



Street team

- Group of people who “hit the streets” to promote an event or product
- Concept can be traced back to the mid-1970s, when two teenagers from [Indiana](#) created the **KISS ARMY**
- Mastered by [urban](#) record labels in the late 80s as an affordable and effective avenue to their audience that didn’t require traditional outlet\$ and di\$tribution
- Street team reps are often fans of an artist or young people looking for an entry-level gig in the music industry



Community engagement

- Choose events wisely
- Brand your presence |and people
- Consider branded giveaways
- Know your audience and have a call-to-action for each event
- Be prepared with collateral and talking points for volunteers
- Bring a donation box




Community engagement



 Social media

- 2016 = the year of Facebook LIVE!
- Use unexpected imagery
- Coordinate and uniquely craft your messaging for each social channel
- Respond to everyone — yes, everyone
- Create Facebook Events for everything



 Social media

Top 3 things to know about Facebook LIVE:

1. Hardly anyone watches with the sound on.
2. Be aware of the strength of your wifi.
3. People will watch longer than canned video.

<<embed live video from Super>>
URL in notes

 Social media



The collage features four photos of a dog in various expressions (neutral, yawning, looking up, and smiling), three kittens wrapped in blankets, and a row of six kittens wrapped in colorful blankets with the Best Friends logo and text.

 Guerilla tactics


GNV Buried Ads

<<Buried Ads video>>
URL in notes


 Guerilla tactics

Sniping Purritos



 Guerilla tactics

Boston Raining Poetry Project





Stay true to your brand

- Align customer touch points with the brand's meaning, not only in messaging but also through all five senses.
- They ensure that their brand evolves in step with their customers' changing needs and values.
- They invite customers to participate in their brand's development, trading their own absolute control for consumer influence over brand use.
- They understand and reinforce the contribution their brand makes to their customers' sense of identity and community.
- They don't make the mistake of assuming that "rational" and "emotional" considerations are at opposite ends of the same continuum.
- They conduct themselves responsibly, recognizing their ability to shape as well as to reflect society's mores.

Questions?



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