

Workbook

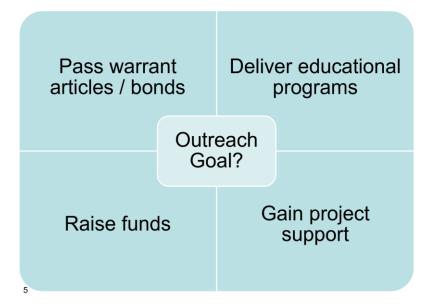
REACHING YOUR TARGET AUDIENCE

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What is Your Outreach Goal?



Who's Your Audience?

Audience Persona

Preferred mode of communication	Relationship with you /CC Knows CC? Trusts CC?	Top Interests / Passions
	"Jack"	
Existing Communication Avenues	Add Headshot Here	Hot Buttons
Trusted Sources	Attitude ☐ Hostile ☐ Friendly ☐ Neutral / Apathetic ☐ Uninformed	vicki j. brown

Overview / Approach

Tactics	Residents	Planning Board	Select Board	Budget Committee	Media	Partners	
Social							
Media							
Website							
Media &							
Press							
Face-to-							
Face							
Targeted							
Mailing							

Specific Marketing Plan

		_			
Audience/ SPECIFICS	Residents				
Wetlands					
program at library					
Wetlands webinar					
Warrant					
article					
postcard					

APPENDIX 1: Primary Audiences List

• Residents

List each audience Add in any other audiences you need to reach. Then rank them in priority order, or rate them on a scale of 1 to 5.

Select Board Planning Board Budget Committee Partners (list them below) Library Local land trust(s) Nature Groupie Other Other Town newsletter Local newspaper Regional or state newspaper Local cable TV Other Other			
Budget Committee Partners (list them below) Library Local land trust(s) Nature Groupie Other Other Town newsletter Local newspaper Regional or state newspaper Local cable TV Other Other Other Cother	Select	Board	
Partners (list them below) Library Local land trust(s) Nature Groupie Other Other Town newsletter Local newspaper Regional or state newspaper Cother Other Cother	Plann	ing Board	
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 Local land trust(s) Nature Groupie Other Other Media (list below) Town newsletter Local newspaper Regional or state newspaper Local cable TV Other 	Partn	ers (list them below)	
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Local cable TVOther	0	Local newspaper	
o Other	0	Regional or state newspaper _	
	0	Local cable TV	
o Othor	0	Other	
Other	0	Other	

APPENDIX 2: Marketing Tactics List

Web	osite			
Soci	al Media			
	o Facebook			
(o Instagram			
(o Town Facebook / Instagram			
	o Partner			
(o Other			
Pres	s & Media (submitted articles, opinio	n pieces, i	featu	ıres)
(o Town newsletter		0	Concord Monitor
(o Local newspaper		0	Nashua Telegraph
(o Cable channel		0	Conway Daily Sun
(o Eagle-Tribune		0	
(o The Hippo		0	
(o Union-Leader			
Face	e to Face			
(o Farmers market			
(o Old Home Day			
(o Bioblitz			
(o Town Meeting / Election Day tabl	e		
(o Presentation or lecture series with	guest spo	eake	rs/experts
(Municipal meetings – Planning Bo 	oard, delit	erat	ive session, Public Hear
(o Coffee chats			
(o Other			
Targ	geted mailings			
(o Large landowners			
(Current use folks without a conse 	rvation ea	sem	
(o Other			ent
Part				ent
mes	ners & Advocates (Ask like-minded /	affinity gr	oup	
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(, ,		
	sage)	, ,	Rec	s to help spread your
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(sage) o Library o Town Admin o Local land trust	0 0	Rec PTO Gir Cou	s to help spread your creation committee O (parent teacher org) I & Boy Scouts
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APPENDIX 3: Key Points to Consider

CREATE A BUZZ

- Write articles and interviews; cultivate media interest
- Explore TV, radio or print media regular programming
- Create podcasts which live on your site (they're cheap to produce)
- Duplicate the same message over multiple efforts for higher impact

LEVERAGE TOWN CHANNELS

- Establish your voice as advisors participate in planning board meetings
- · Create ads or photos for live streaming
- Insert flyers in town wide mailings
- Send photos with captions and/or articles to town publications
- Get on the cover of the Town Report

MAKE YOUR CONTENT REMOTELY ACCESSIBLE

- Record all presentations and put them on your website
- Target specific audiences like landowners with current use properties or forests, or prime wetlands
- Provide information for new residents on local ordinances

FURTHER RESOURCES

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NHACC Exchange - https://www.simplelists.com/NHACC-list/subscribe/