

# **BUILDING YOUR BRAND**

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## **THROUGH COMMUNITY MARKETING**

- **What is community marketing?**
  - The act of building a community within groups. Offering valuable content to consumers and influencers in your key markets and activating individuals in those communities to care so much about what you are doing that they become your cheerleaders and most vocal supporters.
  
- **What is the benefit?**
  - By offering quality content to communities your center is a part of, you will:
    - Create brand awareness locally
    - Build your reputation: a local, positive association with the program and your team
    - Be less reliant on paid media. Successful community marketing makes your center's entire marketing mix will work harder for you.
  
- **Key Communities**
  - What communities does your center have the right to be a part of? What communities do you have a right to be a part of the conversation? What are the communities that your center can add value to?
  - Both online and in-person:
    - Schools and parent organizations
    - Like-minded professionals and businesses
    - Clinicians, therapists, childcare professionals
    - Parent support groups
  - let's build value in the eyes of those communities. Be where they are
  
- **Steps to Activate Your Plan**
  - Identify key communities: what are the groups you can have a conversation with?
  - Set clear objectives for consistency
  - Create engaging content and activation opportunities with those groups. Build value in the eyes of those communities.