

Telling and Selling Our Story: Marketing and Branding for Recreation (T34)

Brenda Herchmer

Session Description

- How do recreation, parks and culture staff and volunteers embrace the sometimes overwhelming job of marketing, branding, and social media and make it a reality? As well as promoting our own services, how can we do more to achieve “social good” and advocate for the connections, cooperation, and engagement needed for the individual, community, and environmental wellbeing that is our priority.

Learning Objectives

- Gain confidence as the result of the demystification of marketing.
- Learn the importance of embracing the key role of the benefits of recreation, parks, and culture.
- Learn practical strategies contained within a takeaway workbook.

*Be Distinct or
Be Extinct*

--Tom Peters



Pair and Share

- Your name
- Your organization
- One word to describe your current marketing initiatives



Why is Marketing Important?

- creates an awareness and appreciation
- ensures credibility
- generates revenue (programs, products, services)
- attracts financial support
- encourages stakeholder engagement
- ensures meaningful and relevant programs, products, and services



Branding



Branding is what people say about you when you're not in the room.

- who you are and what you do, packaged clearly and memorably
- what helps the public identify you, as well as distinguish you, from others
- “look and feel”
- a blending of overall image, mission and focus with the core marketing message
- helps the public identify and distinguish you from others

Whether you know it or not, your organization already has a brand identity. It's everything the world sees and hears about you – how your phones are answered, how staff present themselves, how your materials look, how your website and social media works. And, more importantly, it's how your audiences perceive your organization based on all those factors and then some.

R. Christine Hershey

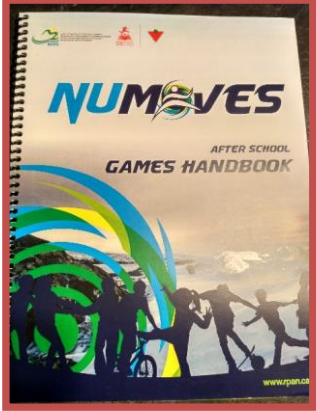
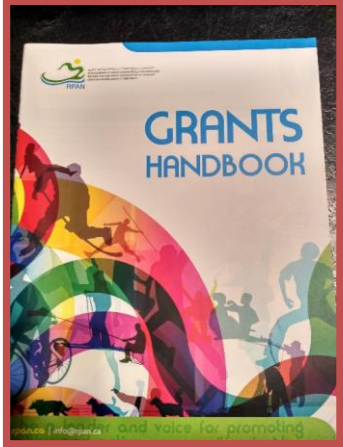
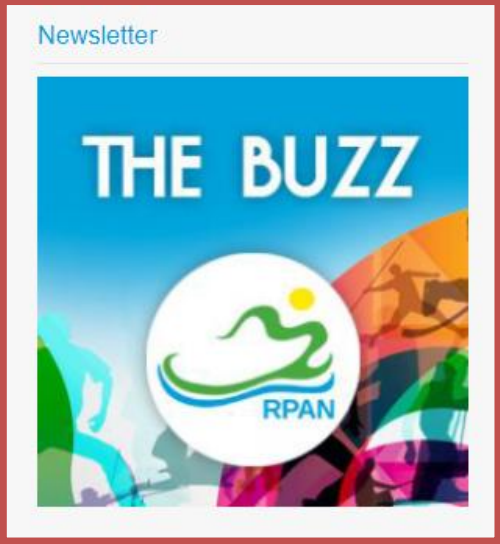
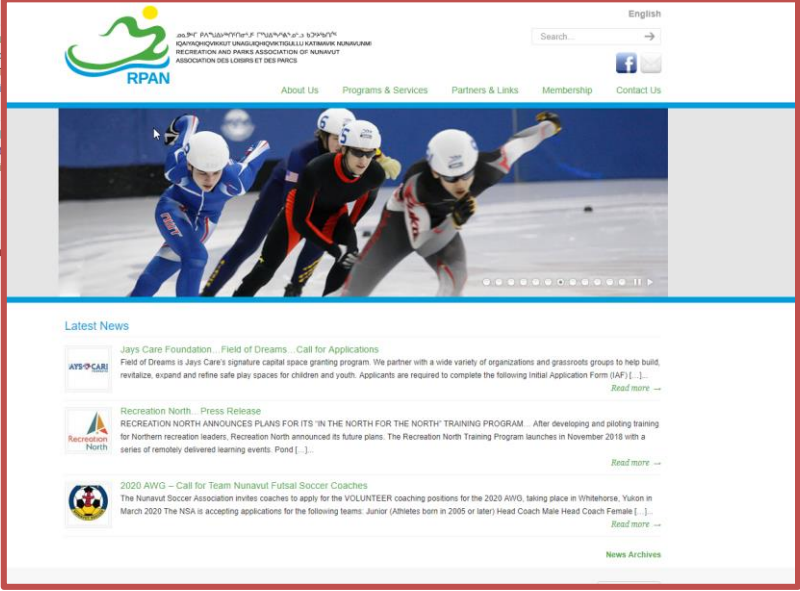
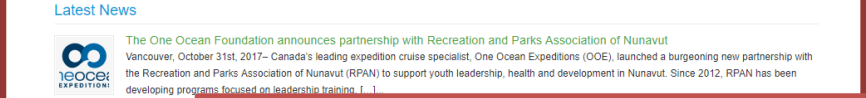
*Think about
your brand
as your
promise to
your internal
and external
stakeholders*

7

Why is Branding Important?

- helps identify you/sticks in the minds of your stakeholders
- establishes a meaningful relationship, trust, and loyalty with your stakeholders
- helps you understand who you are by linking your mission or purpose to your brand
- motivates and instills a sense of pride
- ensures consistency and focus to all your marketing and communications
- an asset that can potentially be used for partnering with the private sector

Example of Good Branding



Understanding Your Organization's Brand



- What three words would you use to describe your organization's brand (or network, neighbourhood, initiative etc.)

OR

- If it were an animal what would it be and why?

Framework for a Marketing/ Communications Plan



1. determine marketing and communication priorities
2. clarify target audiences and key messages
3. prioritize your marketing “voice” and “look and feel”
4. select general marketing approaches or strategies
5. prepare implementation plan
6. develop and implement marketing tools

Workbook Page 1: **1. Determine Your Marketing & Communication Priorities**



- acquiring new donors
 - curation of resources
 - education and awareness of an issue
 - engaging community support
 - fundraising/resource generation
 - general brand awareness
 - marketing for direct gain e.g. programs, events, products
 - membership recruitment
 - retain current donors
 - motivate action or behaviour change
 - promote change leadership
 - raising credibility
 - retain current donors
 - sharing available info
 - thought leadership
 - volunteer recruitment
 - Other
-

Workbook Page 2: **2. Clarify Benefits, Target Audiences, and Key Messages**

- what outcomes or benefits are you delivering and how will they make things different?
- what are you trying to make true that isn't true now?
- what are the three most important things you want conveyed about your organization or cause? (or initiative, committee, program, service, event etc.)
- why are these things important?
- how do you compare to others?
- why should people believe you know what you are doing?
- who needs to hear your key messages? (who are your target audiences)

Understanding the Difference Between Features and Benefits

- **features** are the characteristics of your product, program, service or event (time, location, duration, cost, staff, etc.)
- **benefits** or outcomes are what the features allow you to deliver to your clients/customers/citizens
- too often we emphasize *features* when we should be selling the *benefits or outcomes*
- need to answer the question, “what’s in it for me?”

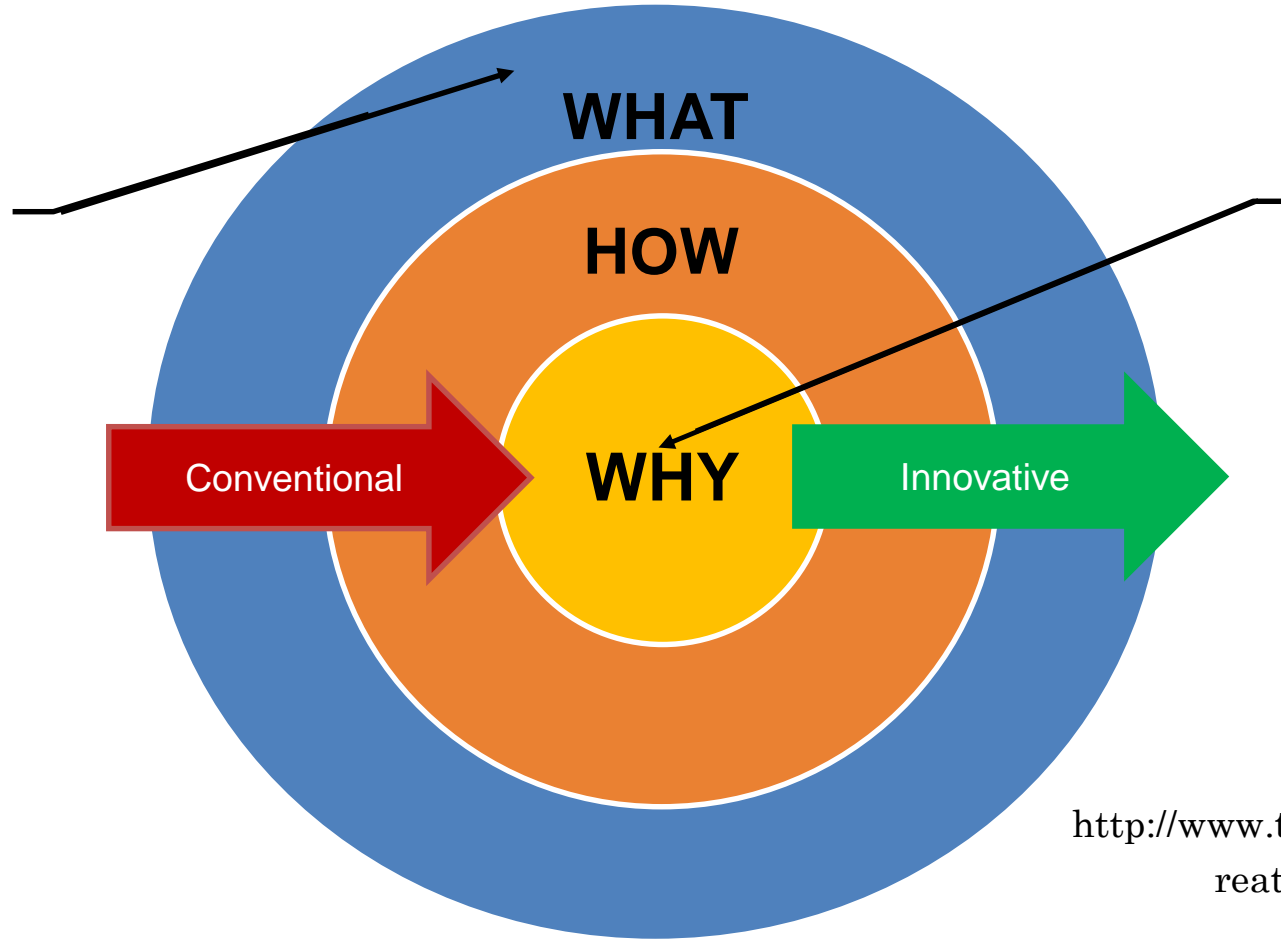
The best marketing focuses on the why not the what or how.

-- Simon Sinek (in his book “Start with the Why”)

The Golden Circle

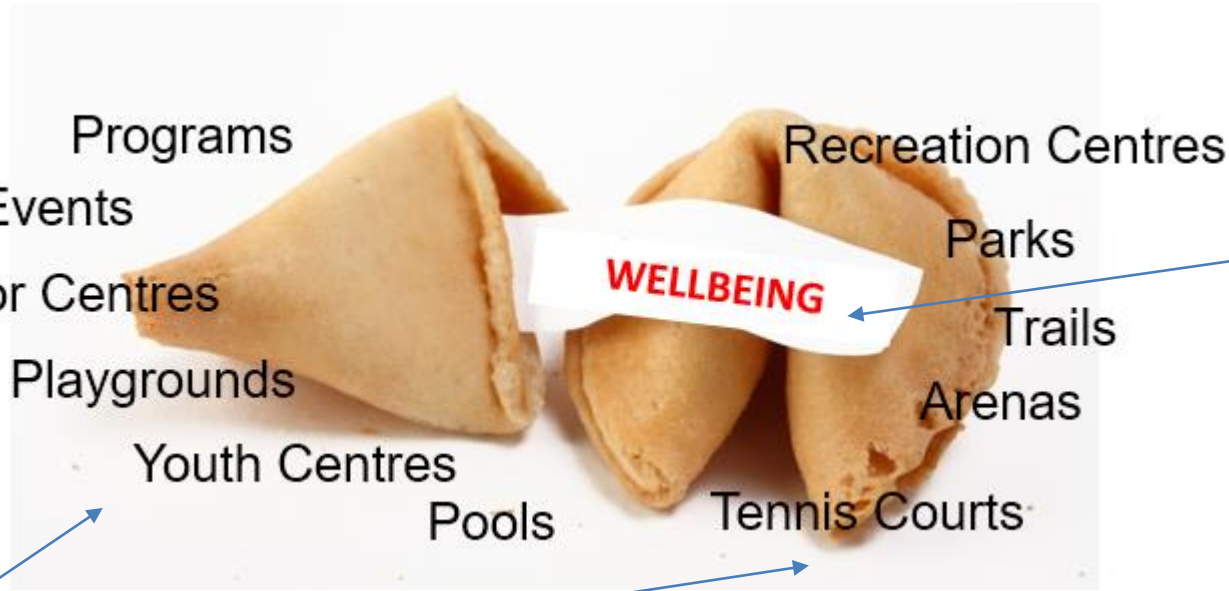
(Simon Sinek)

Often we start with the **what** and **how**. We sometimes forget to promote **why**.



Inspire people to action by beginning with **why** before moving to **what** and **how**

http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action



Too often we promote the “cookie” or *what* we do...running programs and events, managing facilities etc, ...the FEATURES

The “*fortune*” that recreation delivers are its BENEFITS... individual, community, environmental and economic wellbeing!

In other words ...
Emphasize the FORTUNE you deliver through recreation (the benefits or outcomes) - not just the cookie!

Benefits and Outcomes (your fortune!)

To better understand and market the *benefits* of your community program, service, cause, or event, it is critical to understand what motivates a person to engage.

Questions:

What motivates individuals to take part in
your _____?

<<*insert name of organization, initiative, program, service, or event*>>

What benefits, outcomes, or end results are they seeking?

Alphabet Challenge

A _____
B _____
C _____
D _____
E _____
F _____
G _____
H _____
I _____
J _____
K _____
L _____
M _____
N _____

O _____
P _____
Q _____
R _____
S _____
T _____
U _____
V _____
W _____
X _____
Y _____
Z _____

*Sell the sizzle
not the steak!*

Developed by Carol
Petersen

Examples of Individual Benefits or Outcomes (Micro)

- achievement, accomplishment
- acquisition of knowledge
- aesthetic enhancement
- catharsis
- challenge and risk
- connectedness to others
- curiosity
- ethnic and cultural identity
- excitement; an adrenaline rush; exhilaration
- fantasy; illusion; temporary escape

Individual Benefits of Individual Benefits or Outcomes (Micro) cont'd

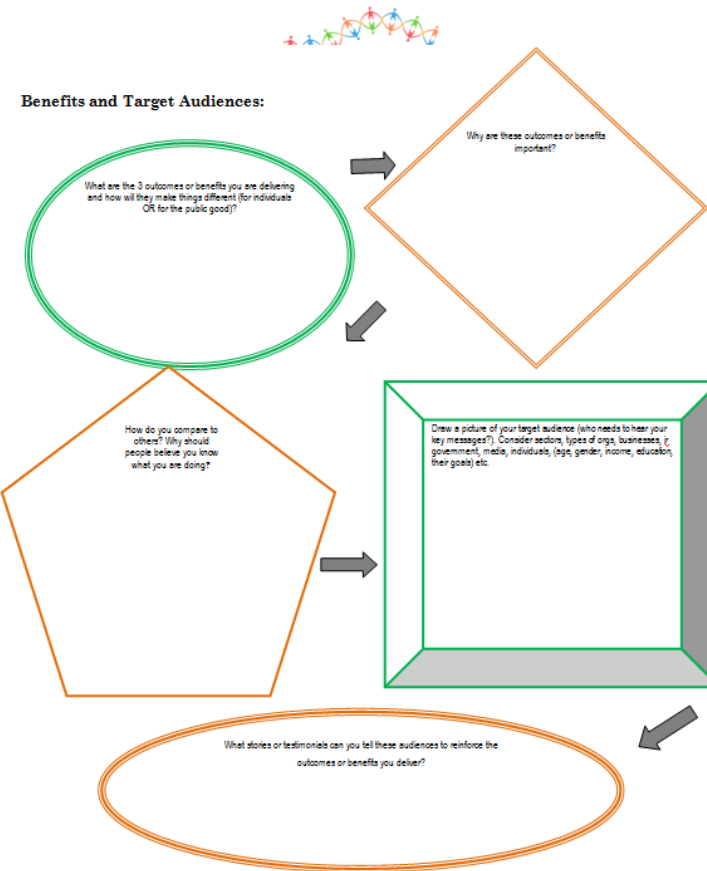
- feeling of being important; growth of self-worth and self confidence
- feeling of well-being and vitality
- peer group recognition
- prestige; social recognition; status
- regression – desire to let your hair down
- relaxation and alleviation of stress and tension
- self-exploration and self-discovery
- sense of belonging
- social interaction with friends, family, previously unknown other

Adapted from Crompton, J (2011)

Examples of Key Messages

- *recreation contributes to active, creative, engaged communities*
- *kids who are physically active learn better*
- *the family that plays together, stays together*
- *supporting youth means supporting leaders of today and tomorrow*
- *your wisdom can help build future leaders*
- *communities get better when their leaders do*

Worksheet page 3: Clarifying your Benefits, Target Audiences, and Key Messages



3. Prioritize Your Marketing “Voice” and “Look and Feel”

VOICE

- promotional materials reflect your values
- vocabulary, grammar and style
- consistency
- variation

LOOK AND FEEL

- consistent color scheme, font, logo
- consistent look and feel to every piece of marketing material e.g. website, ppt templates, taglines, logos, social media, brochures, emails, business cards, letterhead





PARKS AND RECREATION ONTARIO

**2019
SPONSOR
OPPORTUNITIES**



**PARKS AND RECREATION
ONLINE MARKETPLACE**

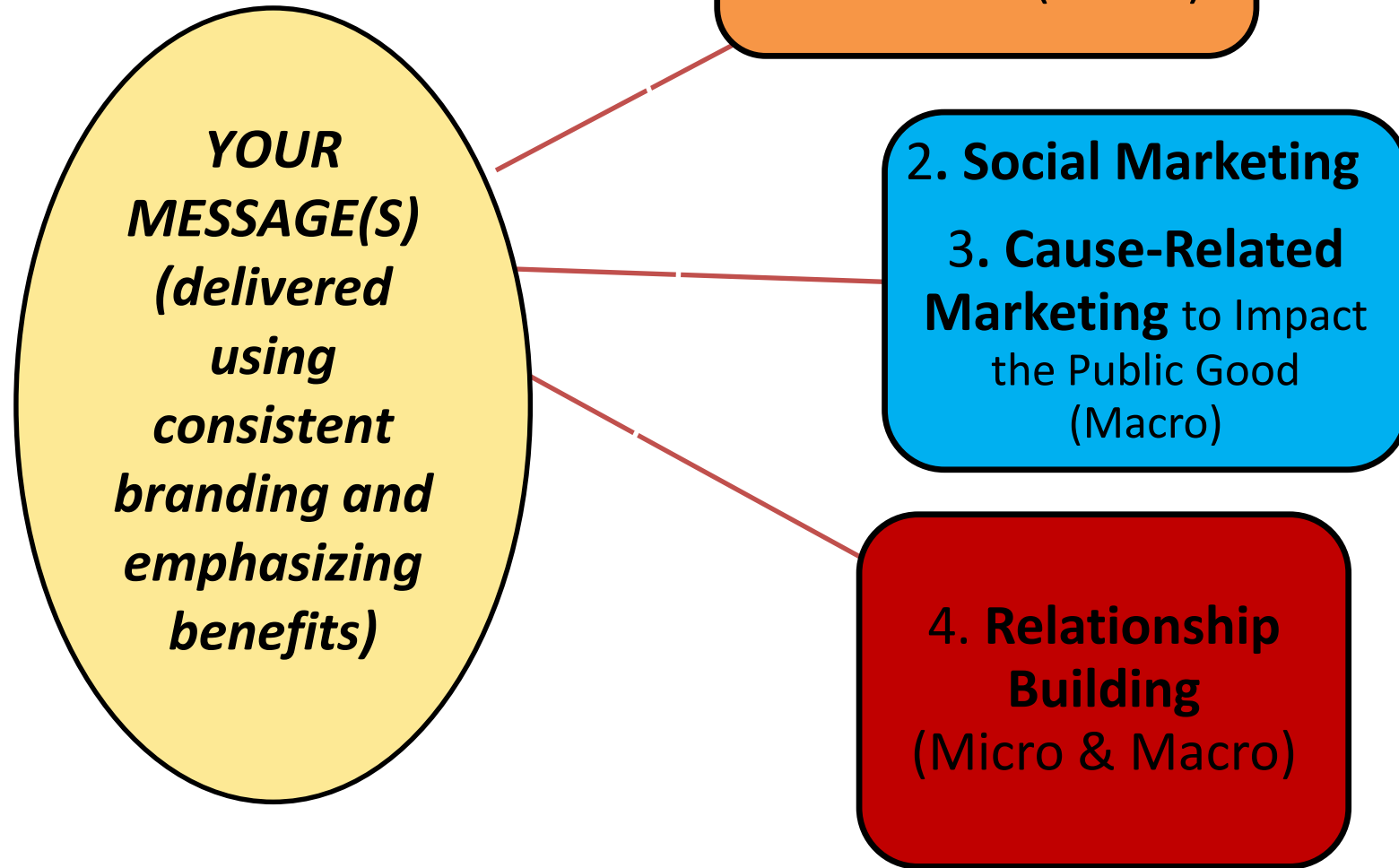
**Find the
Services You Need**



2019 Educational Forum and Trade Show

#PROForum19

4. Select General Marketing Approaches



1. Traditional Marketing to Individuals (Micro)

- sell to individuals
- engage and motivate them in our activities
- determining the value of your product or service and communicating that information to customers
- a beneficial exchange process between you and your customers, clients, donors, and/or citizens
- key factor in this relationship is the ability to identify stakeholder needs and expectations
- “find needs and fill them” or “create a need they didn’t know they had”

1. Traditional Marketing (Micro)



- How we market programs, services, events, services to individuals
- Marketing Mix (the 5 P's):
 - **Product**
 - **People**
 - **Price**
 - **Promotion**
 - **Place**

Buying Motives



- traditional buying motives have been *fear and need*
- today's buying motives:
 - *inner directed*
 - *based on values*
 - *want to buy or invest with those who are pleasant, reliable, demonstrate integrity and go the extra distance*
 - *growing importance of socially valued products/brands*

Three Main Areas of Need



1. Economy
 2. Efficiency
 3. Excellence
 - at most you will be able to deliver two of these needs
 - determine the two E's which are most important to your organization
- Ease is always essential

2. Social Marketing

- marketing of a social idea or a cause
- typically three steps:
 1. *awareness of an issue*
 2. *appreciation of what the issue really means to an individual or their organization*
 3. *understanding of change options - the intent is to modify values and ultimately behaviour*

The Early Years Ages 0 to 4

Benefits & Guidelines



Adults Ages 18 to 64

Benefits & Guidelines



Children & Youth Ages 5 to 17

Benefits & Guidelines



ParticipACTION Pulse Report

The Pulse Report assesses the social climate of physical activity among Canadian adults.

[LEARN MORE](#)



Adults Ages 65+

Benefits & Guidelines



Breathe Better



Track your activity. Win Prizes.

The new ParticipACTION app helps you fit physical activity in your busy life and rewards you for it.

GET THE APP NOW



Our Blog

Motivation is just a click away.

Get Started

Tips and tools to achieve your Better.



Everything gets better when you get active.

Staying active isn't just about looking better. It's about living better.



Kids + Steps + Sweat = Healthier Brains

The 2018 ParticipACTION Report Card on Physical Activity for Children and Youth

LEARN MORE



Sit Less. Move More. At Work.

Get your company moving with us today.

LEARN ABOUT UPNGO



Healthy Parks Healthy People

Victoria's parks belong to all of us.
Go on – get healthy in a park today.

Ask your GP how!

Throughout the world there is growing awareness of the important role parks play in the health of the community.

Healthy Parks Healthy People is an initiative of Parks Victoria and is endorsed by the Royal Australian College of General Practitioners, Arthritis Victoria, Asthma Victoria and the Heart Foundation.

GOOD
HEALTH
NATURALLY



For information on Victoria's magnificent parks
call 13 1963 or visit www.parkweb.vic.gov.au



We have over 3.5 million reasons to improve your health and have fun at the same time!

That's how many hectares of marvellous parks we have here in Victoria.

Healthy Hearts

Thirty minutes or more of moderate intensity physical activity (such as brisk walking) on most days or even better, every day, is all that's needed to gain health benefits.

You can accumulate the 30 minutes in shorter bouts, such as three 10-minute walks. Why do it indoors when you can excite all of your senses by choosing one of the hundreds of parks across Victoria.

There are many scenic walks and bike trails all over Victoria and the Heart Foundation and Parks Victoria are working together to make parks even more heart friendly.

A heart condition need not stop you from enjoying our wonderful parks, so talk with your GP about a suitable management and physical activity plan.

Ask your GP about how to get healthy in parks.

Call the Heart Foundation's Helpline on 1300 34 27 87.



Healthy people



Healthy soul

Healthy Lungs

Remember your mum sending you outside to fill your lungs with fresh air? What better place to do it than one of Victoria's magnificent parks.

Asthma Victoria has a range of information and resources to assist you. Your GP can teach you how to maximise your enjoyment of life with ways you can manage your medication and recognise how to keep your asthma under control. So check with your doctor.

While exercise is healthy, some people should seek guidance on how best to manage conditions like asthma. Although many people with asthma have exercise as a trigger, Exercise Induced Asthma (EIA) can be easily managed. EIA should be no barrier to a full, active and healthy lifestyle - including regular visits to one of our parks.

Call Asthma Victoria on 1800 645 130.



Healthy Joints

Move It or Lose It! Regular exercise is good for your joints particularly if you have arthritis. What better place to stroll than in a local park where you can take in the sights and sounds of our natural heritage while keeping fit?

Your GP can guide you on a management plan that will help keep your joints healthy. There is treatment that can maximise your potential and physical activities that you can do regularly that help keep your joints healthy.

Arthritis Victoria and Parks Victoria are working together to make our parks an accessible option for everyone. Plan a walk that suits you best - such as gradient of walks, location of seats and overall distance.

Call Arthritis Victoria on 1800 011 041.



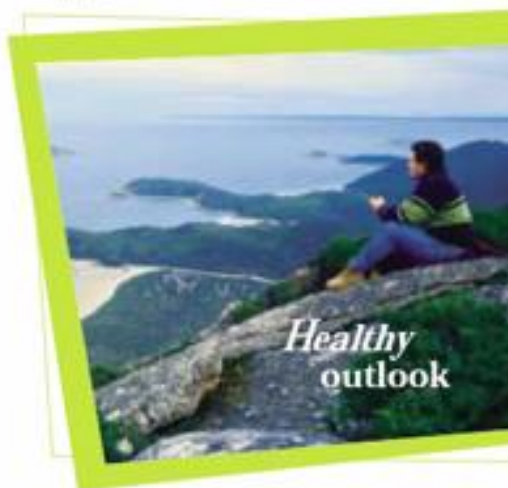
Healthy People

Why walk on a treadmill indoors when you can take in some of the best views our state has to offer?

Why ride your bike only on a road when there are some amazing trails with sound and sights to exercise all your senses?

A healthy park system is a vital component of a healthy community - parks offer tranquil natural areas where you can release your stress. Beautiful venues to uplift your spirit and a myriad opportunities for healthy exercise. Parks Victoria is dedicated to protecting and improving the wonderful natural environment - and helping Victorians become healthier.

Call Parks Victoria Information Centre 13 1963.



Healthy outlook

Ask your GP about how to get healthy in parks.





Incarceration versus Recreation Participation

In Canada, it costs on average **\$95,826.37** to imprison a young person for one year. If that money was made available to recreation practitioners, it could be used to offer that young person an opportunity to:

- swim twice a week for 30 weeks;
- skate once a week for 15 weeks;
- play in a basketball league once a week for 26 weeks;
- play badminton once a week for 30 weeks;
- golf a 9 hole golf course 20 times;
- participate in fencing or karate for a season;
- take an art course for 30 weeks;
- act in one theater production;
- teach computer skills;
- take a boating course;
- acquire leadership skills;
- take a first aid course; and,
- participate in a drop in program 4 hours a week for 40 weeks.

To participate in all these activities, we could also provide the young person with:

- running shoes
- swimsuit
- skates
- a basketball
- a badminton racquet
- an art kit (including paints, paint brushes, pencil crayons and pastels)
- a set of golf clubs

Finally, we could provide the young person with transportation to and from the recreation activities by purchasing a bus pass, bicycle and bicycle helmet.

We would then return to you approximately \$93,902.12 and a much happier and healthier individual!

Adapted from "McGovern, Celeste. "The \$100,000 IGds: why is it so expensive to imprison young offenders?" Alberta Report, Aug'08.

Social Marketing Analysis

Determine your **target audience(s)** and answer the following questions

- What message(s)/outcome(s) are we trying to convey to this audience?
- Who are the real decision-makers we must reach?
- When is it best to deliver our message?
- How can we best deliver the message (strategies)?
- List and describe potential tools and techniques that could be used to appeal to your target market

3. Cause-Related Marketing to Impact the Public Good (Macro)

- a partnership between a nonprofit or government and a for-profit business for mutual profit
- businesses increasingly recognizing the value of strategic alliances with government and the voluntary/ non-profit sector
- reflects corporate social responsibility and builds sales
- need to ensure:
 - *compatibility with values and ethics*
 - *benefits of partnering*
 - *written agreement*





©2008 Nestlé Waters North America, Inc.



Drink Nestlé® Pure Life® • Collect Labels • Earn Healthy Rewards for Your School

Earn Healthy Rewards for Your Child's School!

The folks who bring you Nestlé® Pure Life® Purified Water, Nestlé® Pure Life® Natural Fruit Flavored Water Beverages, and Nestlé® Pure Life® Green Tea Refreshers are committed to supporting child and family wellness, so they created **Go Play!** — an easy program that encourages healthy, active lifestyles, and lets schools reap great rewards for simply drinking Nestlé® Pure Life® Bottled Water Beverages and turning in the labels.



Go Play! is as easy as



Drink Nestlé® Pure Life® Purified Water, Nestlé® Pure Life® Natural Fruit Flavored Water Beverages, or Nestlé® Pure Life® Green Tea Refreshers.

Have your child bring the bottle labels to the official **Go Play!** collection box at his or her school for submission.

Your child's school can earn **Go Play!** points for great rewards.

For every Nestlé® Pure Life® bottle label submitted by a registered school, that school will earn **Go Play!** points to use toward sports gear and field trip transportation costs. If your child's school has not yet registered for the Nestlé® Pure Life® **Go Play!** Rewards Program, ask your child's teacher to visit www.goplaylabels.com to sign up and start earning great rewards today! **Registration ends January 30, 2009.**

www.goplaylabels.com



4. Relationship Building (Micro & Macro)

- a hybrid approach for Community Developers that combines traditional marketing, cause-related marketing, social marketing, and public relations to deliver benefits for individuals as well as the broader community good (micro and macro)
- based more on *help than hype*
- builds trust, support, and loyalty among your stakeholders
- focuses on community building and the development of meaningful, trusted relationships

4. Relationship Marketing

- a hybrid approach for community developers that combines traditional marketing, cause-related marketing, social marketing, and public relations
- addresses both individuals and the broader community good (micro & macro)
- could include clients, potential clients, funders, citizens, organization members, members of the local community, members of the media, students, parents of students, online groups etc.
- builds trust, support, and loyalty among your stakeholders
- focuses on community building and the development of trusted relationships



Book Your Outdoor Movie Night Now!

Outdoor Movie Nights are a great opportunity to have fun and build community in your neighbourhood. You pick the park and the date, bring the movie and your neighbours and the City does the rest.

Meet the Neighbours, Create New Opportunities

EVENT EQUIPMENT LENDING



London
CANADA

No more excuses: Your neighbourhood celebration is about to happen.

You have the vision to throw an epic neighbourhood gathering, but lack the equipment needed to pull it off. You know that your community is ready to mix and mingle, to form the bonds that create vibrant and safe neighbourhoods, but aren't sure how to make it happen. Having the vision is the first step and the Neighbourhood Event Equipment Lending program will help you achieve your goal by providing easy access to the gear needed to make your party a hit. The list of available equipment includes tents, tables, giant games, chairs and more!

A neighbourhood that celebrates together, stays together. You provide the vision, we'll provide the gear.

Get started...



Visit the program site →



Email: neighbourgood@london.ca



Call: 519-661-5336

Meet the Neighbours, Create New Opportunities

NEIGHBOURHOOD SMALL EVENT FUND



London
CANADA

Bring your neighbourhood together with events!

Thinking about throwing a neighbourhood bash but don't have the cash? Don't let that stop you! The Neighbourhood Small Event Fund has up to \$500 to help cover event costs like renting a portable washroom, a stage, sound equipment, and lots more! The event needs to be small, held on public property, accessible, open to the public, and free of charge.

If this sounds like the kind of event you want to host, get started on an application!

Get started...



Visit the program site →



Email: neighbourgood@london.ca



Call: 519-661-5336

The graphic features a blue background with a white sun icon at the top left. Below it, the text 'Neighbourhood Small Events Fund' is written in yellow and white. Underneath, 'Money to support Local Community Gatherings' is written in white. At the bottom, there are four white icons: a stage, a portable washroom, a grill, and a door. The NeighbourGood LONDON logo and the London Canada logo are at the bottom right.

Leave A Mark Adopt A Park!

Take part in keeping our parks clean and beautiful.

Adopting a park can take many forms, including general park clean up (picking up litter, painting, weeding and planting); providing direct monetary assistance for park enhancements, and providing input to the city on park use. This opportunity is open to residents, community organizations and businesses. The city recognizes the contributions of the adopting groups and individuals through signage with your name in the adopted park. To Adopt A Park call (623) 333-2400 • www.avondale.org/parks



Framework for a Marketing/Communications Plan

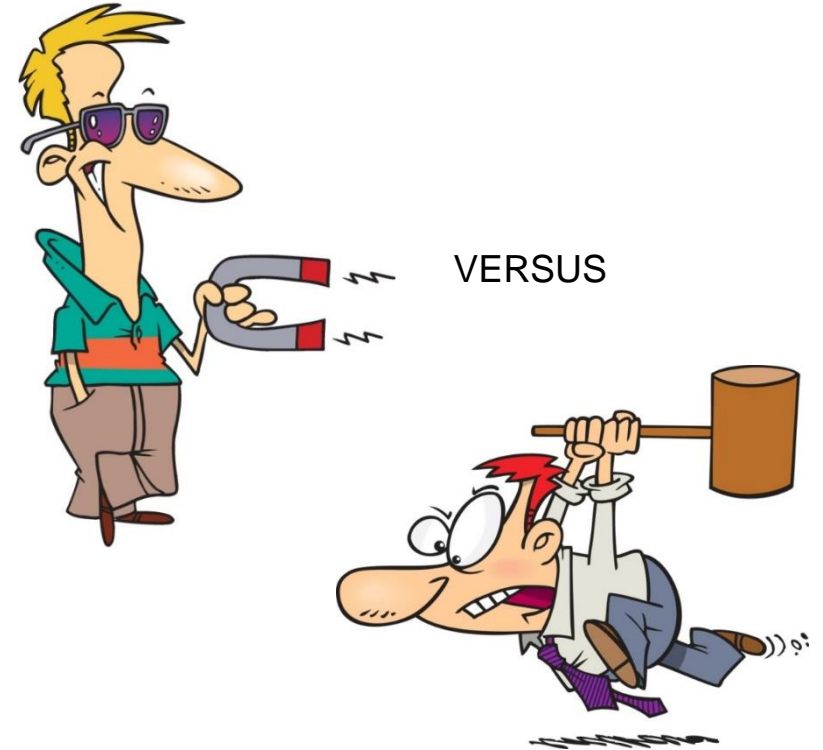


1. determine marketing and communication priorities
2. clarify target audiences and key messages
3. prioritize your marketing “voice” and “look and feel”
4. select general marketing approaches or strategies
5. prepare implementation plan e.g. determine inbound vs outbound, budget, deliverables, measurement strategies
6. develop and implement marketing tools



Outbound vs Inbound Marketing

- outbound marketing: pushing out information to the masses, interrupting them
- inbound marketing: help your organization “get found” by people who are looking for your products and services
- http://brenda.herchmer.net/index.php?/main/comments/teaching_nana_to_sell_car_seats_for_cats



Components of Successful Inbound Marketing Campaigns

1. *Content* is the core of any Inbound Marketing campaign - the information or tool that attracts potential stakeholders to your organization's programs, services, events
2. *Search Engine Optimization* - makes it easier to find your website and content - maximizing search engine rankings
3. *Social Media* - impact of your content is magnified when it is shared and distributed across and discussed on networks of trusted relationships



| Outbound | Inbound |
|----------------|-----------------------------|
| Print Ads | Blogs, Ebooks, White Papers |
| Television Ads | Viral YouTube Videos |
| Cold Calling | Search Engine Optimization |
| Trade Shows | Webinars |
| Email Blasts | Feeds, RSS |

Why Inbound Marketing?

- less expensive
- targeting can be more directed
- not an ongoing expense

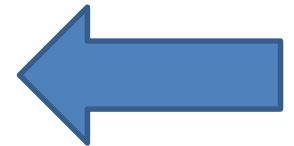


Sample Implementation Plan

| Timing | Market | Tool | Responsibility | Budget |
|--------|--------|----------------------------------------------|----------------|--------|
| Feb. | | Website | | |
| April | | Social media tools (blog, twitter, facebook) | | |
| May | | Ad in supplement | | |
| June | | Annual meeting | | |

Framework for a Marketing/Communications Plan

1. determine marketing and communication priorities and outcomes
2. clarify target audiences and key messages
3. prioritize your marketing “voice” and “look and feel”
4. select general marketing approaches or strategies e.g. traditional, social or cause related, relationship building
5. prepare implementation plan e.g. determine inbound vs outbound, budget, deliverables, measurement strategies
6. develop and implement marketing tools e.g. website, social media, case statement, articles, media training, tracking coverage etc. strategies



Inexpensive Ideas for the Marketing Mix

- create relevant content on your website
- publish columns or articles in local newspapers, magazines
- repurpose content
- speak at conferences, service clubs, teach workshops/webinars etc.
- create your own award competitions
- host free events
- network, network, network
- join associations and take part in their networking events, forums etc.
- joint promotions

Inexpensive Ideas for the Marketing Mix (cont'd)



- open as many communication channels as appropriate, including but not limited to LinkedIn, Facebook, blogs, Twitter, a toll-free phone number, live chat on your website, email, forums etc.
- survey your stakeholders for ideas
- create a loyalty program to encourage future purchases and referrals
- testimonials and reviews
- www.fiverr.com
- <http://www.nonprofitmarketingguide.com/resources/articles/>
- others?

Interested in Learning More?

1. Website

- www.campusforcommunities.com

2. Publications

- Community Leaders Planning Toolkit
- Leadership for Active, Creative, Engaged Communities
- Community Building for Recreation Practitioners

3. Contact

- **Campus for Communities of the Future**
email: bherchmer@campusforcommunities.ca
website: www.campusforcommunities.ca
twitter: [@brenda_herchmer](https://twitter.com/brenda_herchmer)
phone: 289.820.5373
facebook.com/brenda.herchmer