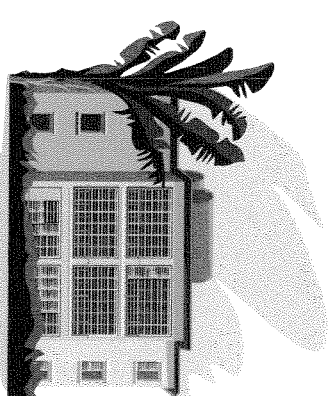


Promoting Your Co-op

2013 NAHC Conference



Learn how to promote your co-op and get its name in print

Best practices and tips for
marketing your co-op

Presented by:

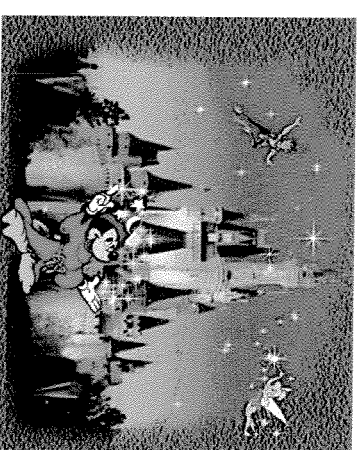
Nancy Evans, General Manager
Cindy Lamb, Corporate Controller



Many Ways to Market

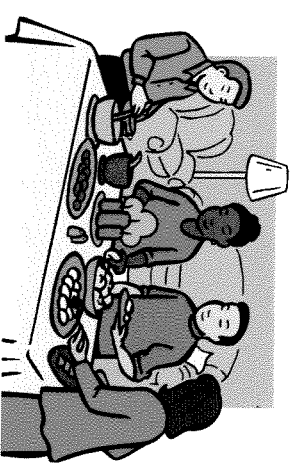
(And some ways are free!)

- Word of mouth
- Curb appeal, open houses
- Flyers, community outreach (festivals, fairs, farmers markets)
- Advertisements (newspapers, television, radio)
- Internet, website and social media
- Press releases
- Think like Walt Disney



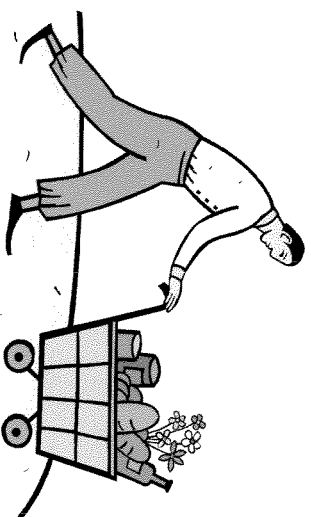
Market the Uniqueness of Your Co-op

- What does your co-op have to offer?
 - Location
 - Low rent, utility allowance
 - Emergency protection, security
 - Social activities, events
 - Opportunities to participate
- Let people know what amenities are available
 - Laundry facilities, gift shop
 - Gym, swimming pool, library, craft room
- Market the character of your co-op
- Share the co-op way of life



Location, location, location.....

- Every co-op is in a unique area
- Public transportation
- Highlight the great surrounding amenities
 - Stores
 - Restaurants
 - Libraries
 - Movie theaters
 - Post offices
 - Hospitals and/or community services



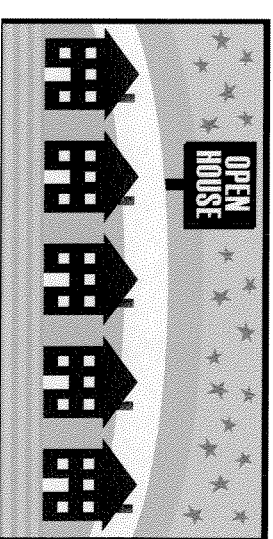
Word of Mouth

- The largest, most common form of advertising
- Negative or positive?
- Free!
- What do you say about your co-op? Watch what you say because someone may be listening...



Curb Appeal, Open Houses

- Does your co-op have curb appeal?
 - Signage
 - Landscaping
 - Maintenance
- Hold an open house
 - Flags, banners, balloons
 - Maintenance (again!)
 - Welcoming?
 - Tours of common areas, model unit or vacant unit



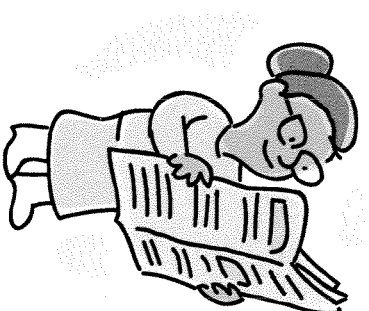
More Community Outreach

- Find opportunities to promote your co-op locally
- Set up a booth with flyers
 - Festivals
 - Fairs
 - Farmers Markets
- Partner with local businesses
 - Restaurants
 - Grocery and department stores
 - Small businesses
- Give back to your community
 - Bring lunch or treats to police and fire fighters
 - Sponsor a community event



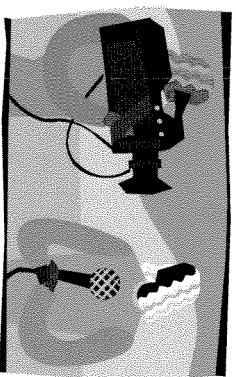
Advertisements - Newspapers, Publications

- **Local newspapers and magazines**
 - Paid advertising (what can you afford?)
 - Be a feature article writer
 - Press releases
 - Sponsor newsworthy events
 - Invite reporters
- **Creative flyers**
 - Design and print in-house
 - Showcase what makes your co-op special
 - Distribute to community (local library, restaurants?)



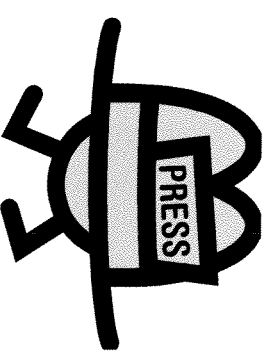
Advertisements - Television, Radio

- Paid advertising
- Free advertising on local cable stations
 - Identify your message
 - Make it interesting
 - Be creative!
- Sponsor newsworthy events, invite reporters
 - Be prepared to make a statement
 - Soundbites



Press Releases

- Create a press release contact list
 - Local newspapers
 - Industry publications
 - Local cable stations
- Write from the journalist's perspective
- Have objective person read it for two reasons
 - Editing
 - Interest
- Shorter is better
- Timing is critical – old news is no news!

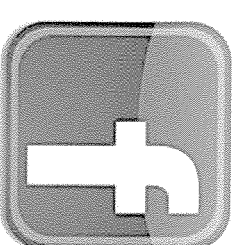
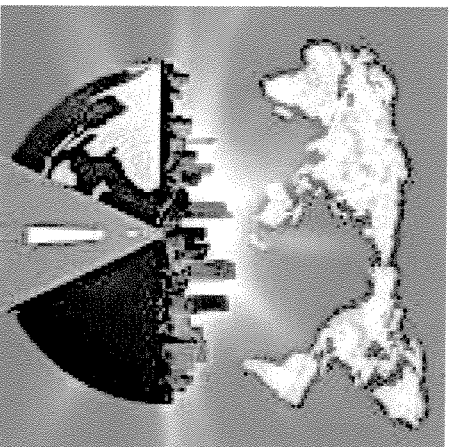
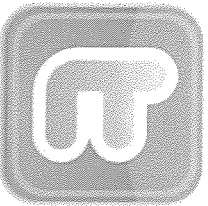


Internet, Website and Social Media

Ride the Information Highway

- Create a website and keep it fresh, informative
- Reach those that aren't being reached
- Many generations are internet savvy and it's a huge market that needs to be utilized!

You Tube



craigslist

