Presesnted by:

Marketing your co-op
Best practices and tips for

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

2013 NAHC Conference
Promoting Your Co-op
Think like Walt Disney
Press releases
Internet, website, and social media
Advertisements (newspapers, television, radio)
Farmers markets
Flyers, community outreach, festivals, fairs
Curb appeal, open houses
Word of mouth

(And some ways are free!)
Share the co-op way of life

Market the character of your co-op

- Gym, swimming pool, library, craft room
- Laundry facilities, gift shop

Let people know what amenities are available

- Opportunities to participate
- Social activities, events
- Emergency protection, security
- Low rent, utility allowance
- Location

What does your co-op have to offer?

Market the uniqueness of your co-op
- Hospitals and/or community services
- Post offices
- Movie theaters
- Libraries
- Restaurants
- Stores

Highlight the great surrounding amenities

Public transportation
Every co-op is in a unique area

Location, location, location....
Listening...

What you say because someone may be watching.

What do you say about your co-op? Watch free!

Negative or positive?

The largest, most common form of advertising.

Word of Mouth
- Tours of common areas, model unit or vacant unit
- Welcoming
- Maintenance (again)
- Flags, banners, balloons

- Hold an open house
  - Maintenance
  - Landscaping
  - Signage

- Does your co-op have curb appeal?

Curb Appeal 'Open Houses
Continue to build relationships!

- Information sheets
- Flyers
- Presentation

Contact them

- Chamber of Commerce
- Housing Groups
- Social clubs
- Churches
- Senior centers

Identity community organizations

Create a PR task force

Flyers, Community Outreach
Give back to your community

- Sponsor a community event
- Bring lunch or treats to police and fire fighters

Partner with local businesses

- Small businesses
- Grocery and department stores
- Restaurants

Set up a booth with flyers

Find opportunities to promote your co-op locally

More Community Outreach
Distribute to community (local library, restaurants?)

Showcase what makes your co-op special

Design and print in-house

Creative flyers

Invite reporters

Sponsor newsworthy events

Press releases

Be a feature article writer

Paid advertising (what can you afford?)

Local newspapers and magazines

Advertisements - Newspapers, Publications
- Sound bites
  - Be prepared to make a statement
- Sponsor newsworthy events, invite reporters
  - Be creative
  - Make it interesting
  - Identify your message
- Free advertising on local cable stations
- Paid advertising

Advertisements - Television, Radio
Timing is critical – old news is no news!

Shorter is better

Interest –
Editing –

Have objetivoive person read it for two reasons

Write from the journalist’s perspective

– local cable stations
– industry publications
– local newspapers

Create a press release contact list

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

Ride the Information Highway
Internet, Website and Social Media
See Clark Retirement ad: http://www.youtube.com/watch?v=U7-n930zJo

More ideas