



Harness the Power of Community with a Grassroots Campaign

Marketers, communications professionals and campaign managers who are looking to maximize their connection to multicultural audiences and communities should consider adding Grassroots Campaigns to their marketing arsenal. Grassroots campaigns allow marketers to utilize the existing networks within communities to disseminate or diffuse information and recommendations about products and services, organizations and more.



Grassroots campaigns delivered to multicultural audiences depend on the campaigner's knowledge of those populations and their understanding of the community structure and social norms. For example, a grassroots campaign in rural Appalachia about a new product or service that asked community members to share printed flyers containing detailed information with their friends and neighbors would likely fail. Why? If the campaigner had done detailed research on his or her audience, he or she would have realized that the average reading level in Appalachia is way below that of the majority population in America, and thus the detailed flyers would be rendered meaningless. While most marketers will not be initiating campaigns in rural Appalachia, consider ethnic populations for whom English might not be the first language or who might have decreased access to certain technologies. It is important to understand factors about the audience you are trying to reach that might affect the delivery of your message.

The most crucial step in any grassroots campaign is locating the opinion leaders within the community or audience. Everyone knows Mrs. Jones. She's the lady at church who always volunteers, who drops off a casserole if your family has experienced a tragedy, and the person you go to for advice on everything from which doctor to choose to what brand of detergent cleans best. Mrs. Jones is a "high connector," she seems to know everyone and everyone seems to love her. Mrs. Jones is the person you want to advocate for your product or service.

continued on back...

Grassroots Marketing A message from Renee -



Building a campaign for a multicultural audience is always full of complex challenges. From choosing the right audiences to determining the media channel that the greatest segment of your audience will respond to most readily, it can be difficult

to maximize the response to a campaign, especially a multicultural campaign. With media channel consumption rates that sometimes differ drastically from the majority culture, fueled by access disparities and different lifestyles, reaching minority and multicultural audiences requires advanced campaign knowledge as well as a strong understanding of the research on any given cultural or ethnic group.

Grassroots campaigning methods are especially effective when it comes to reaching multicultural audiences. African-American, Hispanic and other ethnic and cultural communities are often tight-knit with clear opinion leaders and many open channels for interpersonal communication. These communities are built on networks that reach all corners of the community whether via local community organizations, churches and religious organizations, common interest groups or simply via word of mouth from neighbor to neighbor.

Harnessing the power of these community networks allows information about your product, service or organization to flow through the communities that your audience participates in, overcoming challenges with traditional communication vehicles like print advertising, or those subject to technological disparities, like e-mail marketing. If you're ready to see how Grassroots Marketing can take your organization to the next level, let Singleton & Partners share our expertise with you!

Renee Singleton, President & CEO

Blog with us!

singletonpartners.com/singleton-blog

Cleveland - 216.344.9966

Chicago - 312.235.3253

www.singletonpartners.com



You can identify her through formative research, in which you speak to members of the community and ask them, "Who would you go to in the community for advice?" and other such questions. Once you have identified opinion leaders, reach out to them with a sample of your product or service. It is essential that you convert them into ambassadors for your brand, which means not only do you need to show them why your product is great for them, but why it would be a great help to others in the community. If your product or services delivers as promised, your newly educated brand leaders will begin to share the good news with everyone in their network, after all, that's what they do!

Grassroots campaigns, which are built on the strong foundations of knowledge and research, can often take your product and service much further with a multicultural audience than traditional marketing efforts.

5 Reasons to Consider a Grassroots Campaign

1. Levels the Playing Field – Let's say you are trying to market a new wireless product to multicultural audiences that allows greater freedom and eliminates the need for signed contracts. It is likely that you do not have the budget to out-advertise AT&T or Verizon. By putting the phones in the hands of the opinion leaders to test, you are creating a referral pipeline. Personal experiences and referrals will outweigh television commercials when people are making purchase decisions about new wireless plans.

2. Eliminates Disparity – Whether some of the audience doesn't own televisions, doesn't have access to a computer, or just prefers to be more eco-friendly and avoid subscriptions to print materials, community-based grassroots efforts are still likely to reach them as they come into contact with other community members.

3. Interpersonal Delivery – Most of us prefer a recommendation from a friend to a postcard in our mailbox. Grassroots

marketing simply facilitates these recommendations so that they travel throughout social networks and communities. Because the messages are delivered from person to person, concerns about message appropriateness and English literacy of the audience are no longer a concern.

4. Diffuses Rapidly – While the diffusion of ideas and "recommendations" reach certain people first, and certain people adopt the new behaviors, products or services earlier than others, diffusions of ideas via social connections is one of the fastest ways that information travels.

5. Cost Effective – Grassroots campaigns don't rely on expensive television spots, internet campaigns or print advertising. Instead, they rely on the word of mouth of some of the community's top influencers. While you will still need to invest in research and some marketing materials, the grassroots method is far more cost effective than many traditional campaign channels.

Stop in and see our new office!



Our new location is:
1337 W. 10th Street
Cleveland, Ohio 44113

 twitter.com/SingletonPrtnrs

 Singleton & Partners

Blog with us!
singletonpartners.com/singleton-blog

Cleveland - 216.344.9966
Chicago - 312.235.3253

www.singletonpartners.com

About Us

Singleton & Partners is a full-service marketing firm committed to creating partnerships between mainstream America and its many diverse communities. We help our clients connect with women, African-Americans, Asian-Americans, Hispanics and other multicultural audiences. Our experienced professionals develop innovative marketing plans tailored to reach each unique audience. We are proud of our consistent track record of yielding maximum return on investment for our clients.

Singleton & Partners is certified as a Small Business Enterprise (SBE), Minority Business Enterprise (MBE) and Encouraging Diversity Growth & Equity (Edge) business.



SINGLETON & PARTNERS, LTD

Multicultural Marketing Solutions