

# HYPERLOCAL MARKETING IDEA

CERTIFIED LOCAL MARKET EXPERT

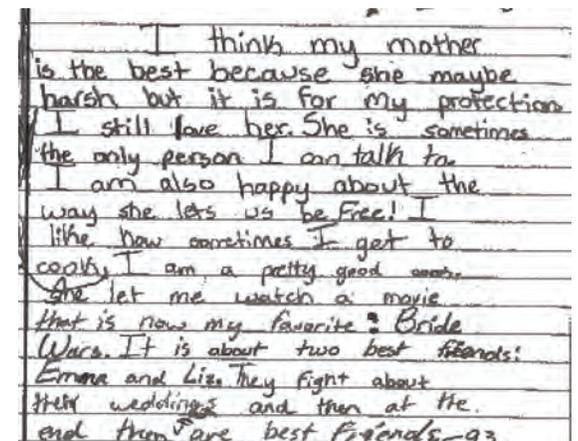
## Develop Young Writers and Build Your Brand At the Same Time

Want a reason to connect with the elementary schools in your farm? This is it. In the Month of April, make an appointment with your local elementary school principal and let them know that you want to sponsor a World's Best Mom or Dad Essay Contest. You'll provide prize money, judges, and will publish the winners in your newsletter.

This engages students, their parents, and the school in your newsletter and will up the readability and deliverability of your newsletter, as the school and parents will be sharing with others.

Prize money can be given to the student and parent, or you can be creative in providing the seed money for a college investment account for the student, along with a gift certificate for the winning parent.

Be sure to include the essay, a photo of the winner and his/her parent, and the teacher's name and picture in the newsletter to ensure that all of these people share the newsletter with friends and neighbors!



### Recipe:

### Essay Contest

[www.clme.com](http://www.clme.com)  
© 2019 CLME, LLC

### Ingredients:

School Alliance (Principal)

Prize Money (from you and lender)

Lender and Title Rep (Judges)

Existing Newsletter

Gift Card (for parent - from you and title)

### Directions:

Visit with your local elementary principal and let them know that you want to sponsor and run a "World's Best Mom or Dad" Essay Contest for their school. Let the Principal decide which grade level would be most appropriate. Let them know that you'll provide the judges, prize, and will publish the winners in your local newsletter. Some have used title agency, lender, and principal as judges in addition to themselves, others have changed that up. Teachers can then have the contest as a classroom activity, submit them to you, and you and the judges choose a winner and runners up. Then, set up a meeting with winners and their parents to take pictures, and provide the winning entry with a prize for the child and for the parent. Publish the essay and photos in your newsletter, and enjoy the goodwill branding that comes from it!

