

HYPERLOCAL MARKETING IDEA

CERTIFIED LOCAL MARKET EXPERT

Brand Goodwill Comes From Being a Caring Member of the Community that You Farm

Marketing and Brand Management isn't always about getting your name and brand in the spotlight, but it's also about engaging your farm for a positive experience, which not only fulfills a community need, but allows them to see you in a positive light.

One need we found with our local fire and law enforcement was an easy one for community members to fulfill, and they loved doing it. There are many times when fire and police interact with children on what ends up being one of the worst days in that child's life.

Have a community teddy bear drive to provide teddy bears to officers and firefighters to give children in those tough times to help those kids cope with whatever they are going through. Ask your local department first, but if they'll accept your help, announce the need through your existing marketing channels, and make your office the drop-off location for the teddy bears! You'll fill a great need and build brand exposure and goodwill all at the same time!



Recipe:

Teddy Bear Drive

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Ingredients:

Your office as a drop-off location. (If you don't have an office, use your brokerage!)

Your existing marketing channels, including your newsletter, social media, etc.

A cute picture of a teddy bear - Go to images.google.com and search "teddy bear"

Directions:

Share with your farm about why police and fire departments can use teddy bears - to give to children on what is often the worst day of their lives. Ask them to help you put a teddy bear in every police car and every fire engine in your city or town! Set an ending date for the drive (at least a month out), and communicate throughout the drive about the teddy bears, reminding your farm of the drive and reminding them about why. Set the drop-off location at your office, and enjoy the great feeling you have when people drop off a teddy bear or two with a smile. Ask the police dept to send a police car to pick up if possible for a great photo op! Take pictures and post to your community websites, your newsletters, and on social media pages. Be sure to give your community the credit for doing it, and let your brand be the messenger!

