



Community Marketing: How to Gain Mindshare and Measure Results



INTRODUCTIONS



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AGENDA



Community sponsorships overview



How to plan, manage and execute



Measurement tactics



Case Study: Children's Health





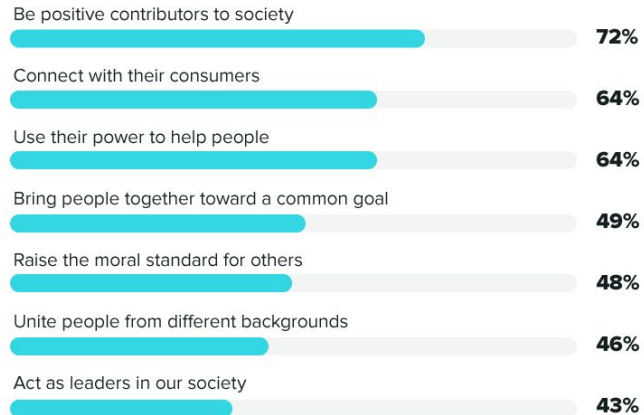
WHAT IS MINDSHARE?





HIGH EXPECTATIONS FROM CONSUMERS

High expectations: what today's consumers want from brands

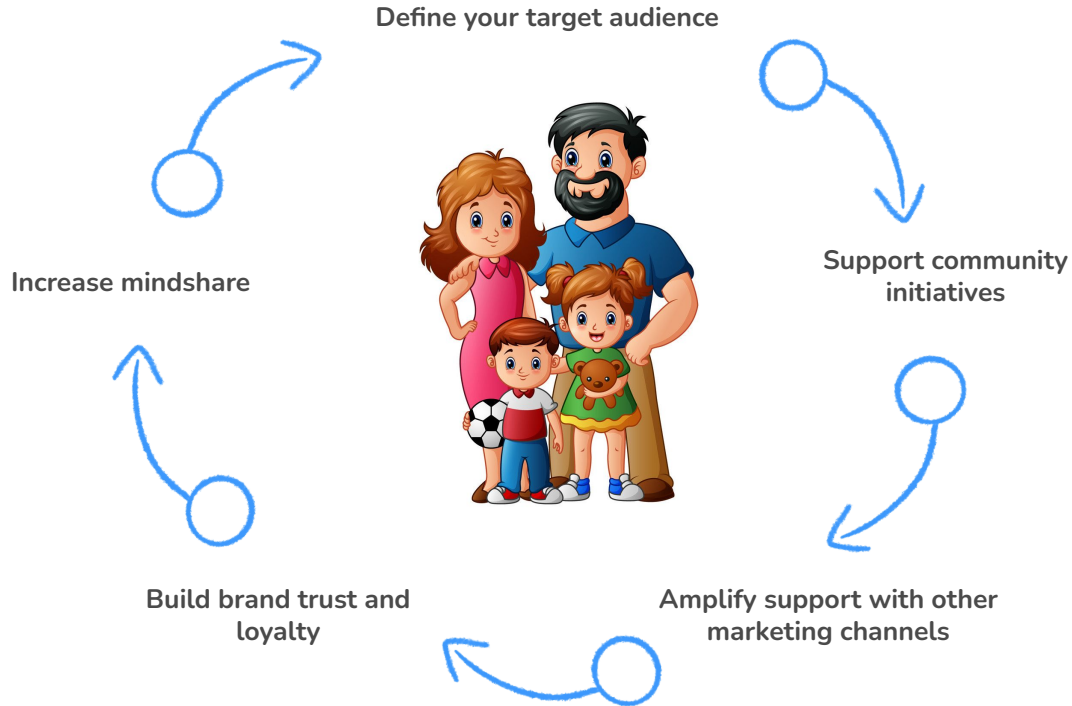


More than transactional: how consumers define feeling connected to a brand





COMMUNITY MARKETING FLYWHEEL





LOCAL SPONSORSHIP MARKETING

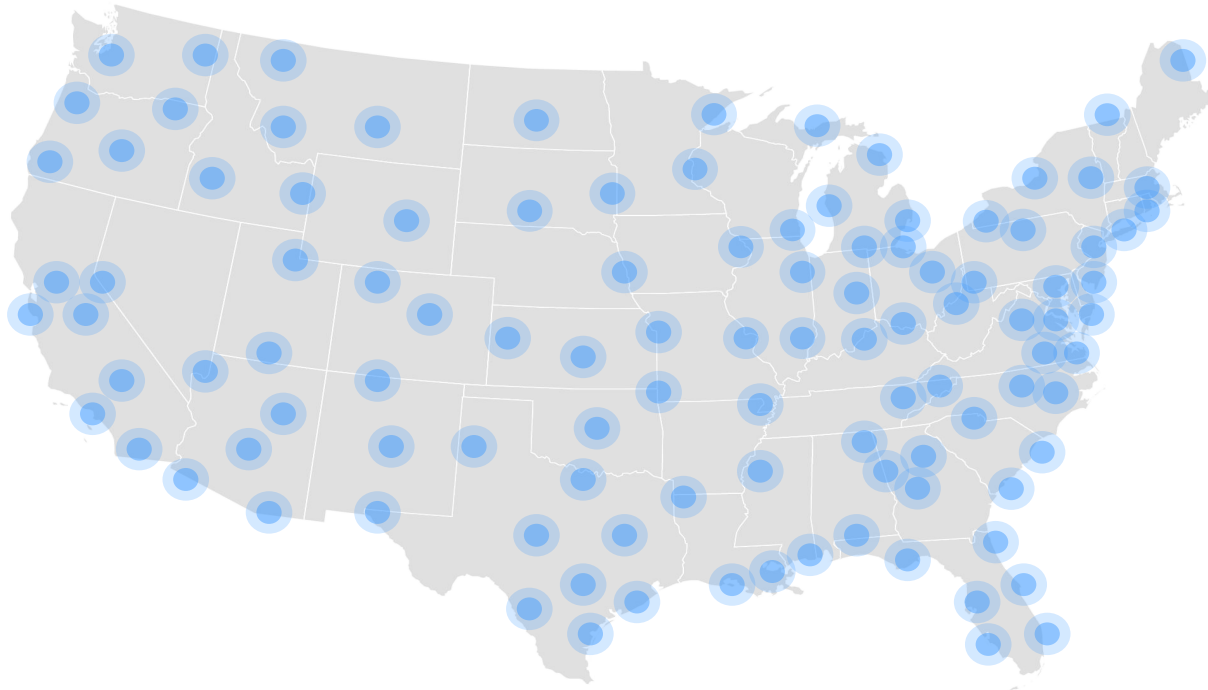
- Events – school plays, fundraisers, 5ks, farmers markets, town festivals
- Organizations – sports leagues, non-profits, charities, churches, clubs
- Physical Assets – Parks, bike shares, information kiosks





CHALLENGES

Fragmented organizations





BENEFITS

Local organizations are central to the community

"Healthcare extends well beyond care settings—into homes, schools, and neighborhoods"

- *Rebecca Tyrrell, Senior Consultant, research at Advisory Board*





HOW DOES IT WORK?



Plan

Find organizations aligned with your business and set desired campaign KPIs



Execute

Negotiate agreements with organizations and produce/distribute sponsored assets



Manage

Verify sponsorship placement and fulfillment



Measure

Collect and analyze data





PLANNING



PLANNING YOUR SPONSORSHIPS

Set your campaign goals:

Increase mindshare in the community



Increase likelihood to choose



Increase awareness of new service lines






Differentiate offering





PLANNING YOUR SPONSORSHIPS

Brainstorm organizations to align with

-  What is your company's mission statement?
-  Who is your target audience?
-  What does your target audience care about/what content do they consume?





PLANNING YOUR SPONSORSHIPS



What is your company's mission statement?



Who is your target audience?



What does your target audience care about/what content do they consume?



EXECUTION OPTIONS

In-house



Pro: Custom to fit your brand voice and mission

Con: Time consuming and expensive to set up and scale

3rd party services



Pro: Scalable and measurable while maintaining brand voice

Con: Pay a premium vs. executing in-house

National partners



Pro: leverage scalability and likeness of well known entity

Con: Can lose brand voice and lacks specific targeting of certain geos/communities



MEASURING

REACH





SURVEYS



Avoid branding



Send at least 2X



Send from a trusted source



Add open-ended Qs

----- Forwarded message -----
From: Frank Ventimiglia (Middle Country Youth Association) <clubnews@bluesombrero.com>
Date: Thu, Nov 4, 2021, 10:29 PM
Subject: Win a \$100 Dick's Sporting Goods Gift Card
To: <billdidonato@gmail.com>
Cc: <coachbillmcy@gmail.com>

Hi Parents,

Please take one minute to complete this short survey: <https://survey.alchemer.com/s3/6465199/Survey>

If you include your email, you will be entered to win a \$100 Dick's Sporting Goods gift card.

Thanks,

MCYA





SURVEYS

1. When you think of a local hospital, which, if any, come to mind?
2. How familiar are you with XYZ Hospital?
3. What is your overall opinion of XYZ Hospital?
4. How likely are you or a family member to choose XYZ Hospital for treatment when in need?



TABLING EVENTS





SEMINARS & EVENTS WITH PHYSICIANS

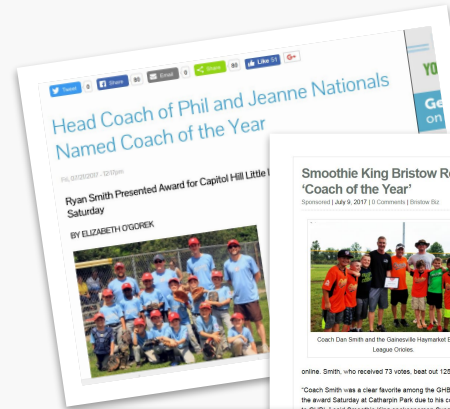
-  # of attendees
-  # of questions
-  Question sentiment
-  Survey audience





AMPLIFY YOUR SPONSORSHIP

- PR
 - Press will want to cover the good that you are doing in the community
- Digital
 - Social media, web banners, hyperlocal targeting
- Media
 - Leverage content collected through community support for radio, tv, OOH ad content





CASE STUDY: CHILDREN'S HEALTH

OPPORTUNITY

Increase **top-of-mind awareness** and **strengthen community ties** in north Dallas markets.





SOLUTION

Increase exposure to kids and moms in north Dallas markets through **youth sports sponsorships**.

EXECUTION

- 5 seasons in target markets since 2019
- Reach 5,000 households per season with...



JERSEYS



EMAILS



FIELD BANNERS



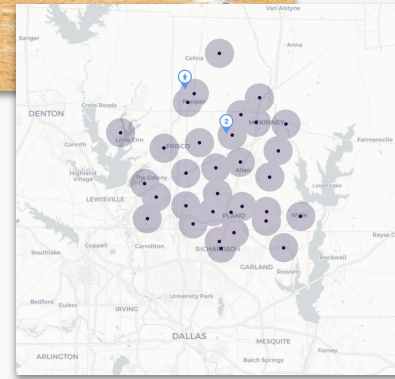
SOCIAL MEDIA



SURVEYS



VERTICAL EXCLUSIVITY





RESULTS



51,850+

FAMILIES REACHED



158.7M+

IMPRESSIONS



RESULTS



+138%

UNAIDED BRAND RECALL



+343%

BRAND FAMILIARITY



TESTIMONIALS

“ Y'all did amazing when our son was in the hospital. Loved all the doctors, nurses, and the communication. Also loved that they gave us a game to play. My son is all better and I'm so grateful for y'all.

— Youth Sports Parent

“ We have had three broken arms and a broken collar bone in our boys and receive great care at this facility!!

— Youth Sports Parent

“ My son broke his arm and the staff were fantastic and got his arm healed in 4 weeks. He loved the camo cast and how kid friendly they were too!

— Youth Sports Parent

“ I've taken both of my children to Children's Health for various reasons. The nurses, staff, and doctors have all taken very good care of our family. I recommend Children's Health whenever possible.

— Youth Sports Parent



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