

Creative Marketing Campaigns



from the **TREE CITY USA®
BULLETIN**

Not many tree board members or urban foresters would think of themselves in the business of marketing. However, this is very much at the core of successful urban forestry. Recognizing marketing as an essential tool is a first step toward exciting the imagination and honing the skills that lead to success.

Know Your Goal

“You need to know exactly what you’re trying to accomplish. That is, know exactly what you want the audience to know or do as a result of your campaign,” says Woody Nelson, the Arbor Day Foundation’s vice president for marketing communications. “Too often this is a vague concept rather than a specific, doable goal that can be reflected in a clear statement. Also, think of your goal as a call to action and be direct in asking people to respond, learn, or change their behavior in some way.”

Successful marketing efforts typically involve a single call to action such as join, donate, attend, volunteer, etc. In some cases, it may be necessary to include more than one, but Kari Logan, vice president of the Minneapolis-based CEL Public Relations, suggests, “Limit your key messages to no more than five.” Asking too much of an audience all at once is to invite inaction; their decision will often be no decision at all.

THE **ABCs** OF YOUR MESSAGE

To be effective, a message should be:

Atractive, that is, attention-getting

Brief and concise

Clear, so it is easily understandable

Answer the question, **“What’s in it for me?”** This may be refreshments or giveaways or something broader such as cleaner air, safer streets, or a lasting legacy.

Know Your Audience

Professionals sometimes call groupings of people they want to reach “market segments” or “target audiences.” By whatever name, be clear and be sure to make a list of the groups or kind of people who should receive your messages. For example:

- Property owners
- Teenagers
- Commercial arborists
- Nature lovers
- Local business proprietors
- Newlyweds
- Policymakers
- Teachers



Nature Lovers



Teachers



Homeowners

A key to effective social marketing is identifying the kind of people you want to reach with your message, crafting the message(s) accordingly, and selecting media that will reach your target audience.

ALSO IN THIS ISSUE:

- What is social marketing?
- How social media is being used effectively
- Creating marketing strategies
- And much more



Arbor Day Foundation®
100 Arbor Avenue • Nebraska City, NE 68410