

WHAT IS COMMUNITY MARKETING?

COMMUNITY MARKETING IS NOTHING MORE THAN COMMUNITY INVOLVEMENT TRANSFERRED INTO A BUSINESS SETTING OR ATMOSPHERE. IT INVOLVES THE CONSTANT INTERACTION AND MINGLING OF CONSUMERS AND MERCHANTS BOTH WITHIN THE BUSINESS ESTABLISHMENTS AND LOCAL CLUBS, CHURCHES, CHAMBERS, PTA MEETINGS, POOLS, AND OTHER ACTIVITY GROUPS.

EXAMPLES IN THE COMMUNITY

VOLUNTEERING

COMMUNITY ACTION GROUPS, CLUBS, CHAMBERS, ROTARY, POOLS, CHURCHES, JUNIOR GROUPS (KIWANIS, MORAGA JUNIORS, MORAGA CITIZENS' NETWORK)

CUSTOMER/MERCHANT RELATIONSHIPS (AT YOUR BUSINESS)

BUSINESS TO BUSINESS RELATIONSHIPS (CHAMBER OF COMMERCE, ROTARY)

COMMUNITY EVENTS

EASTER, COMMUNITY FAIRE, TRIATHLON, 4TH OF JULY, MORAGA PEAR FESTIVAL, HALLOWEEN, SEASON OF LIGHT

COMMUNITY RESOURCES

LIBRARY, TOWN PUBLIC INFORMATION, SHOP MORAGA FIRST/CHAMBER DIRECTORY

GETTING STARTED

- 1) PARTICIPATE IN YOUR COMMUNITY. THE CHAMBER AND OTHER COMMUNITY ORGANIZATIONS ARE GREAT OPPORTUNITIES TO LEARN MORE ABOUT YOUR COMMUNITY BY FORMING PERSONAL RELATIONSHIPS WITH OTHER LOCALS.
- 2) TALK TO YOUR CUSTOMERS. YOU HAVE TWO EARS AND ONE MOUTH, USE PROPORTIONATELY. LEARN WHO THEY ARE, BEFORE WHAT THEY NEED.
- 3) CHANGE YOUR MIND; CHANGE YOUR RESULTS. USE THE LAW OF ATTRACTION TO ALWAYS KEEP WHAT YOU WANT IN THE FRONT OF YOUR MIND, NOT WHAT YOU DO NOT HAVE. CONSISTENT POSITIVE AND SINCERE ATTITUDES AND ACTIONS WILL ATTRACT MORE LOYAL CUSTOMERS.
- 4) STAY IN CONTACT. COMMUNICATE WITH YOUR PERSONAL AND BUSINESS RELATIONSHIPS TO SEE IF YOU CAN HELP IN ANYWAY. USE TOOLS LIKE PHONE, EMAIL, WEBSITES, NEWSLETTERS, & DIRECT MAIL TO REACH VALUABLE CUSTOMERS, AND OF COURSE, ATTEND REGULAR SOCIAL GATHERINGS OR EVENTS.
- 5) CREATE A TEAM. USE YOUR PERSONAL AND BUSINESS RELATIONSHIPS TO YOUR ADVANTAGE. PEOPLE LIKE TO FEEL NEEDED, SO CREATE A TEAM THAT CAN EQUALLY HELP YOU, AND YOU THEM, THROUGH YOUR OWN EXPERTISE.

CONTINUING TO LEARN

BOOK/DVD	THE SECRET (LAW OF ATTRACTION)	RHONDA BYRNE
BOOK	COMMUNITY-ORIENTED MARKETING	IAN BRYAN
BOOK	THE BLUE OCEAN STRATEGY	W. CHAN KIM