



Grassroots Marketing Academy

May 24, 2022

10 Tips for Building Relationships with Community Marketing Partners

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1. Know your market/niche/audience.
2. Do your research/find opportunities.
3. Connect in-person (face-to-face is king) or via phone or email.
4. Ask what can the Y do for you? Don't just focus on your needs when communicating.
5. Focus on communicating with the direct contact person of the organization and let them connect you to others.
6. Check in/communicate regularly with them to keep the communication going.
7. Have relevant materials and be prepared (business cards, guest passes, current flyers).
8. Use social media-post about attending events (tag businesses/partners).
9. Show up and Show Out (show up to events, places of business, prepared and enthusiastic).
10. Always follow up with a 'Thank you!'. Handwritten notes are very effective!

