



Grassroots Marketing Academy

May 24, 2022

## **Workshop 1: Building Relationships with Community Partners**

*Tools: Area Market Study, Current Group Codes, 10 Tips for Building Relationships with Partners*

*Directions: Complete this worksheet with your branch team using your tools. Share your final plan with your partner branch.*

A. Review your market study. What are three key features about your market that give an idea of your strongest opportunities?

- 1.
- 2.
- 3.

B. Review your Group Code discount list and the total number of members currently receiving each. Select 3 from this list that align with the key features you listed in A.

- 1.
- 2.
- 3.

C. Other than your current Group Codes, list 3 potential community marketing partners who share a market with your 3 strongest opportunities from your market study. Be specific (ie. instead of "apartment complexes"; name a nearby complex).

- 1.
- 2.
- 3.





## PLANNING PHASE

Select **one group** from either B or C. Answer the questions below to make a plan to either establish a new relationship, or to build on an existing relationship, with this group. Make sure your plan results in driving measurable traffic to your Y. Use '10 Tips for Relationship Building'.

Business/Group we will develop our relationship with:

What is our desired result?

We project that there are \_\_\_\_\_ people in their audience/customer base/employee count. Based on this, we expect \_\_\_\_\_ people to visit the Y as a result of our marketing. Of those who visit we expect \_\_\_\_\_ to join the Y as result of this relationship.

We will first identify our point of contact. Some ideas of where to start are:

We will then determine what we have that they may find beneficial. What is the value of our partnership to this group? Some ideas are:





Do we know anyone who has a relationship with this group who can make introductions on our behalf?

We will reach out to our point of contact and offer/say/ask:

What cadence will we adopt for our follow up? What method will we use to reach out? (ie. person/phone/email)

Some ways we can promote the Y through this partnership are:

We will track visits and memberships that arrive as a result of this partnership by:

**When will we meet to assess the success of this plan and make any necessary adjustments?**

DATE:

Note: Once you have a successful community marketing relationship established and regular cadence of touchpoints, you may reach back and repeat this exercise for another group. Continual assessment of the health and success of the relationship is advised. The relationships you build will then become wonderful sources of new relationships to establish.



