



Marketing Tips for SNAP Outreach

The National Council on Aging (NCOA) offers a free online service called BenefitsCheckUp® that screens seniors with limited income for SNAP (www.BenefitsCheckUp.org/getSNAP). Since 2009, the tool has already helped 1 million people find over \$1.1 billion in SNAP benefits.

Marketing a website is not a “one and done” effort! We need your help to spread the word about BenefitsCheckUp® to low-income older adults in your community.

What will *not* work:

- Having just one marketing effort or “touch point” with potential visitors
- Issuing a press release and expecting steady traffic (relying on one marketing strategy)

What will work?

- A consistent stream of efforts from as many angles as possible to drive people to the site—“a drumbeat of touch points”

The “drumbeat” kit

Start by developing this ready-to-go content:

- Email introduction
- Press release
- Brochure or flyer
- Images
- Social media posts (Facebook & Twitter)
- Short articles for newsletters
- Blog posts
- Success stories

What does the “drumbeat” look like?

Traditional Marketing

- Press releases and media outreach
- TV and radio interviews
- Brochures, flyers, and newsletters

Person-to-Person Marketing

- Setting up a booth at a local fair
- Visiting senior centers and community centers
- Encouraging friend/family recommendations

Online Marketing

- Social media (Facebook, Twitter)
- Blogs and websites

All of these are valuable! Prioritizing the types of marketing you can do based on your time, resources, and impact is key to success.

Start with who you know

- What organizations do you have relationships with that would be willing to share your content?
- What local media (print, online, TV) could you contact? Do you have a success story they could feature?
- What newsletters/blogs/websites could you use to promote the site?
 - Gather organization names, media contact, phone, email, Facebook, and Twitter
 - Rank the list by which ones have the most impact
 - Make a spreadsheet to keep track of how/when you have contacted them
- Start calling in favors!

Examples:

Patch.com

- Hyper-local news reporting
- Individually run by reporters
- Space for you to post events

Nextdoor.com

- Private social network for your neighborhood
- Ask friends, colleagues to post

Facebook

- Wall posts on your accounts
- Private messages to other Facebook pages
- Wall posts to other Facebook pages
- Use the words "please share" in your posts!

Making a plan

Your plan should include:

- A calendar of touchpoints over time:
 - Listed by type of marketing
 - Broken down by message and audience
 - Rated by the value of each effort

Tips for "cold calls"

- Ask for a commitment, be a friendly salesperson:
 - "When could you put this in your newsletter?"
 - "Would you re-Tweet my content or send your own if I send language to you?"
 - "Do you know any other organizations that could help us get the word out?"
- Try multiple tactics: Contact them via phone, Facebook, email
- Remember: You are providing a very helpful service to the community! Don't be afraid to ask for a commitment of effort.