

# Tips for Marketing Success

## Know your audience.

- **Know what you want the audience to do:** This is your call-to-action. You can make this point more than once.
- **Speak to them directly:** Make your first word “you” or “your.”
- **Answer “What’s in it for me?”**
- **Be conversational:** Address the audience like a trusted friend.

## Plan ahead.

- **Use a calendar to map out the year.**
- **Collaborate with others.**

## Write an elevator pitch.

- 30-seconds of who you are and what you do.
- Make it memorable.

## Make your writing easy to read.

- **Hit the “return” button frequently.**  
Use bullets, lists and short paragraphs.  
If you have a series of three or more items, break them out of the paragraph in a bulleted or numbered list.
- **Don’t fix fragments.**
- **Read it out loud to:**  
Reduce errors.  
Cut wordiness.  
Check if it sounds conversational.
- **Use active verbs.**
- **Limit exclamation points!**

## Remember these marketing commandments.

- **Don’t assume people know you.**  
You’re doing great, amazing things, but do the right people know that? Your district may have been around for 75 years, but that doesn’t mean everyone knows you. And if they know you, do they know what you do, how you help the community, what you can offer? We don’t want people to go into the voting booth on election day and not know what SWCD is.
- **Know your brand – and don’t dilute it.**
- **Repeat, repeat, repeat.**