



# CommunityInsight.AI Marketing Plan

*Empowering local communities with accessible, AI-driven insights.*

---



## Positioning Statement

CommunityInsight.AI turns community voices into action — offering AI-powered analysis of civic data, public sentiment, and survey responses. Designed for local governments, nonprofits, and coalitions, it delivers narrative-rich, grant-ready insights without requiring data science expertise.

---



## Core Brand Strategy

- **Tone & Message:** Ethical, empowering, civic-first. AI that listens, not surveils.
  - **Value Promise:** “Like ChatGPT meets Tableau/PowerBI — for communities.”
  - **Design Language:** Community-focused, warm UI. Plain-language summaries, dashboards that tell stories.
- 



## Target Segments & Early Adopters

- Nonprofits applying for grants or preparing community reports
  - Local governments gathering civic input (planning, parks, housing)
  - School district communication teams analyzing parent feedback
  - Community foundations tracking grassroots engagement
  - Civic incubators needing ethical data tools for program support
- 



## Go-To-Market (GTM) Phases

### Phase 1 – Pilot Launch (Local: Chicago/Cook County Focus)

- Launch MVP with 3–5 local orgs (via GenAI Incubator)
- Conduct feedback sessions and publish case studies
- Recruit local partners (e.g., civic tech orgs, public libraries)

### Phase 2 – National Nonprofit Outreach

- Leverage success stories in newsletters/webinars
- Run co-branded pilot campaigns with national nonprofit coalitions
- Target LinkedIn & Twitter ads to nonprofit grant professionals

### Phase 3 – Civic Scale

- Attend & present at conferences: NTEN, Code for America Summit
  - Integrate with common tools (SurveyMonkey, Google Forms, Airtable)
  - Pursue white-label deals with city innovation labs & tech offices
- 

### Distribution Channels

- GenAI Incubator marketing & demo day exposure
  - Direct outreach and partnerships (schools, foundations, local gov)
  - Organic SEO via educational blog (e.g., “How to tell stories with community data”)
  - Public-facing dashboard gallery to inspire adoption
  - Social media: Thought leadership + community story features
- 

### Pricing Strategy

- **Freemium access:** Limited dashboards, data connectors
  - **Token model:** Buy credits to run insight queries or generate reports
  - **Org subscriptions:** Monthly/annual plans with full access
  - **White-label licenses:** Custom deployments for larger entities
- 

### Differentiators

- Non-technical, grant-ready reports
  - LLMs trained to identify *community narratives*, not just stats
  - Embedded ethics: No surveillance, multilingual-ready, public/consented data only
  - Built for public good orgs — not enterprise BI systems
- 

### Success Metrics

- Number of orgs onboarded per month
- Dashboard creation and insight query frequency
- Retention rate after first report

- Referrals from pilot users and partners
  - Press mentions or presentations delivered
- 



## Next Steps

- Finalize pilot partnerships in Chicago
- Launch demo signup form with Loom explainer
- Submit to civic innovation newsletters (e.g., Civic Tech Field Guide)
- Publish first “Insights in Action” case story by July 2025