



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.
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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
 - Concerned Local Resident wants to understand what’s happening in their neighborhood and hold local officials accountable.
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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
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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
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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
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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
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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
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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