

Marketing & Advertising Committee
Cheryl, Meg, Shirley, Sandy, and Rebecca

Marketing -

long term commitment to a presence in the community for the group.
umbrella strategy for a range of possibilities
activities build brand knowledge
attract news coverage legitimacy

Definition -

we need to define who we are as a group.
We are at a juncture with the Kearsarge Area Chamber of Commerce.
Do we want to keep the draw of our activities to family oriented.
Create a tag line - There's A lot of Life in Warner. Warner Retailers is off
putting.

Talked about coming up with a monthly event that would give us press coverage, ie raffle basket for a cause. Giving back to the community. Structure press releases.

First step -

What to be called.

Should the group be a member of the Chamber instead of a sub-committee?

How to include artisans?

Warner Retailers & Artists

Warner Event Planners

Warner Business & Artisans

Warner Village Shops & Artisans

Artist contest for logo - create guidelines - prize would be gift certificates - have a cracker and wine event to vote on logo. Create tag line along with logo.

A Town That Would Melt Your Heart!

Need to come up with advertising plan for Halloween & Holiday event.

Advertising Budget - funds available

Non-profit rate for ads

Groups ads on a page

Cost/1000

Radio Stations

Set annual rate

Group story

How to move group forward. We need autonomy. Chamber - economy of scale.

Kearsarge Happenings Blog - Viral marketing

Music performances at the church - good acoustics