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.