**Marketing and Retention**

The purpose of marketing is to attract attention and create interest. The ultimate goal of marketing is to match the IDA program services to the people who need and want them.

**Marketing Philosophy**

* Create material that is easy to read and accessible
* The IDA program at its core is based upon economic development because funds stay in the state and they directly impact Hoosier citizens.
* A “Call to Action” should be part of all marketing materials. E.g. Call Now!, Meet us at …!
* Use technology!
* Partnerships are essential because you are relationship building. These efforts open the doors within the community you serve.
* Focus the message to your specified audience. The IDA program has a benefit to offer and provides solutions to potential partner’s problems and that should be highlighted.

e.g. When targeting a community college partner, the IDA program reduces the number of students who may need financial assistance.

* Create “cylinder” questions so you are reaching the right people for the program; Do you have a small business? Do you plan to buy a home?, Are you working? Are you going to school? Etc.

**Re-Band the IDA program within your organization to target specific participants**

* Home Dream Program (homeownership)

**General Marketing Approaches**

Outreach

* Community fair booth
* School enrollment day

Traditional Methods

* Local Newspaper
* Press Release
* Brochure/Flyer
* Radio
* Billboards
* Local community access channel

Technology

* Social media: Website, Twitter, Facebook, etc..
  + E.g. Post success videos from current or past IDA participants to tell their stories

Within Your Organization

* Agency newsletter
* Program Waiting lists
* Walk-in clients
* Word of Mouth (previous participants)

**Community Partnerships (Referral Network)**

*Community focused*

Government Agencies

Community Action Agencies

Community Development Corporations

United Ways

Neighborhood Centers

Churches

Township Trustee

Financial Institutions

Community Foundations

Veteran Organizations & Veteran County Coordinators

*Finance*

Financial Institutions (banks and credit unions)

Mortgage lenders

Consumer Credit Counseling

*Business/Jobs*

Chamber of Commerce

Micro-Enterprise Zones

Small Business Development

Job Centers

*Housing*

Realtors and Realtor Associations

Builders Association

Home Inspectors

Public Housing Authorities

Habitat for Humanity

*Education*

Educational Institutions (guidance counselors and financial aid staff)

* 4 year Colleges/Universities
* 2 year Community/Technical Colleges

**Target Specific Clients**

Recruit from within your organization

Habitat for Humanity recipients

Housing Authority/Section 8 residents

College Students (e.g. Ivy Tech)

Energy Assistance Program (EAP) clients

Weatherization Assistance Program (WAP) clients

Head Start parents

High School free and reduced price lunch students

Refugee communities

Individuals with disabilities

Free Tax Preparation Services

Indiana WorkOne participants

**Retaining Current Clients**

Each IDA Administrator is encourage to use creativity and innovation as a method to motivate IDA participants to meet their asset goal. Major milestones that should be celebrated and recognized as they are achieved, include but are not limited to:

* Being Accepted into the Program
* The First deposit
* Successfully completing any Financial Education and Asset Specific training

There are many economical ways to recognize success and keep participants engaged in the program such as:

* Handwritten note of encouragement signed by staff who had a role in the accomplishment
* Acknowledgement on the agency social media site(s)
* Certificate of Completion
* Acknowledgement on the success wall
* Becoming a mentor to another participant
* Food or treats
* Gift cards donated by community businesses

The ultimate reward for each participant will be when their asset purchase is completed! However, graduating from the program provides one last opportunity to recognize the individual’s success as well as promote the IDA program:

* Photo in the local newspaper
* Acknowledgement in the agency newsletter
* A congratulatory letter related to their asset purchase
* A donated gift related to the asset purchase (e.g. a small business start-up receives a free one year membership to the local Chamber of Commerce or a vehicle purchase receives a free oil change from the local car dealership)