Who We Are

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THE IMPACT GROUP

Who We Are

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Managing Your Public Perception

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What is a Brand?

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CITY of DETROIT

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Your Community's Brand

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A Brand is a Promise

Your Community's Most Valuable Asset

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Reputation: Bank Account

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How Do You Know What Your Community Really Thinks?

- Polling
- Focus Groups
  - Conducted by a third party

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Importance of a Message

3-30-3™

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Frame the Debate

What is

POSITIVE

About Your Community?

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Message Discipline/Timing & Tactics

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Tactics

- 3-30-3™ messaging
- Mailers
- Social Media
- Public Relations
- Presentations/Speakers Bureau
- Flyers
- Web Site Messages
- Etc.

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Gantt Chart

Your Community

Outreach Tactics	2014 April	May	June	July	August	September	October	November	December
Communication Committee Meetings									
Determine participants									
Continue monthly communications committee meetings									
Newsletter									
Collect/write articles									
Layout newsletter									
Distribute newsletter									
Distribute Newsletters									
Distribute newsletters									
Monthly Updates									
Create initial template									
Update monthly									
Email Newsletters									
Harvest/upload email addresses									
Monthly e-newsletter sent									
Facebook									
Regular Facebook page updates									
Website									
Quarterly audit									

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