Traditional Marketing Tips

In an increasingly digital age, having a social media presence is important. However, many individuals operate outside of the digital realm. People who are new to communities or in the older age demographic often rely on traditional means of marketing. In order to reach many different audiences, a blend of traditional and digital marketing is your best bet.

Newspaper

Reach out to your local newspaper for information about pricing, ad sizes, and capacity for design. If your local newspaper does not have the capacity to design an ad, you can partner with a graphic designer in your area once you have the appropriate dimensions. A quarter-page ad is typically 5.16x10.5 inches.

Most newspapers no longer publish every day of the week. Ask your local newspaper about day and weekend rates and clarify the timeline. They typically need artwork a few days in advance of printing.

If you're working with a limited budget, consider placing an ad in the Classifieds rather than a Display Ad.

Newspaper ads are generally printed in black and white. Designs tend to "bleed" when printed so simple designs that are text-based with high contrast will translate best to print.

Radio

Radio ads are another great way to reach people where they are. Reach out to your local radio station for guidance around availability and pricing. Radio ads are called "spots" and there are often price differences based on the day of the week or time of day that spots are placed (i.e. placing a spot during morning drive time hours will typically have a slightly higher rate).

Radio stations that operate as nonprofits offer underwritten spots rather than advertising spots. Underwriting cannot include calls to action and cannot persuade the audience to buy, purchase, or donate to a cause. Whether underwriting or advertising, you should work with the radio station to craft a clear and concise message (30-60 seconds). They know their audience best so don't be afraid to ask for feedback.

Place-Based Marketing
- Flyers
- Postcards/Mailers
- Sandwich Boards & Other Signage

Place-based marketing is a great way to catch people as they move around town or meet them at their mailbox. Flyers can be distributed around town at various locations where bulletin boards are hung (community centers, grocery stores, libraries, public health departments, etc.). If you're short on capacity to hang flyers, try partnering with another local organization that may already have an established route and volunteer that helps with flyer distribution.

Postcards and mailers are a more significant investment of time and money. You can partner with a local graphic designer or use Canva to create the artwork for your postcard. Common dimensions for postcards are 4x6, 5x7, and 8.5x5.5. You can work with a local printer or order them online through companies like VistaPrint.

If you have your own contact list with mailing addresses, that's a great way to target folks who have already connected with you or attended your market. If you collect email addresses for a newsletter, adding mailing addresses to your form is a good way to build your list in preparation for mailers. If you want to reach a new audience, you might want to consider a bulk mailer or paying for a list. Ask your local print shop about a bulk mailer to your desired area - this will go to every residence in a certain area. You can buy lists from other sources or contact a local organization who may be willing to share their list with you.

Community Calendars

Your local chamber of commerce, tourism agencies, economic development center, or similar organizations will likely have a community calendar that is available online or that is sent out in a monthly publication. Events can sometimes be submitted via the organization's website or you can reach out to staff to submit your event. Be sure to ask for clarification on the timeline for submitting events as well as what information can be included - they may be able to include graphics or other materials you've already created.

Social Media Tips

Markets are an amazing asset for healthy eating and active living in our Alaskan communities. We want to ensure that everyone can access and feel welcome at their local market. One way to do this is through accessible market promotion. When utilizing social media, there are a few ways to make things easier for your audience that may experience visual or auditory disabilities.
- Use Alt Text for screen readers
- Create graphics with high contrast
- Put important information in the caption - screen readers cannot read graphics!