



Outreach ON A BUDGET...

When it comes to utility outreach, we have worked with budgets of all shapes, sizes and requirements.

Remember: No matter what your budget, you can provide effective outreach programs.

There are two key factors that play into outreach programs: Time and Money. Sounds pretty simple right? Well, it is in a way, and based on where you fall in the budget and time quadrants, we've got outreach recommendations.

Money or budget, can be divided into 4 categories:



1

Little

\$0 - \$2,500



2

Larger

\$2,501 - \$7,500



3

Large

\$7,501 +



4

No Budget

\$0

Time is divided into 2 categories:



1

Little Time

Outreach is priority 14 of 15 job responsibilities



2

More Time:

>50% of Time

Putting these qualifications together, we've determined that utilities can be divided into 5 categories for outreach, marketing and/or communications budgets.

LITTLE TIME, LITTLE BUDGET



- Bill Inserts
- Brochures for Events, City Council Meetings, Office Counters
- Truck Stickers, mobile billboards
- Website

MORE TIME, LITTLE BUDGET



- Door Hangers
- Community Events
- Town Meetings
- School Visits
- Basic Social Media
- Content Marketing

MORE TIME, LARGER BUDGET



- Targeted Direct Mail
- Short Videos for website, blog and social media
- Content Marketing

LARGE AMOUNT OF MONEY



- Extensive Social Media, videos, animation etc
- Fully integrated marketing campaign
- Billboards
- Radio/TV

NO BUDGET



- Basic Social Media
- Create value to leadership by creating narrow program you can track and show leadership expected ROI.

NOTE:

Please keep in mind, these tips do not guarantee a successful campaign. Outreach must also be appropriate for your target market and break through the noise that's constantly surrounding your customers. These tips do offer ideas for ways to maximize your budget.

Contact Goldstreet for your free outreach consultation.



GOLDSTREET
DESIGNS

866.742.8287 • www.goldstreetdesigns.com