



# A Guide to Better Grassroots Marketing



Discover the 5 key factors impacting the  
success or failure of your grassroots marketing.

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come together

# Why do so many companies struggle to effectively run grassroots marketing campaigns?



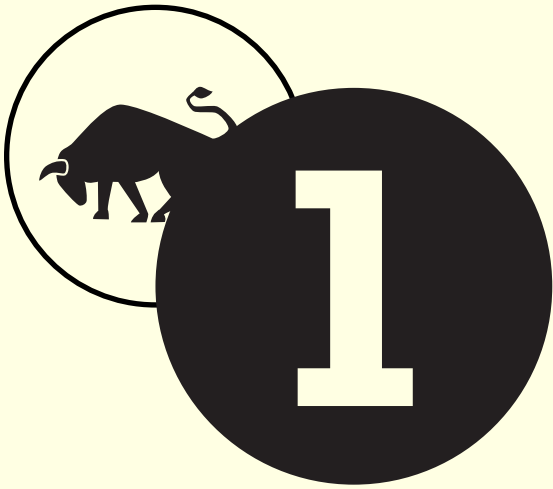
## My Story

Hi, I'm John. I began my career with the Fortune 500 retailer Advance Auto Parts. As an event marketing manager, I handled all of the local, grassroots marketing engagement and activation. From state fairs to minor league sports to community fairs and festivals, my job was to make certain Advance was relevant in local communities.

As I worked on various projects with Advance Auto Parts, it became apparent not all events were created equal.

**My experience taught me there are five key factors impacting the success or failure of grassroots marketing.**

# 5 Tips to Ensure Your Grassroots Marketing Success



## **Ensure the Event/Opportunity is a Strong “Brand Fit”**

There are a lot of motivations to jump into local marketing.

Some are pure.

Some aren't.

If you're an automotive retailer like Advance Auto Parts and the grassroots opportunity is a local dirt track, it's probably a good brand fit. That doesn't mean you'll buy the property, but you'll evaluate it more closely.

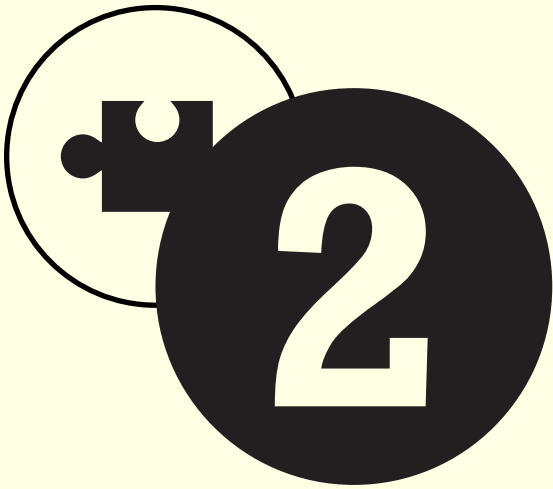
## **But what about a ballerina concert sponsorship?**

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**REMEMBER: WHEN  
YOU CONFUSE...  
YOU LOSE.**

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Does that make sense for an automotive retailer? Nope. But, at Advance, many years ago, the company sponsored a ballerina concert because one of the girls participating was the daughter of an executive. This was not a wise use of local marketing dollars.



## **Make Certain the Opportunity Fits Your Brand's Core Strategy and Can Deliver on the Required Objectives.**

Find local marketing opportunities that support your brand, not opportunities that your brand supports.

### **Do you see the distinction?**

It may seem subtle, but its importance can't be overstated.

Grassroots marketing has a feel-good component, and it's easy to become emotional during the decision-making process. Don't allow emotions to interfere with your goal.

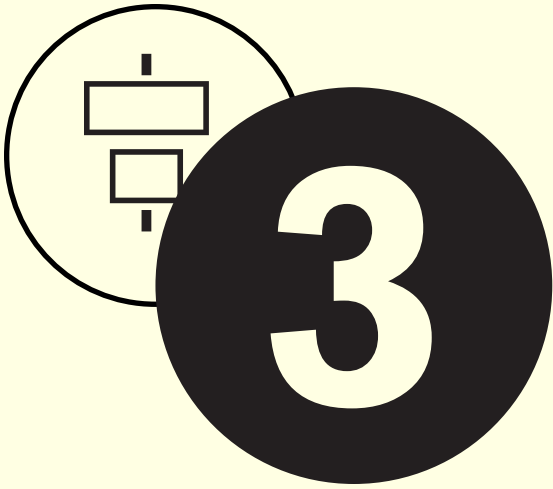
Identify your core strategy and key objectives and ask if the local marketing effort can help you achieve the stated objectives.

Clearly outline the expectations of the grassroots marketing engagement before agreeing to a formal deal. The property or organization you're working with must be held accountable to working closely with you to ensure the objectives are met.

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**EXACTLY HOW  
DOES GRASSROOTS  
MARKETING WORK  
FOR A BRAND? »**

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## **REQUIRE Alignment Between Local Field Leadership and Marketing.**

Fact: Field teams and marketing teams typically don't see eye to eye.

This reality is often ignored, but the truth is that it's a legendary conflict. Territorial battles are common between field operations and marketing teams.

While both groups want to achieve success, the shared journey is often complicated due to competing goals and agendas. Operations wants to protect margins, which is essential to long-term profitability. Marketing wants to offer discounts to encourage new customers to buy products.

### **See the conflict?**

It's imperative that operations and marketing communicate consistently to create the path to a better relationship. The marketing team can create an amazing local marketing opportunity, but if operations doesn't support it, the project is doomed to fail.

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**HOW ARE BRANDS LIKE CHEVY, SNY, AND  
SPORTS AUTHORITY USING GRASSROOTS MARKETING »**

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# QUICK BREAK:

What have you read, so far,  
that most excites you?

Grassroots marketing is a  
great way to give your  
brand a local voice.



# Make It Measurable

How can you quantify your success?

Don't just measure what's easy; measure what matters.

A grassroots marketing scorecard needs to be created early in the process. It should contain specific, quantifiable metrics that can be tracked consistently.

Here are some examples:

- Increase sales by 10%
- Generate 100 new leads
- Enhance brand perception by 15 points

If you don't have a measurable target at the beginning, you'll never know if you're winning or losing. Just like a sports event, check the scoreboard consistently to see if any strategic adjustments are necessary to stay competitive and ultimately win the game.

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[See 25 unique grassroots marketing examples »](#)

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## Become a Part of the Customer's Life

Effective grassroots marketing adds value to the customer. Here's a great question to ask to see how you're doing in this area:

**Is the customer better for having you in their life?**

An honest answer to that question will reveal a lot. Not sure what to do? Observe what your customers are already doing and join in. It really isn't any more complicated than that.



# It's time to commit to better grassroots marketing.



**Don't be like everyone else.**

**Raise the bar on your local marketing efforts.**

**Stand out.**

**Be different.**





Giving Brands A Local Voice

[HuddleInc.com](http://HuddleInc.com)