

# MARKETING

**Town Hall Meeting**  
**November 11, 2018**



# THE TEAM

- Matthew Anderson
- Richard Burdick
- Leah Carwile
- Misty Cochran
- Diane Glynn
- Jason Haley
- Lorelei Robbins
- John San Miguel
- Diana Witherspoon
- Mark Woolsey



# NEW LOGO



# LOGO VARIETY



# NEXT STEPS

## BRANDING

- Branding packet and link to assets
- Website
- Various Marketing Pieces
- Power Point

## MARKETING

- Channel Marketing
- Outreach to Community
- Outreach to Members & Non-members
- Increase engagement

# **EXTENDED MARKETING TEAM**

**YOU!**

# WHAT CAN YOU DO?

- Social Media:  
- Copy / Share
  - Your Facebook and Instagram accounts
  - Nextdoor.com
- BE THE EXAMPLE OF UNITY PRINCIPLES!

# PHOTOGRAPHY & VIDEO



Media@unitynorth.org



**JOIN  
THE  
TEAM**



**Contact [LauraCalia13@att.net](mailto:LauraCalia13@att.net)**