

2020
CENSUS

MARKETING PLAN

Integrated social media/radio marketing

Print advertising/distribution

Email marketing

Press releases/news articles

Community ambassadors and partners

SDSU

School District

Other

INTEGRATED SOCIAL MEDIA/RADIO

Digital Advertising – GeoFencing

Radio Ads

Brookings Radio Live Remotes

Brookings Counts Video

Social Media – Facebook, Instagram, etc.

PRINT ADVERTISING/DISTRIBUTION

Newspaper

Handouts/Flyers

Press Releases

The Town & Country SHOPPER
Volume XXXX Number 2 March 23, 2010 609 5th Ave., Brookings, SD 57006 Phone 605-692-9311 shopper@brookings.net

**United States
Census
2010**


All it takes is a few minutes...
To Play A Major Role In South Dakota's Future.

The 2010 Census Questionnaire is coming in the mail or will be left at your door.

At ten questions it is the most convenient form in its 220-year history.

Thomas Jefferson and George Washington insisted on a Census so *The People* would be properly represented.

Be represented, and bring your tax dollars back to your community. Roads, Schools, Emergency Services, Health Care, Job Programs and many other important community projects depend on your response.



Be Counted for South Dakota.
THE 2010 CENSUS: IT'S IN OUR HANDS!

Census takers are hired locally. All information gathered by the census is confidential and protected by law. For more information go to www.2010census.gov.

EMAIL MARKETING

B-Town Buzz

City of Brookings Newsflash

BEDC, Chamber, & other community partners

COMMUNITY AMBASSADORS

Non-Profit Presentations

Social Media Sharing

BEDC & Other Community/Business Partners

City of Brookings Business Ambassadors Program

Brookings Public Library, Feeding Brookings, Habitat for Humanity

SDSU TARGETED MARKETING

SDSU/City Partnership with Social Media & PR students

SDSU Internal Marketing Efforts

B-Town Buzz

SCHOOL DISTRICT MARKETING

School District Internal Marketing Efforts

OTHER

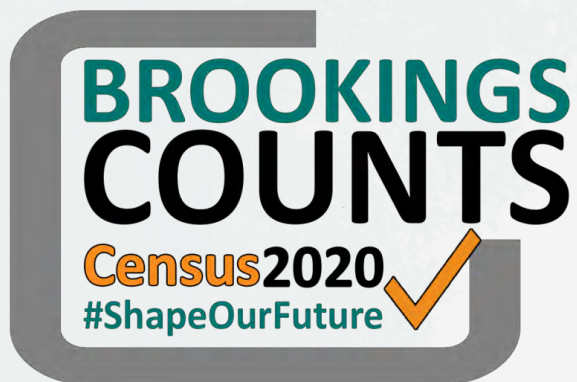
Brookings Counts Logo

Census Brookings Counts Info/Resources Page

Word of Mouth Marketing

Children's Census Story Time

BATA Electronic Billboard advertizing



TAKE CHARGE

NATIONAL CENSUS RESOURCES:

www.census.gov

BROOKINGS RESOURCES:

www.cityofbrookings.org

NON-PROFIT RESOURCES:

www.nonprofitvote.org/nonprofitscount

KEY DATES TO REMEMBER

MID MARCH Most individuals will receive an invite in the mail

APRIL 1st Official Census Day

MARCH - JULY Individuals can respond by phone, mail, online

APRIL 30, 2020 If the Census is not taken by this date a Census

MAY - JULY Bureau worker will visit.