



We focus on the power influencers and advocates have on campaigns to strengthen them, improve brand perceptions/reputations and increase return on investment.

# CONNECTING TO COMMUNITIES THAT MATTER



## WE LOVE COMMUNITY, IT'S OUR FIRST NAME.

We seek those who find common ground/cause/purpose with others. In an environment of disconnection, finding commonality is the key creating messages and engagement platforms that resonate with social and business norms.

We specialize in grass top to grassroots engagement strategies that influence communities to interact with campaigns, understand their meaning and act on their message. We do what mass media can't by helping organizations connect with audiences in a meaningful way through trusted members of their community.

At **CMC**, we have built strong relationships across Philadelphia's regional communities that help our clients messages reach the people they care about. **CMC's** engagement marketing and communications strategy has proven track record in three areas:

- Creating Awareness
- Driving Participation
- Changing Behaviors

## CMC PHILOSOPHY

We are all part of networks: groups of peers and neighbors or affinity groups that communicate and interact based on common interests and similarities or location and proximity.

Every group has influencers and advocates. Influencers become advocates only after they have established a relationship with the message, product or service based on mutual trust, respect and a fair exchange of value. Unlike influencers, advocates are eager to support, promote and defend products, messages or services on a long term basis.

**CMC** connects brand messages and attributes with influencers and advocates to create supporters that amplify messaging and drive behavior change. When messages truly engage audiences, they feel an attachment and make it a part of their lives.

## CONTACT

**Phoebe Coles**  
CEO & Founding Partner

7300 City Avenue • Suite 330  
Philadelphia, PA 19151

P. 215.871.0900 • F. 215.871.5920

Email: [phoebe@communitymarketingconcepts.com](mailto:phoebe@communitymarketingconcepts.com)

w. [communitymarketingconcepts.com](http://communitymarketingconcepts.com)



## OUR PROCESS

We determine who the influencers are in a defined community or target audience and match their interests to an experience that resonates. This process is based on social norms, which are the characteristics that influence the way people receive and perceive messages. Social norms focus on insights at the individual level, where we determine specific values, attitudes, friends, hobbies, passions and influences that in turn define how your target audience behaves.

## OUR SERVICES

Our communication and tactics engagement services include:

### Communications

- Brand identity development
- Campaign design
- Outreach strategies
- Graphic design
- Advertising design

### Engagement Marketing

- Brand activation
- Conferences/meetings
- Trade shows/expos
- Research and analysis
- Canvass teams

## BACKGROUND

Founded in 1995 and incorporated in 1998, Community Marketing Concepts (CMC), is a Philadelphia based, certified minority and woman owned engagement marketing and communications firm.

## OUR WORK

When PECO needed to reach regulatory targets for customer reduction, they called **CMC** to meet their customers at over 2,500 locations in the region where they live, work, play, shop, worship and learn.



When the City of Philadelphia chose **CMC** to complement the mass media advertising efforts via community engagement, the recycling participation rate for Philadelphia was just 4% and declining. Our efforts attributed to the City of Philadelphia realizing a \$60.4 million dollars savings in waste disposal fees, generated \$19.9 million in revenue and increased recycling participation to 25%.



## RELATIONSHIP LEADERS

We focus our expertise on important life issues that impact communities.

### Our markets include:

- Public Health
- Infrastructure & Utilities
- Transportation
- Sustainability
- Government process change

## RECENT CLIENTS

