



# HUD Office of Housing Counseling Stakeholder Meeting

## Housing Counseling Marketing and Outreach – Filling the Gaps

February 7, 2014





# Housing Counseling Marketing and Outreach – Filling the Gaps

Please call **866-233-3841**

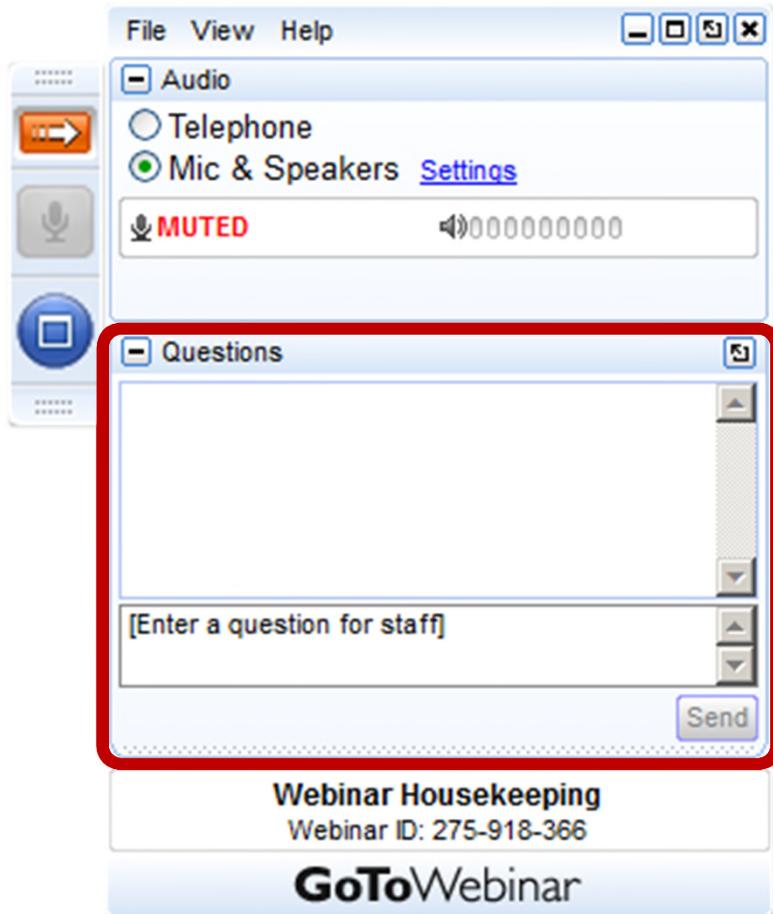
Participant Access Code: **315781**

to join the conference call portion of the webinar

# Webinar Logistics:

- Audio is being recorded and will be available
- Attendee lines will muted during presentation
- Poll Questions will asked.
- There will be discussions and opportunities to ask questions
  - The operator will ask for people who want to make a comment, please follow the operator's instructions at discussion and Q&A times
  - If unmuted during Q&A, please do not use a speaker phone
  - Please do not use "Hold" button if it will play music or other disruptive announcements
- Ask question in the Question Panel.

# GoToWebinar: Ask Questions



## Your Participation

Please submit your text questions and comments using the Questions Panel.

You can also send questions and comments to [housing.counseling@hud.gov](mailto:housing.counseling@hud.gov)

**Note:** Today's presentation is being recorded and will be provided within 48 hours. The call-in information will be sent out via ListServ.



# Welcome

## **Emelda Kennerly**

Division Director

Office of Outreach and Capacity Building

# Agenda

- Purpose of Stakeholder Meetings
- 2013 Feedback on Marketing and Outreach
- HUD Marketing Strategic Plan for 2014
- Feedback
  - Polling Questions
  - Discussion Questions
- Branding of Housing Counseling
- Conclusion

# Stakeholder Meeting Purpose

- Provide the opportunity for communication and interaction
- Evaluate stakeholder input on program policy and procedures
- Share best practices and challenges
- Provide valuable insight for the OHC to help consumers achieve housing goals
- Provide advice to leadership of the department as it relates to housing legislation, regulation, policy development, budget, training, program evaluation and oversight



# Housing Counseling Marketing and Outreach – Filling the Gaps

**Joel Ibanez**

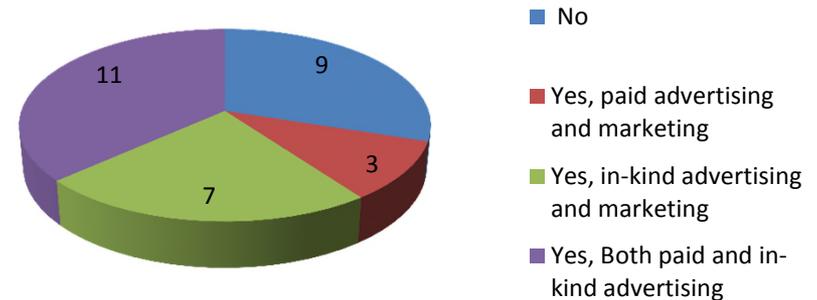
Housing Specialist

Office of Outreach and Capacity Building

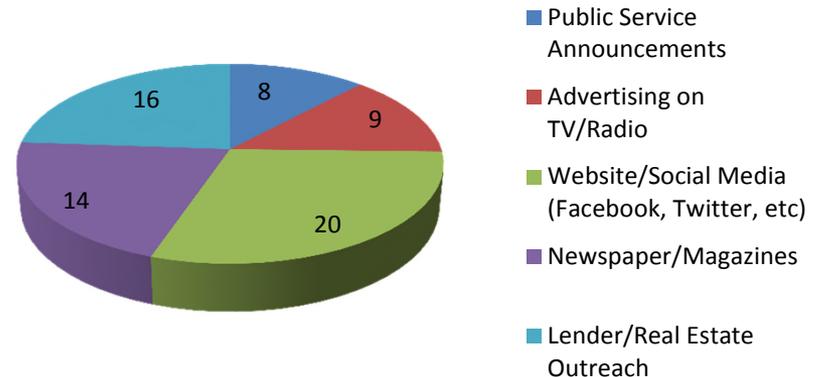


# Poll Results from 2013 Marketing and Outreach Webinars

- ***Has your agency engaged in active marketing of your services?***



- ***How do you market your agency programs and services?***



# OHC's 2014

## Strategic Marketing Plan

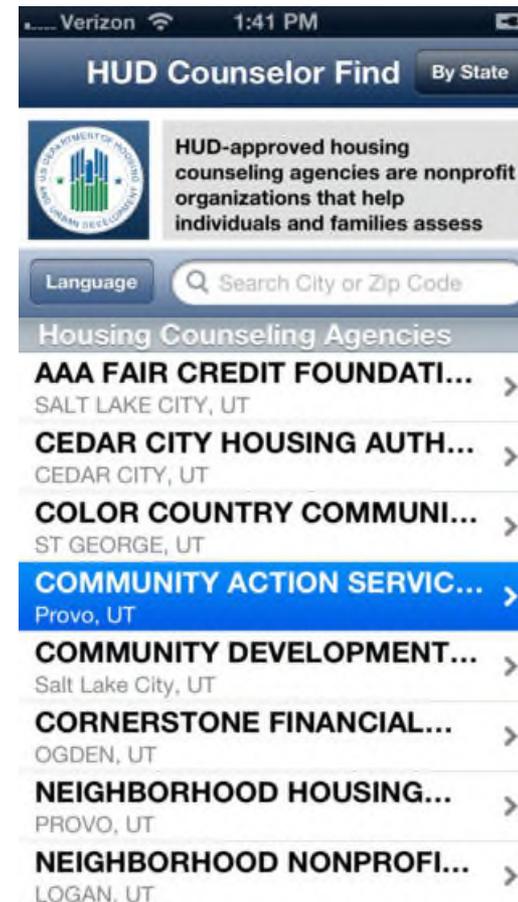
- The message – Housing Counseling Works
  - Get Educated, Get Connected, Be Empowered
- The Primary Audiences
  - First Time Homebuyers (Millennials, Gen X)
  - Renters (Millennials, low-income households)
  - Foreclosure interventions (30-90 days delinquent)
  - Seniors (Reverse Mortgages, Scam Awareness)
- An Interactive Campaign (OHC & partners)

# Digital and Social Media

- Use of existing HUD channels
  - Housing Counselor App, Twitter, Facebook, HUD YouTube
- In-line banners
- Internet search engines
  - Google, Bing, Yahoo
- Internet radio and TV streaming services
  - Pandora, Groove, Spotify

# Housing Counseling App for Smart Phones & Tablets

- Increase awareness of the App
- Housing Counselor locator
  - Based on location, languages and types of services
- Possible updates to the current App



# Public Newsletter and Other Tools

- OHC sponsored newsletter for the public
  - Increase awareness of housing counseling
  - Highlight updates on policies that impact housing consumers
  - Highlight housing counseling success stories and testimonial
- In collaboration with national organizations
- In print, on the web

# Marketing and Outreach Toolkit

- Fact Sheets
- Interactive flyers and brochures
- Audio/video PSAs promoting housing counseling
- PSA scripts
- Promotional PowerPoint Presentations
- Other

# Polling Question #1

What marketing and outreach support would be most beneficial to your organization?

1. National ad campaign on housing counseling supported by HUD-OND
2. Public awareness campaign in collaboration with networks
3. Public Newsletter sponsored by HUD-OHC
4. Local sponsorship for events and media appearances.
5. Marketing Tool Kit for used for your organization's marketing and outreach

# Discussion Questions

- Do you use any of these tools now?
- What have been the most effective?
- Positive marketing efforts?

# Polling Question #2

Would your organization share client success stories to be used by HUD-OHC in a national newsletter and other media?

- Yes
- No

# Discussion Questions

What are the pros and cons of sharing success stories?

# Tell Us About Your Audience

- What audience do you have the most trouble reaching?
- Why?
- What services do they most need?
- How do you try to reach them?
- What are your most successful tools?

# Marketing Capacity Building

How can OHC help you increase your marketing capacity?

What about a Marketing Tool Kit to help brand your message?

What should be included?

# Polling Question #3

Would your organization benefit from HUD-sponsored training in marketing and outreach strategies?

- Yes
- No

# Discussion Questions

How would your organization benefit from training?

What topics could be included in the training?

# Branding the Message

- The need for consistent branding
- The face of Housing Counseling is changing
- What is/or should be the current message?
- What do we want the public to know about housing counseling?
- Does the name need to be changed to match the new message?
- Other changes to the branding?

# Other Help from HUD-OHC

- What else can HUD-OHC do increase the awareness of housing counseling in general?
- What else can HUD-OHC do to increase public awareness of your organization?
- Your ideas are welcomed and needed.



# Concluding Remarks

**Emelda Kennerly**

Division Director

Office of Outreach and Capacity Building



# For More Information

Office of Housing Counseling web page:

[www.hud.gov/housingcounseling](http://www.hud.gov/housingcounseling)

Email questions or comments:

[housing.counseling@hud.gov](mailto:housing.counseling@hud.gov)