5 ways to reach your audience with non-traditional strategies

1 **be approachable.**
   Speak to the audience in an informal way that feels approachable – not preachy. Make your messaging human, so your communications feel less like marketing and more like a conversation.

2 **be impactful.**
   People are bombarded with messages every day. To stand out, you have to make an impact. Try vetting your ideas by asking, “Would this make a good press release?”

3 **be interactive.**
   “I hear and I forget. I see and I remember. I do and I understand.” Like this quote from Confucius, when you interact with people, your message is more meaningful and memorable.

4 **be relevant.**
   Give your audience useful content they want. By being a relevant part of their lives, you’ll make more connections and get the chance to tell a bigger story.

5 **be part of their scene.**
   Instead of working to draw your audience in, go where they already are. Immerse yourself in their everyday habits so you can piggyback on the places, events, pop culture moments and more that are already getting their attention.
want to work with Jim Reaper?

South Dakota’s Jim Reaper campaign can be easily executed in other states for an even stronger message around safe driving. With a licensing fee, you can take advantage of multimedia assets to boost your awareness and decrease fatalities.

- Video and radio
- Print and collateral
- Social media and digital assets

let’s talk

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