



RINCON STRATEGIES

# CASE STUDY

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Public Affairs Consulting

**SAGE Monterey**



## CREATING SAGE MONTEREY

- **Urbanization of population and an increasingly regulatory economy** were marginalizing rural businesses and dampening rural influence on decision making.
- Creating a **united front of rural businesses** in Monterey County gives SAGE members more influence in decision making and a platform from which to engage with the public on the importance of rural businesses.
- Rincon assigned the group an executive director and set forth a community engagement plan to **advocate for rural economic policies on behalf of industry stakeholders.**

# FOCUSED ON YOUR OBJECTIVES: OUR STRATEGIC APPROACH

**LISTEN-** Utilized listening tools and existing relationships to understand the landscape

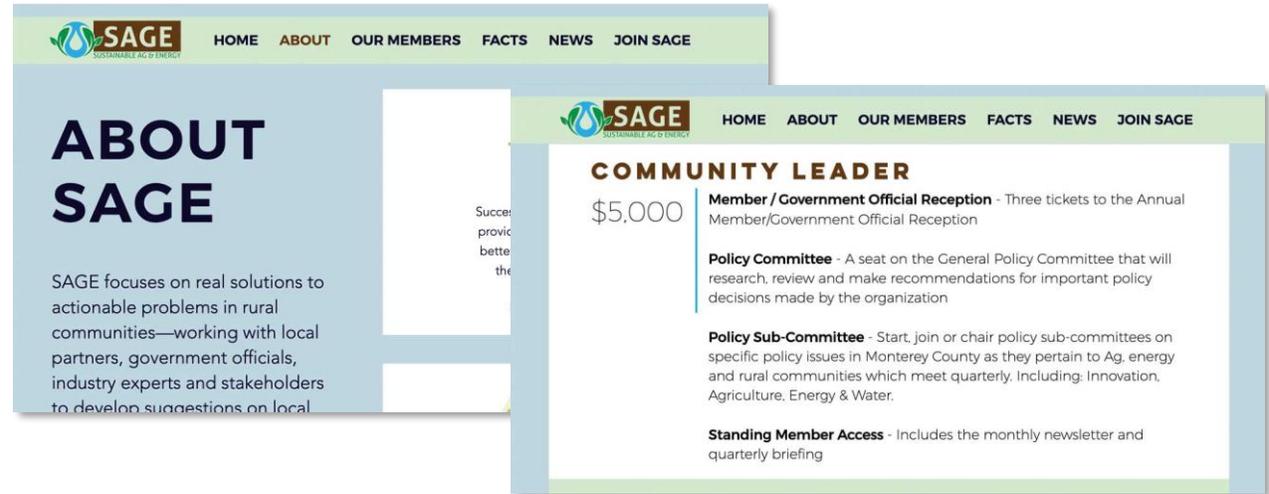
**ANALYZE-** Assed potential opportunities and obstacles based on our complete research

**STRATEGIZE-** Crafted a strategy specific to SAGE to help move their public policy ideas forward

**ENGAGE-** Executed outreach programs and community engagement activities

**RECALIBRATE-** We are continuing to track measurable results against our goals and adjust quickly to optimize our outcomes



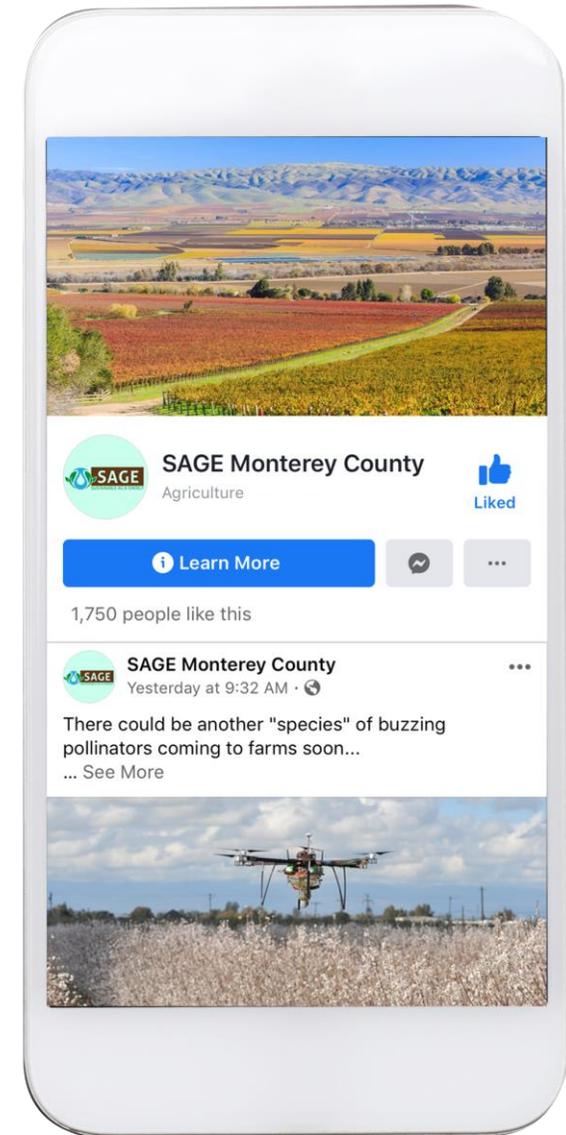


## **ACTION: SAGE WEBSITE DEVELOPMENT**

- Rincon built a website to give an identity and credibility to the group and serve as a reference point for those interested in membership.

# ACTION: SOCIAL MEDIA PROGRAM

- During the first few months working with SAGE, we grew their previously zero-growth Facebook page through stakeholder engagement and digital outreach, **generating a ~20% monthly increase in the total number of followers.**
- While quantity matters, quality matters more. **The page now has over 1,700 highly localized followers** that engage in public discussion and community advocacy.
- The Facebook page serves as a nexus for public discussion, industry-relevant news, and **updates on local policy that impact rural business.**
- Visually engaging posts (infographics, GIFs, short videos) were used to **increase organic content engagement** – increasing exposure without paying to boost content.





## **ACTION: COMMUNITY ENGAGEMENT**

- **Organize town-hall meetings** to take the pulse of the community and industry stakeholders
- Community education campaigns
- Targeted messaging campaigns through **print, digital and social media channels**
- **Persistent social media presence** – circulating important news re: Monterey County agriculture, water and energy



## **ACTION: POLICYMAKER AND INFLUENCER ENGAGEMENT**

- Attending hearings for government agencies, **meeting with elected officials**
- **Working with legislators** to shape laws that advance rural interests
- **Tracking laws and ordinances** at every step of the process

WANT TO LEARN MORE?  
**LET'S TALK** |

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