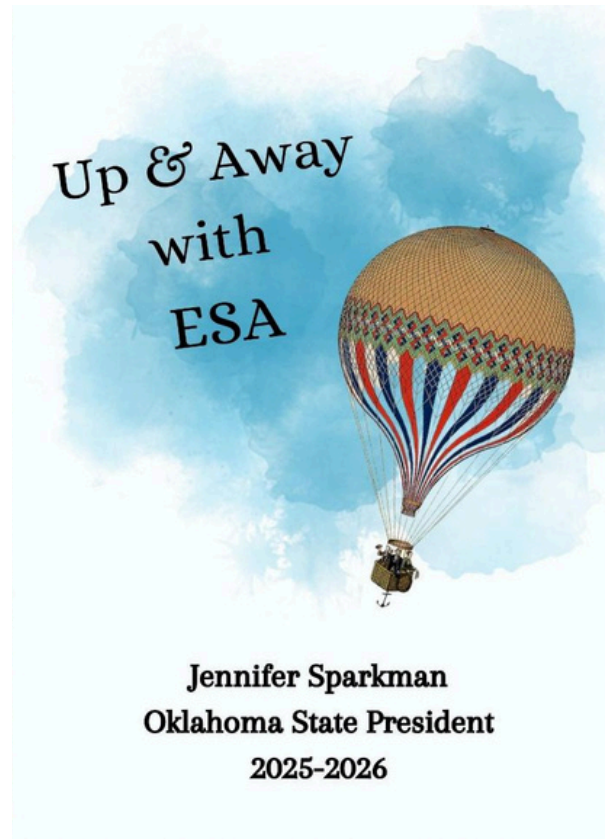


MARKETING STRATEGY



SMART OBJECTIVES

SPECIFIC

MEASURABLE

ACHIEVABLE

RESOURCED

TIME-BOUND

BASIC PLAN

WHO ARE WE AND WHAT DO WE WANT THEM TO KNOW?

Same message across all platforms

1. Website

- a. DONATE button prominent
- b. Capture email addresses on website through Action Alerts
- c. Be Mobile friendly
- d. Basic Media Kit
 - What we do, who we are and why we do it.
- e. Blog, i.e., “News” or “Resources”
 - Feature people
 - Tell stories and anecdotes
- f. Quizzes
- g. Special Download

2. Newsletter

- a. DIGITAL--Once a month
- b. Around 500 words
- c. UPDATE EXISTING NEWSLETTER

3. Social Media

- CHOOSE 2 MAIN PLATFORMS
- Minimal presence on others
- Be aware older members/donors may not use social media
- Build a track record of credibility
- Make it easy for people to connect with us by contacting them through 1st contact info they gave to us

- Feature People
- Tell stories
- Use keywords
- Label images
- Behind the scenes
- Anecdotes

4. **Other**

- a. Video's & Podcasts
- b. Photo Essay's
- c. Press Releases
- d. Interviews
- e. Tic Tok
- f. TBD by someone younger than me

GOALS

1. Long-term goals

2. Short-term goals

Engage Community

Brand Building

Raise Awareness

Support Fundraising

GOALS

1. Financial Goals

Specific Objective:

EXAMPLE:

Increase fundraising by _____%

2. Participation Goals

Increase Membership by _____%

****Breakdown by specific events??****

- 4. Knowledge of Organization**
- 5. Followers**
- 6. Level of Influence**
- 7. Satisfaction**
- 8. Trust**
- 9. Attitude**
- 10. Demand**
- 11. Readiness**
- 12. Behavior**

COMMON MARKETING GOALS

12 GOALS THAT FALL INTO 4 CATEGORIES

1. Community Engagement

- a. Keep people inspired and active
- b. Raise awareness
- c. Advocate for us

2. Brand and Leadership Goals

- a. Brand building and Reputation Management
- b. Position us as leaders and experts in our mission
- c. Communicate this to board and volunteers

3. Program Recruitment

- a. Get people to events
- b. Relationship with other organizations
- c. Volunteers

4. Fundraising Goals

- a. Support fundraising from individuals
- b. Support fundraising from major donors
- c. Support events that generate funds

ONLINE MARKETING GOALS

1. How many members/donors/sponsors do we currently have?
2. Where are our most important members/donations coming from?
3. What are our online goals?
(re-engage current base and/or attract new members/donors)

KEY AUDIENCE DEMOGRAPHICS

1. First time members/donors
2. Those Likely to join/donate
3. Corporate donors
4. Previous high-level donors
5. Influencers – local, state, etc.

CONTENT FOR DONOR LIFECYCLE

1. Awareness

2. Consideration

3. Decision

AWARENESS

- Introduce OK ESA to people whether for the 1st time or to define our branding
- Activities: Search engines optimization, media relations, list building

INTERACTION

Getting people to demonstrate that they are willing to move beyond passive knowledge of us to:

Activities: liking, sharing, opening emails, clicking on clicks and downloading documents

PARTICIPATION

Community follows-through on a **Call to Action**

Activities: learning more about us, donations, advocating for us, attending events, volunteering

COMMON STRATEGIES

1. Permission based

Activity that people have chosen to participate in

2. Content Marketing

Goal is to attract people by creating and distributing content that is VALUABLE & RELEVANT

*Content marketing can flow into permission-based marketing

3. Event Marketing

Use permission content and general advertising

4. Relationship Marketing

Creating strong, long-term, loyal relationships with specific individuals and focusing on the quality of those relationships rather than the individual transactions.

i.e. Major Donors

5. Word of Mouth Marketing

Testimonials

6. Peer to Peer Marketing

Volunteers who advocate for us

7. Ambassador Marketing

Creating relationships with people who have influence and access to a broader group of people we want to reach

8. Partner/Alliance Marketing

Cooperating with other organizations to jointly promote our events/brand

OTHER TYPES OF MARKETING

1. General Advertising

Placement of content into online, print, & broadcast channels to reach a targeted or general audience rather than specific individuals

i.e. free flyers posted on bulletin boards, paid advertising in print, ads on social media

2. Search Marketing

Gaining traffic and visibility from search engines through both search engine optimization of content and paid search listings.

*Pay attention to what topics bring traffic to us

3. Unsolicited Direct Response Marketing

Mail, email, phone calls, etc.

4. Location Based Marketing

Phone location data to provide messaging to people near specific locations (Events, etc.) or when they use apps to check-in at Events

Also called geo-marketing or proximity marketing

COMMUNICATION CHANNELS

1. Website & Blog
2. Email
Single topic, notices & appeals, newsletters
3. Social Media
Including: mobile Apps, instant messaging
4. Media relations or public relations
5. Events
*Our Events, Hosted Events (St Jude, etc), Presentations,
Public Speaking, Displays & Booths
6. Direct Mail
7. Paid Advertising
8. Signage
9. Brochures, Flyers, other “leave behind” materials

CONTENT

Who do we want to reach?

What do we want to say?

Research Target Audiences

FB Analytics

Media Kit

*WHO follows us

*HOW do they receive information

Keywords & hashtags

DEVELOPING CONTENT

Start conversations with potential new supporters

Find new partners

1. Make content relevant

Listen to what is happening now and what they want

2. Answer questions & provide suggestions

3. Spot trends early

4. What to write?

Research other organizations content

5. Measure communications

Are we working to get specific messages out? Monitor shares, likes, etc.

6. Keep tabs on critics

Will help to fine-tune our message and stay ahead of crisis

CONTENT CONT'D

1. Feed our biggest fans

Build relationships through videos, posts, etc. give them something valuable to share. Keep them on our side.

2. Find a niche

Where do we fit and what gap can we fill?

3. Fast response to issues

4. Correct misconceptions

Stop rumors and present our point in a **nonconfrontational** way

5. Customer Service

Use social media as a real-time way to answer questions

CONTENT CONT'D

“What’s in it for them?”

1. Use Stories

Emphasize impact on one person, animal or thing

Have a “challenge plot” that encourage them to **Take Action**

Have “what if” stories

Have “connection” plot i.e. “there but for the grace of god”

2. Evoke specific emotions

3. Validate a decision or action

4. Have a clear, strong call to action

5. Appeal to their needs, not ours

6. How we will make a difference in THEIR lives

7. Appeal to their values

MEMBERS/DONORS

- Thank you's
 - a. Explain how time/money was used
 - b. What they can expect next
 - c. Use You Made my Day instead of Dear xxx
 - d. Get out quickly
- Thank You Video's
 - *General online and emailed specifically to members/donors
 - a. "Because of You"
- Publish short Annual Report
 - a. Accomplishments
 - b. Don't over-emphasize fundraising
 - c. Use photos
 - d. Write captions to tell a story
 - e. Include personal profiles
 - f. Explain financials
 - g. Tell donors how they can help

NEXT STEPS

GOAL

To use social media to build online community to excite & inform about OK ESA.

BRAND AWARENESS BUILD FOLLOWERS ENCOURAGE ENGAGEMENT

- Branding
- Search Optimization
- Donor Names & Contact Info
- Upgrade website with DONATE button
- Start on Board Member Bio's

- Volunteer Spotlight
- Start thinking of “How To” ideas for OK ESA video’s & blogs
- Build campaign toward CONVENTION
 - ✓ How far out?
- How often do we POST?
 - QUALITY OVER QUANTITY
 - CONSISTENT
 - GIVE VALUE
- THEMES?
 - Volunteer Highlight
 - Board Members
 - Community Spotlight
 - Vendor Spotlight
 - Crafts Highlight
 - Talent
 - Putting on Events—what goes into putting together

PLATFORMS

1. Facebook

- FB has built in analytics & is still a huge platform for many people

2. Instagram

- Instagram Reels

3. Pinterest

- Opportunity to create unique page that can hold all our ideas, etc.

4. Twitter

- Not a huge fan
- Are indications people are leaving it due to negative use

5. Tik Toc & Other

- Multi-use platform

Different Ideas for Posts:

1. Rebrand

Subtle posts about what we do **People generally don't know our mission statement anyway, so we could use this as an opportunity to tell them what we are doing now.

2. Advertise Events

Start building posts leading up to the event

3. Advertise sponsors

Push current sponsors

4. Start pushing Events

Meetings, Conventions, After Hour events, organized service projects

5. Volunteer Spotlight

- Picture
- Who they are
- What they did in ESA year
- Interview:
 - Why volunteered
 - What liked most about it
 - Certificate of Appriciation