

# IL-NET

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## Public Relations and Marketing Workshop for Centers for Independent Living

### *Marketing Basics*

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9:50 A.M. – 10:35 A.M.

Presenter:  
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# Marketing Basics in the Age of Social Media

- The Landscape
- Strategic Thinking vs. Tactical Thinking
- A 6-Step Plan (from *Spitfire Strategies*)

# The Landscape

- Listen first
- Meet people where they are
- Conversations, not Broadcasting
- Relationships, not Transactions
- Dressed down, not Buttoned Up
- From Hero to Host
- Customized
- Perpetual Beta
- Co-creators
- Multimedia

# Strategy vs. Tactics

- **Strategy=WHAT** you are trying to accomplish
- **Tactics=HOW** you accomplish it

Must know **WHAT** you want to do **before** you can figure out **HOW** you want to do it.

# Communications Planning

1. Program Decisions
2. Context
3. Strategic Choices
4. Communications Activities
5. Measurements of Success
6. Final Reality Check

*Source: Spitfire Strategies: <http://www.smartchart.org/>*

# 1. Program Decisions

- **Broad Goals**—What are you trying to do?
  - What are your BHAGs? (Big Hairy Audacious Goals)
  - What is the vision that's rooted in your mission?
- **Objectives**—What concrete steps will you take?
  - Behavior change
  - Policy change
  - Make them S.M.A.R.T.
- **Decision-maker**—Who makes your objective a reality?
  - Who are you ultimately trying to reach?
  - Who has the power to give you what you want?

# Another Way to Think About It

- Awareness?
- Appreciation?
- Action?
- Advocacy?

*Think of these as a continuum—you can't "Appreciate" without "Awareness."*

**Where is your audience at currently? Where do you want them to move?**

## 2. Context

- **Internal scan**
  - What staff, resources and tools do you have?
  - Do you have access to information that can help you shape your strategy?
  - Are you well-known or not?
  - Are you part of any partnerships that should come into play?
- **External scan**
  - What's the present situation around your issue(s)?
  - What key events, timing, etc. might impact you?
  - What barriers, obstacles and opportunities do you see?
  - Are there natural communications opportunities to leverage?



# Defining Your Position

- **Frame**—There is no current discussion, so you can frame the terms of the discussion.
- **Fortify & Amplify**—There's a discussion happening that supports your objectives.
- **Re-Frame**—The current discussion doesn't support your objectives, so you need to re-frame it.

# 3. Strategic Choices

- Audience
- Readiness
- Core Concerns
- Theme
- Message
- Messenger

# Audience

- **KEY QUESTION:** Who are the people who can help you move your decisionmaker(s) to achieve your objective?
- **Segment your audience into narrowest possible categories** so you can target your efforts.
- Do not target the “general public.”
- Do not target “the media”—they are a means to an end.
- **Focus on those you can persuade!**

# Readiness

- Where is your audience when it comes to your issue?
- Think of your communications in stages:
  - **Sharing knowledge**
  - **Building will**—overcoming barriers and easing perceived risk
  - **Reinforcing action**

# Core Concerns

- What will **compel your audience to move toward your objective?**
- What do they **already believe** about the issue?
- **Tap into THEIR values system**—don't assume that with knowledge they will make same decisions you do.
- Have to make the issue **personal and relevant**.
- **Identify barriers** that might prevent audience from hearing what you have to say.
- Consider **audience lifestyle**—**make things easy!**

# Theme

- The “**big picture**” you want to convey.
- **Different themes can reach different audiences** but work toward the same objective. For example, anti-smoking:
  - The Bad Guy
  - Vilify 2<sup>nd</sup> Hand Smoke
  - Less Attractive
- Consider **tone**, too
  - Hope, possibility?
  - “We’re in this together”
  - “Let’s meet this challenge!”

# Message

To test your message, ask:

- Is it **based on the audience's core concerns**?
- Do you **overcome—not reinforce—their barrier**?
- Is **“the ask”** in the audience's comfort zone? If not, **does the benefit offered outweigh the risk**?
- Does the **message offer a vision or emphasize a personal reward**? Does it convey hope toward success?
- Is it **consistent with the theme** throughout?

# Messenger

- Who does your audience **trust**?
- Who is **credible and relevant**?
- Who do **they admire and want to emulate**?
- **People listen to people**, more than to institutions.



## 4. Communications Activities

- **Tactics**—How you carry the message to your audience
  - Social media
  - Meetings
  - Calls
  - Advertising
  - Web sites, etc.
- **Timeline**—Plot the timing
- **Assignments**—Who's responsible for what?
- **Budget**

## 5. Measuring Success

- **Quantifiable** and **anecdotal** measures
- **Outputs**—things you are doing to move your strategy forward
- **Outcomes**—changes that occur as a result of the outputs
- ROI
  - Return on **Insights**—what do you learn?
  - Return on **Interaction**—what relationships do you develop/deepen?
  - Return on **Investment**
  - Return on **Impact**—what changes do you create?

## 6. Final Reality Check

- Is the strategy **doable**?
- Are your **resources** in line with the strategy?
- Are you **motivating the right people to take the right actions at the right time**?
- Are your **choices consistent**?
- Will the **tactics reach the right audiences and move you toward your objectives**?
- Are you using the **best persuasion tactics**?
- Is there **buy-in**?
- Can you **measure progress**?

# Keep in Mind . . .

- **Fight the urge to skip strategy!**
- **Try not to assume** that you know what an audience thinks/believes—gather info where you can!
- **Regularly evaluate/re-assess**
- Keep things **flexible**
- **Gather data and use it** to inform your efforts
- **Experiment!**

# Contact Information

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