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IL-NET

CIL-NET · SILC-NET

Content Marketing for CILs: *Communicating your Strengths & Expertise in your Community*

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Presenter:

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About Me (Carol)



- Voracious media and community news junkie, resource to staff and reporters, listener, persuasive talker, networker, connector, trainer, horn tooter
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Objectives

- Define the concept & benefits of Content Marketing as a strategy for communicating expertise to relevant stakeholders
- Develop an effective strategy for creating and distributing relevant & valuable content to educate & engage CIL target audiences

Objectives, cont'd.

- Identify best practices for developing a successful content creation & deployment strategy through numerous examples & tools
- Identify various tactics to tie CIL marketing to the 25th anniversary celebrations of the Americans with Disabilities Act

What is Content Marketing?

- 2014-15 Buzz word – Corporate & Nonprofit

“Content marketing is the marketing & business process for creating & distributing relevant & valuable content to attract, acquire, & engage a clearly defined & understood target audience—with the objective of driving profitable customer action.”

~ June 6, 2012

And This Is Different Than What We Do Now, How?

Fills in the gaps—creates synergy to all that we do and helps employees take a valued role in marketing. *Works thoughtfully* and strategically to enhance your current marketing efforts

...while adding visibility to a CIL's work, advocacy efforts, creating positive sentiment & demonstrating value.

Let's Get Thoughtful!

A Self-Assessment

Get specific answers for these questions...

- Big picture: What are we good at, or the best at? Why do we do what we do? Who are our competitors? What do we advocate for?
- Internal: Who at our organization knows the most about these specific topics? What makes these people experts?
- External: Who are target audiences? How do we communicate? Compete?

Let's Get Thoughtful!

Marketing Plan

Existing Marketing Goals: What we hope to accomplish through marketing

- Tactics: How we accomplish our goals through specific marketing activities

Content Marketing=tactic & mindset.

It helps us to get to BHAG (Big Hairy Audacious Goals)

Long Term Goal: We are the top of mind organization in our area for _____.

What is Content Marketing?

“Content marketing is the marketing & business process for creating & distributing relevant & valuable content to attract, acquire, & engage a clearly defined & understood target audience – with the objective of driving profitable customer action.”

What Does That Mean?

“*Content* marketing is the marketing & business process for creating & distributing relevant & valuable *content* to attract, acquire, & engage a clearly defined & understood target audience—with the objective of driving profitable customer action.”

- Blog posts
- Newsletter articles (electronic & print), OpEds
- Printed flyers, fact sheets, white papers, position papers, lists
- Video storytelling
- Social Media – link sharing, news, updates
- Advocacy, events or other photos
- Website resources, stats & more!

What Does That Mean? cont'd.

“Content marketing is the marketing & business process for **creating & distributing** relevant & valuable content to attract, acquire, & engage a clearly defined & understood target audience—with the objective of driving profitable customer action.”

- If we build it, will they come to see it?
 - Who will create content?
 - How can we make this easy?

What Does That Mean? cont'd. 2

“Content marketing is the marketing & business process for creating & distributing *relevant & valuable content* to attract, acquire, & engage a clearly defined & understood target audience—with the objective of driving profitable customer action.”

- Look outside in—are we a leader, add value?
 - Wear the audience’s shoes
 - What content will resonate?

What Does That Mean? cont'd. 3

“Content marketing is the marketing and business process for creating & distributing relevant & valuable content to *attract, acquire, & engage* a clearly defined & understood target audience—with the objective of driving profitable customer action.”

- Connect & gain attention—humor, info, visuals, mixed content, ask questions , crowd sourcing, personality
- Affect opinions on inclusion, access, disability issues
- Audiences become aware, involved and do
- 360 degrees: invite your participation

What Does That Mean? cont'd. 4

“with the objective of driving profitable customer action”

Refer to your marketing goals...

- Advocacy around policy, issues
- Invitation to be at the decision-making table
- Earned media/acting as news source
- Donor confidence = \$, sponsors, contracts
- Volunteers
- Program referrals

QUESTIONS???

Let's Get Thoughtful!

What Tactics Do We Already Use?

Repurposing opportunities for content...

- Media relations – pitches & stories, issues
- Print materials—flyers, tips sheets
- eNewsletter—share that link too!
- Website—change content, share info, blogs
- Social Media—share others' content, conversation
- Video or photos—what you have
- Ads—elaborate on messaging
- Events—self promote & others' too

Let's Get Thoughtful!

What Do We Already Talk About?

Topical content opportunities...

- Events big & small—volunteer opps, staff potluck, fundraiser, football fans, #, Storify
- Actions & rallies—promo & pics, video
- Seasonal & holiday—shoveling, decorations
- Anniversaries—founding date
- Historically-significant dates—ADA, Olmstead, famous birthdays...

Let's Get Thoughtful!

Develop A Content Plan

When you have your answers you can get a Content Marketing plan with dates & roles:

- Tap into staff's existing expertise & share
- *What if no perceived expertise?* Create perception! Establish expertise within your staff by developing staff thoughtfully & other tricks...

How – Content Marketing

- Create – new articles, video, photos, unique thoughts
- Curate – carefully choose from existing content...the best stuff only
- Aggregate – pull existing content in one place & share out
- Regurgitate – a combination of curation or aggregation in a new way
- Cross pollinate – distribute

Example – Creation: *Our Blog*

- Experts at our ILC
- Rotation basis
- 1x/wk minimum post, 500 words or less
- Include links to other resources
- Include one image & host on website
- Share across social platforms, in eNewsletter, print newsletters

www.independencefirst.org/blog

Example – Content Curation

- Share only the best links in your social media posts related to your goals
- Subscribe to eNews from Disability Scoop, NCIL, etc.
- Follow other disability organizations on social media platforms
- Use hashtags consistently,
e.g. #disability #accessibility

Example – Content Aggregation

- Collect resources, organization names, news stories, topics in one place online, e.g. your website, Storify, ScoopIt, Paper.li and share that link
- Set Google News Alerts to find stories and deliver them to your inbox setting up keywords to find.
- Search on hashtags
e.g. #disability #accessibility

Example – Content Regurgitation

- Develop top 5 lists of topical resources in one place online, e.g. your website, blog post, and share that link
- Share links and content that others have posted
- Follow and create lists on Twitter for quick ways to narrow down content to share. @Independence1st

Example – Content Cross-Pollination

- Change language and post on all profiles, different times e.g. post pictures on Pinterest with link to blog, Post Facebook (FB) blog link, Post LinkedIn for business audience, Post Twitter via FB & then separately again later in day.
- eNewsletters should link back to website, post eNews on platforms

Example – #ADA25MKE

- **Why?** We want to “OWN” ADA & be lead on celebration in our community a.k.a. show thought leadership, educate, advocate & be go-to resource for media & community on these topics.
- **How?** Pick hashtag & post using it. Planning committee emails. Create calendar of daily or weekly posts, topics, tactics.
- **Creation:** blog on what ADA means, take photo, video of story, profile in newsletter. ADA events/resources on website, flyers w/logo & hashtag.

Example – #ADA25MKE, cont'd.

- **Curation:** Sharing news articles on social profiles related to ADA celebrations, issues. Pinterest board.
- **Aggregation:** Articles housed on ScoopIt page.
- **Regurgitation:** Sharing others' postings with hashtag, related to ADA.
- **Cross-pollination:** cross posting.

Why Is Content Marketing A Good Idea for ILCs?

- Low cost and scalable for time/resources
- Establishes brand/familiarity with your CIL
- Establishes expertise that you have already but that no one knows about
- Easier to provide solutions and be “at the table”
- Strengthens advocacy positions
- Educates, provides value
- Next generation expectation
- Strategic, proactive

Why Is It Strategic and Proactive?

- Something you can do now to anticipate future needs and grow
- Establish and gain public trust
- Increase consumer referral
- Establish better relationships with existing referral sources, consumers, volunteers, donors
- Establish new of the above
- Media relations

QUESTIONS???



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Visit me in Milwaukee, Wisconsin 😊

Evaluation

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<http://www.surveygizmo.com/s3/2104546/CIL-NET-Webinar-Evaluation-May-13-2015>

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