Public Relations and Marketing Workshop for Centers for Independent Living

Marketing Basics

September 18, 2013
9:50 A.M. – 10:35 A.M.

Presenter:
Michele Martin
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 2nd 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

Michele Martin – michelemmartin@gmail.com
CIL-NET Attribution

Support for development of this training was provided by the U.S. Department of Education, Rehabilitation Services Administration under grant number H132B120001. No official endorsement of the Department of Education should be inferred. Permission is granted for duplication of any portion of this PowerPoint presentation, providing that the following credit is given to the project: Developed as part of the CIL-NET, a project of the IL-NET, an ILRU/NCIL/APRIL National Training and Technical Assistance Program.