

# Welcome!

BRAND  
*Lion*

BRAND  
*Lion*



# DIGITAL MARKETING STRATEGY: Making the Connection



BRANDING



DEVELOPMENT

STRATEGY

ADVERTISING

MARKETING

#buildinghope2016

# WHO WE ARE

## The Brand Lion

Brand development, Brand guardianship,  
multi-discipline integrated marketing  
consultancy



## Zina Edwards Malcolm

Publicist, Brand  
Development Specialist  
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## Nikki Fagan

Creative Director, Designer,  
Brand Development  
Specialist

#buildinghope2016



**STEEP GRADES  
SHARP CURVES  
NEXT 5 MILES**





crowded

what now?



*why am I here?*

**ARRRRGH!!!**



**wrong story?**



Never underestimate the importance of a good story.



Once  
upon a  
time



How many  
people, potential  
donors or  
benefactors don't  
know yours?



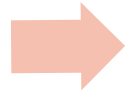
# TODAY'S GAMEPLAN

## IN A NUTSHELL



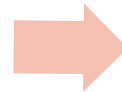
### *I. FIRST STEPS*

- Equip your team to understand why donors aren't engaging with your brand.



### *II. HOW TO PUT IT TOGETHER*

- Develop an integrated marketing plan.



### *III. EXECUTING A DIGITAL STRATEGY*

- Cost-effective platforms for optimal results



# WHY AREN'T PEOPLE ENGAGING WITH MY BRAND?

It's not you, it's me?



**I. People aren't connecting to your story.**

**II. You aren't automated enough.**

**III. Your marketing strategy doesn't have a plan of action.**



# DEVELOPING AN INTEGRATED MARKETING PLAN

So much more than Digital...



BRAND  
*Lion*



# HOW TO DEVELOP AN INTEGRATED MARKETING PLAN

Planning makes perfect



AUDIT

GOAL SETTING

STRATEGY CREATION

TEST, REVIEW, IMPROVE

# CROSS-PLATFORM MARKETING

Choose your messenger



## Public Relations

Sponsorship

Ads

Digital

Events

Social





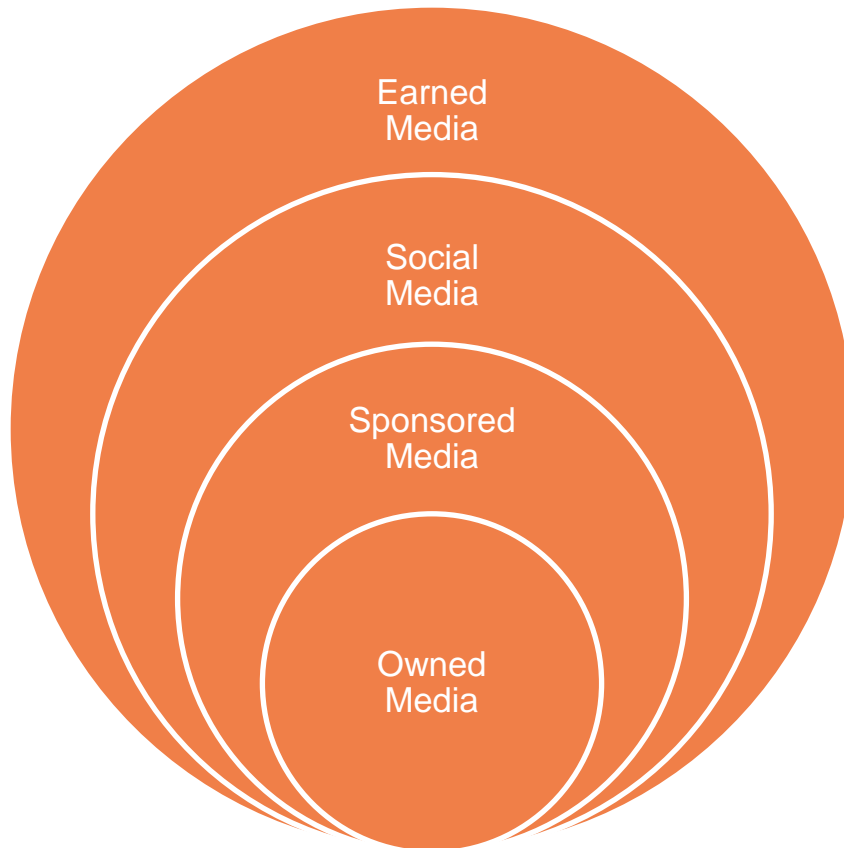
# GET THE MESSAGE OUT

- \* Traditional Media
- \* New Media
- \* Social Media + Search
- \* Public Relations



# PR PLATFORMS + TOOLS

Generate publicity for your brand across platforms.



Develop an integrated cross-platform publicity plan through:

- News Releases
- Blogs
- Content Development - Features + Partnerships
- Influencer partnerships



# SPONSOR

A hand is shown from the bottom left, with the index finger pointing upwards towards the word 'SPONSOR'. The word is enclosed in a glowing, semi-transparent rectangular box with a yellow and green gradient. The background is a dark blue with out-of-focus light spots.

**What Matters?  
Values.  
Access.  
Brand Affinity.**

# EXECUTING A DIGITAL STRATEGY USING COST-EFFECTIVE PLATFORMS FOR OPTIMAL RESULTS?

Bring out the tools!



⌂ Automated Scheduling Tools

🌐 Social – Facebook, Twitter, Periscope, Instagram

📦 Experiential Marketing in Bda – Social Box



Tier	Price	# Connected Social Accounts	Users	Twitter	Page	Profile	Group	Page	Profile	Group	g+	p	Instagram	Free Trial
Free	\$0	3	1											N/A
Pro	\$9.99/month	50*	2*											30 Day
Enterprise	Custom	Unlimited	Unlimited											None
Small Business	\$50/month	25	5											7 Day
Medium Business	\$100/month	50	10											
Large Business	\$250/month	150	25											
Deluxe	\$59/user/month	10	—											30 Day
Premium	\$99/user/month	20	—											
Team	\$500/month	30	3											
Custom	Custom	Custom	Custom											None
Free	\$0	1	1											N/A
Professional	\$35/month	Unlimited	1											7 Day
Twitter Unlimited	\$14/month	5+ Twitter	1											N/A
Free	\$0	Unlimited	1											N/A
Custom	Custom	Custom	Custom											Request Demo
Free	\$0	Up to 5	Unlimited											N/A
Pro	\$4.99/month	Unlimited	Unlimited											15 Day
Mobile Apps Promotion	\$14.99/month	Unlimited	Unlimited											7 Day
Bronze	\$39/month	100	1*											14 Day
Silver	\$79/month	200	1*											
Gold	\$99/month	300	1*											
Ultimate	\$199/month	Unlimited	2*											
Basic	\$1000/month	2	Unlimited											Request Demo
Pro	\$4000/month	10	Unlimited											
Corporate	\$12000/month	20	Unlimited											
Enterprise	Custom	Custom	Unlimited											

**CAPTERRA**  
<http://blog.capterra.com/hootsuite-competitors-9-other-social-media-management-alternatives-to-consider>

# SOCIAL BOX

Experiential Marketing in Bermuda



# THE REVIEW



I. Why don't they like me?



II. Beyond digital



III. The tools



Thank you!  
from the  
Team at the  
**BRAND**

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The Centre on Philanthropy