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Making your Brand Roar

BRAND Lion

Learn more at thebrandlion.com

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Digital Marketing Strategy Playbook

Making The Connection | #buildinghope2016

Marketing is Tough!

Add to that a competitive fund-seeking landscape where - charities are seen as offering similar services and stories while competing for the same donor dollar and it gets worse.

Corporate donors are more discerning than ever. You have to create value and a reason to believe in order to earn their charitable spend.

How do you do this?

1) Get in your Benefactor's head - Figure out what matters to them, (research, polls and surveys etc. can help with that)

2) Explain how your charity can change their world (whether it's appealing to their altruistic side by encouraging them to be a part of something bigger or appealing to their financially prudent side and encouraging tax benefits for becoming a donor)

3) Make it clear why they should choose you instead of the competition.

Your charity is a brand. To make it a **"stand out one" -** you'll have to clearly define what **makes it special.**

At **THE BRAND LION** we usually find that answer hidden somewhere in your brand story."

Jot, Note, Scribble here:

Why aren't more people **engaging with your brand?**

Consider these:

1) People aren't connecting to your story

These can happen for many reasons. Developing relationships with consumers is similar to how we develop friendships in the real world. Great friendships are built on trust, believability, honesty and mutual respect. We encourage brands to view their audience similarly.

Sometimes even when you're telling your story - you're telling the **"wrong story."**

Consumers are more inclined to trust and respect people and brands that make them feel like they matter. If a consumer is never made to feel welcomed as being a part of your brand because the people don't look or act like them, or share similar likes etc. They will be less likely to engage.

Also, like in the real world...it's easy to annoy people. For example, If you're using mediums to make irrelevant , infrequent or too frequent of posts, people will disconnect.

2). You aren't automated enough

Nowadays there are countless ways to automate marketing processes. If you are still manually sharing company articles and sending company emails then you are wasting your time and missing opportunities to connect with more of your audience. Tools like Hootsuite and myemma will allow you to automate that connection process while effectively and quickly communicating with your consumers.

No money for huge marketing campaigns? Google ad words, Facebook or Instagram ads combined with these automation tools, will save you valuable time and give you a slam dunk on visibility for your campaign.

3) Your marketing strategy doesn't have a plan of action

So you've done the hard part and established a marketing budget – Excellent. Just as important is the plan of action. This plan needs to include the information on who does what, by when – making specific people responsible for deadline driven tasks, which the whole team is aware of.

It identifies all relevant mediums and media that will be used in your marketing arsenal and it also has a set date of duration ie; quarterly, 6 month or a year long plan if need be.

During meetings with the entire team - take some time to review the status of the goals. Keep an eye on the progress and be ready to be flexible and adjust as needed.

Doing this with the whole team allows for everyone to have a vested interest in striving for the objectives for the year!

Jot, Note, Scribble here:

What is an **integrated marketing plan?**

What is an integrated marketing plan?

Digital marketing is all the rage, it seems to be all anyone talks about these days, but we need to critically assess which mediums offer optimal reach and which messages require multiple platforms to be heard.

Any digital strategy has to be embedded within a 360 degree communications strategy that connects the pieces of your brand's message. It should be multi modal and be able to touch your charity's target audience where they are and in a language they understand.

These are the critical steps to developing an integrated marketing strategy:

See what you've got (Audit) | communication assets, team talents, under-used partnerships and resources, budget.

Set strategic goals | Who do we want to target? What are our goals? Eg. fundraising, alliances charity brand image, messaging, volunteer recruitment targets, operational efficiency.

Create the strategy | Explore platforms, cross check them with skills, audience, assets and resources

See what works | Experiment, Fail, Win, Rinse, Repeat

Components of an integrated marketing plan

Public Relations and Events | Third party endorsements, direct messaging to targets.
PROS: Seen as authentic; Inexpensive/Free
CONS: Reduced control of final message - editor-controlled.

Sponsorship | Think of these as balanced, symbiotic partnerships where both parties give and receive value.

Advertising - Paid placements for specific messages - print or electronic. **PROS:** Full control of message, and brand image **CONS:** Expensive; Audience ad-blindness; crowded advertising space.

Digital – Web, Search, Online advertising.

Social – Create or join communities that will share your message.

Traditional Media – Newspaper, radio, TV, magazines and print materials.

New Media – Blogs, Vlogs, Point-of-sales terminal.

Social Media - Facebook, Instagram, Twitter, Periscope, Snapchat.

Approaches for integration

Earned Media | News releases with editors, and newscasters, feature stories in concert with media houses and their editorial calendars

Social Media | Automate a strategic plan per quarter with a focus on integrating real-time content that is relatable and relevant.

Sponsored Media | Advertorials, Paid Interviews, Native Advertsiing. Build stories around your charity that connect with, and celebrate your donors and sponsors.

Influencer partnerships | Engage influencers to serve as brand ambassadors for your charity. Select pied pipers whose voice has resonance within the target audience and have them share the targetted organisation message on selected platforms.

Create value for your sponsor donations

Want to send your charity request to the top of the donor "yes" pile? Ensure their donation is not a one-way transaction and that that the donor gets real value out of their contribution.

We must remember that a corporation is inextricably beholden to its shareholders, employees and customers. The way it spends its revenue should reflect the stated values and mission of the company.

"We can not give in secret, the giving must be a demonstration of corporate values and create value for the company. So the task is to determine, **how your charity can create value for its donors.**"

Talk to them, understand what the definition of value for them may be then deliver on it. Getting traction for a corporate or foundation donor can mean a number of things:

1) Publicly demonstrate the donor's corporate values in action for the benefit of shareholders, customers, employees and regulators.

2) Access to a new client demographic or simply a wider audience via the charity database.

3) Association with a respected, brand and/or event to generate goodwill and brand affinity among the donor's target.

Jot, Note, Scribble here:

Bring out **the tools!**

AUTOMATED SCHEDULERS | As one of the leaders in social media marketing software, **Hootsuite** allows its customers the ability to promote their brand through social channels, generate quality leads, and increase social traffic to their websites, all within one easy-to-use platform. It's been around for a while now but it's still our favorite for automation.

SOCIAL MEDIA | **Facebook and Twitter** are still the most popular online social mediums in Bermuda with Instagram and the newbie on the block, Periscope steadily gaining popularity. What this means for you, is that when you have viral campaigns to launch - Facebook as Bermuda's most popular social media platform still presents as one of the most effective tools for reach. Normally we advocate for our clients if they only have time for one social media platform – choose one and do it well.

Facebook used to allow for quite a range of coverage for free for small business and charities – now you must pay to play. Facebook and now Instagram now have ad space which can be purchased to aid in campaign rotations.

Periscope is a video app that allows real-time interaction with your audiences. It's connected to Twitter, you'll be promoting your broadcasts there primarily -- so do some research on your Twitter audience to find out when they're most engaged with your posts so you have an idea of when to post.

The app will save your videos to the app by default and they'll be available for viewing by your followers for 24-hours. You have the option of saving your videos to your phone's camera roll.

As for the length of your video broadcasts, remember that most people's attention spans are fairly short. If your broadcasts aren't captivating from the get-go, users will likely stop viewing your stream.

NEW MEDIUMS | **Social Box** - Some of you may have had a chance to interact with an exciting experiential marketing platform social box in the lobby earlier today... We'll tell you how to drive engagement with this new technology, as well as find ways to cover the costs. What's more **participants will get 10% off the cost of Social Box.**

Jot, Note, Scribble here:

Hootsuite Alternatives | Feature Comparison

	Tier	Price	# Connected Social Accounts	Users	Twitter	facebook Page	facebook Profile	facebook Group	Linked in Page	Linked in Profile	Linked in Group	Google+	Pinterest	Instagram	Free Trial
hootsuite	Free	$0	3	1											N/A
	Pro	$9.99/ month	50*	2*	✓	✓	✓	✓	✓	✓	✓	✓		✓	30 Day
	Enterprise	Custom	Unlimited	Unlimited											None
buffer	Small Business	$50/month	25	5											
	Medium Business	$100/month	50	10	✓	✓	✓	✓	✓	✓		✓	✓		7 Day
	Large Business	$250/month	150	25											
SPROUTSOCIAL	Deluxe	$59/user/ month	10	—											
	Premium	$99/user/ month	20	—	✓	✓	✓		✓	✓		✓		✓	30 Day
	Team	$500/month	30	3											
viralheat	Custom	Custom	Custom	Custom	✓	✓	✓		✓	✓	✓	✓	✓	✓	None
SOCIALOOMPH	Free	$0	1	1											N/A
	Professional	$35/month	Unlimited	1	✓	✓	✓	✓	✓	✓	✓				7 Day
	Twitter Unlimited	$14/month	5+ Twitter	1											N/A
TweetDeck	Free	$0	Unlimited	1	✓										N/A
sprinklr	Custom	Custom	Custom	Custom	✓	✓	✓	✓	✓	✓	✓	✓		✓	Request Demo
SOCIALPILOT	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
SEND SOCIAL MEDIA	Bronze	$39/month	100	1*											
	Silver	$79/month	200	1*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	14 Day
	Gold	$99/month	300	1*											
	Ultimate	$199/month	Unlimited	2*											
salesforce marketing cloud	Basic	$1000/ month	2	Unlimited											
	Pro	$4000/ month	10	Unlimited	✓	✓	✓	✓	✓	✓	✓				Request Demo
	Corporate	$12000/ month	20	Unlimited											
	Enterprise	Custom	Custom	Unlimited											

*Additional available for extra monthly fee

A Chart Brought to You By Capterra

Capterra created a really useful compare and contrast chart for current Social Media Automators. It compares platforms, price points and if free trials are available.