

Introduction to Marketing Communications

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A note on pacing!



Overview of this session

- The difference between branding and marketing, and some other primers
- How to identify your key messages, key audiences, and key channels to reach those audiences
- Aligning your message with your purpose
- How to ensure that your external and internal communications are aligned
- Learn to create networks of supporters
- Moving from planning to engagement in marketing – what tools, resources, and activities you need



The difference between marketing & branding



Noise / engagement > making sales easier > closing donations/ support



The “line”

- The “line” denotes what is visible, like the horizon



- Above the line / visible to the mass market
 - TV/radio/print advertising, outdoor media, sponsorship etc.
- Below the line / not visible to the mass market
 - Direct mail, email & newsletters, messaging platforms etc.
- Through the line / visible if you know where to look
 - POS, online (websites) and social etc.



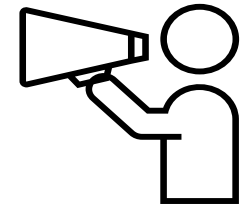
Different aspects of communication

- Internally focused
 - Why?
- Externally focused
 - Why?
- Speaking
- Listening
 - Why?



Communication is a two-way street

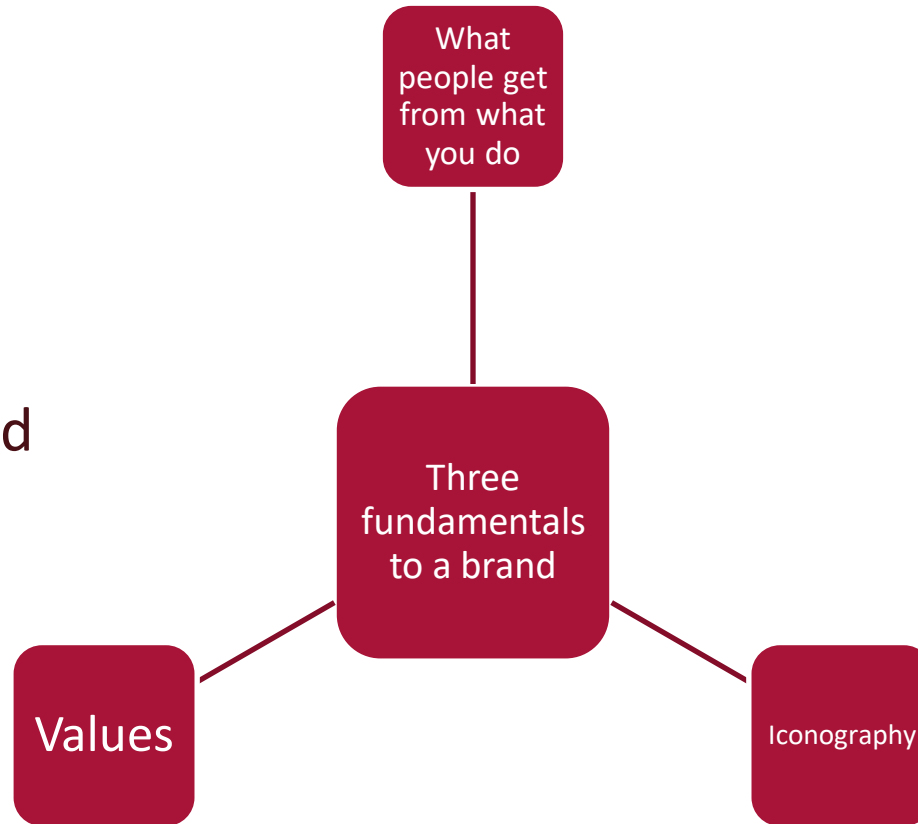
- Inbound marketing – recipient of branding, awareness raising and “noise” in the marketplace
 - Seen as passive, awareness raising, or relational
 - Harder to measure efficacy
 - Relies on above-the-line
- Outbound marketing – activity to drive sales / client acquisition
 - Seen as active, “direct” or transactional
 - Normally below or through-the-line marketing



Branding

Value proposition, social value proposition, brand promise etc.

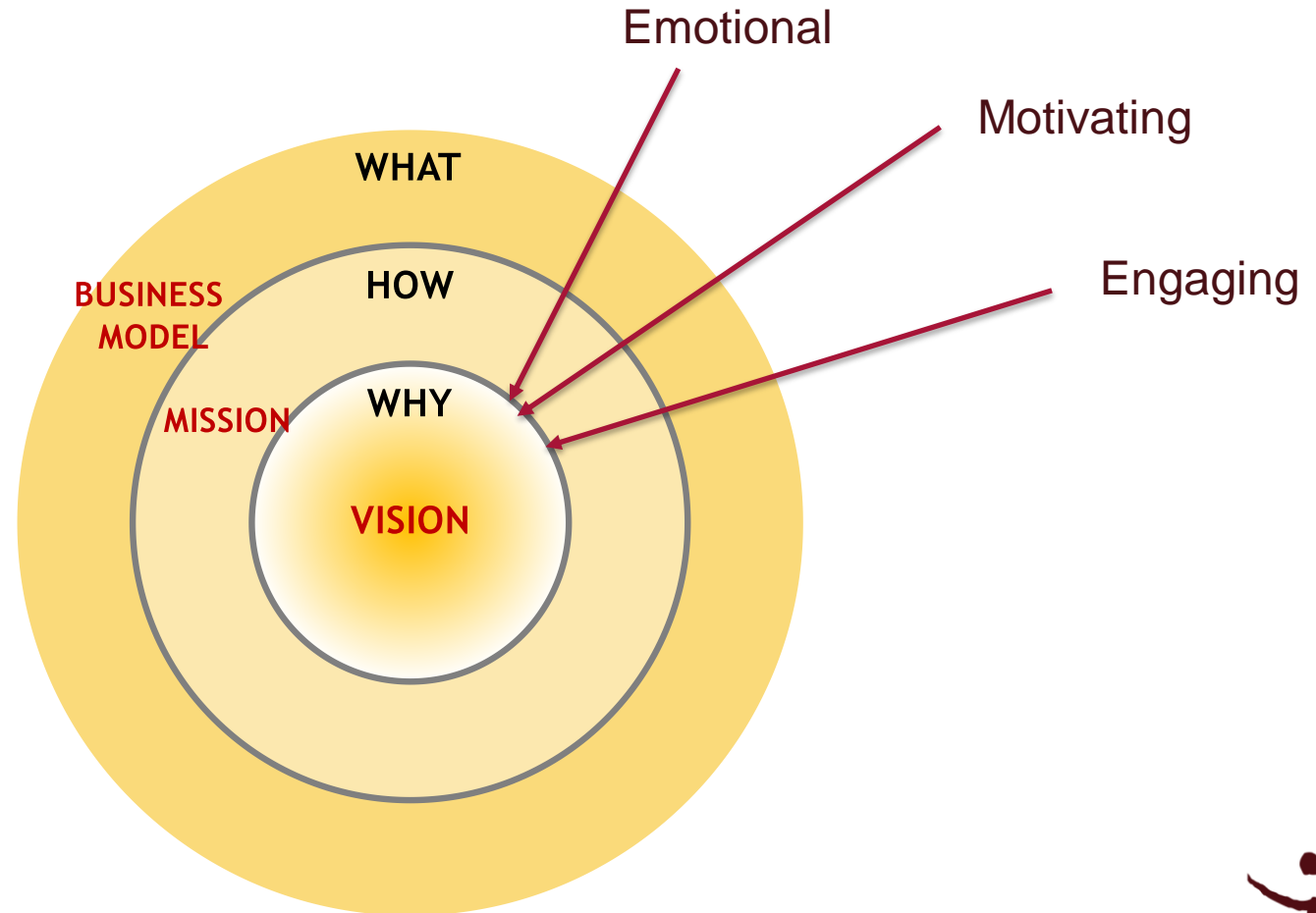
How you behave and how you wish to be perceived as behaving,
How customers and beneficiaries feel they will be treated



Logos, colours, typeface, whitespace etc.



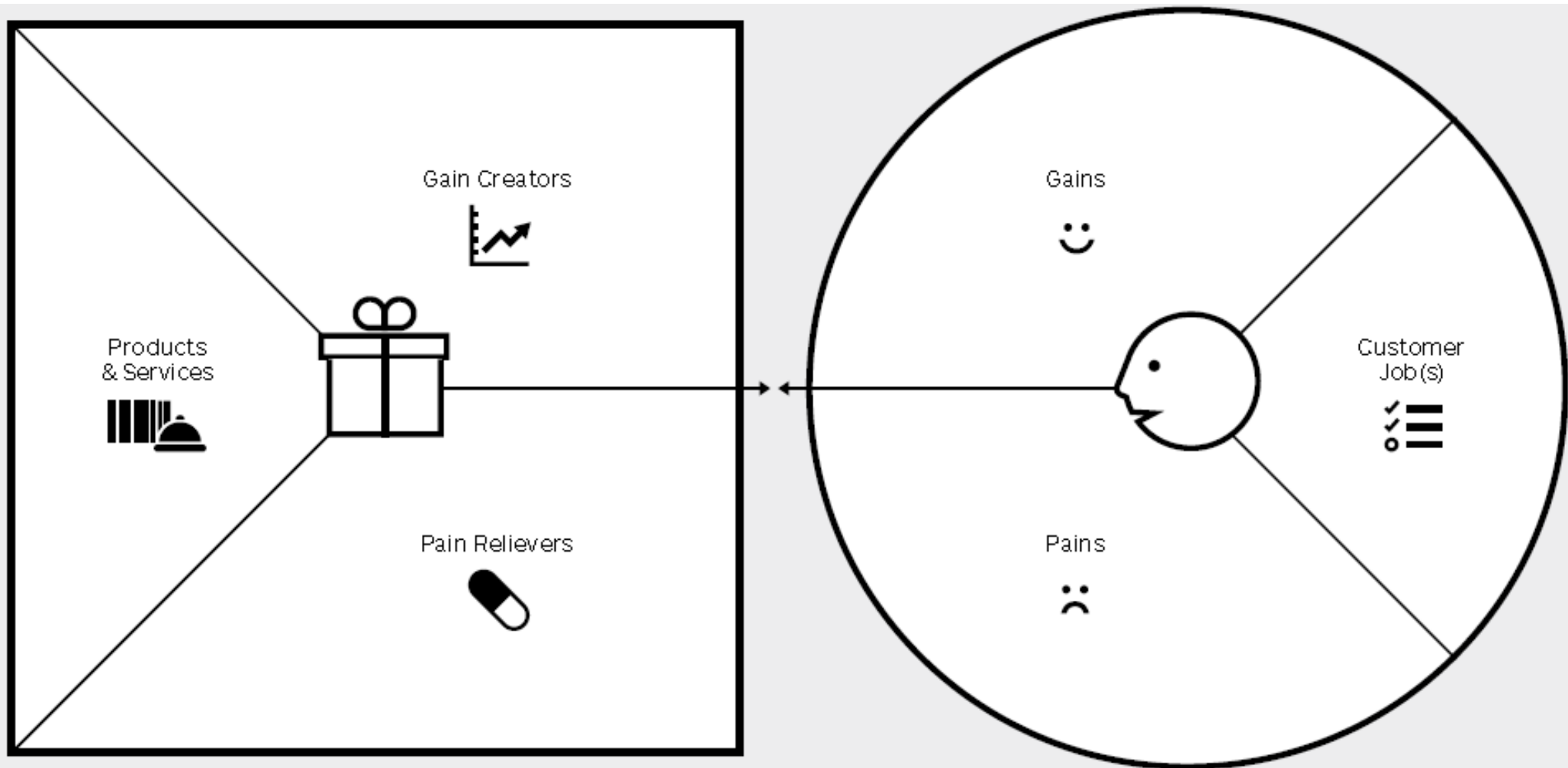
Aligning brand and purpose



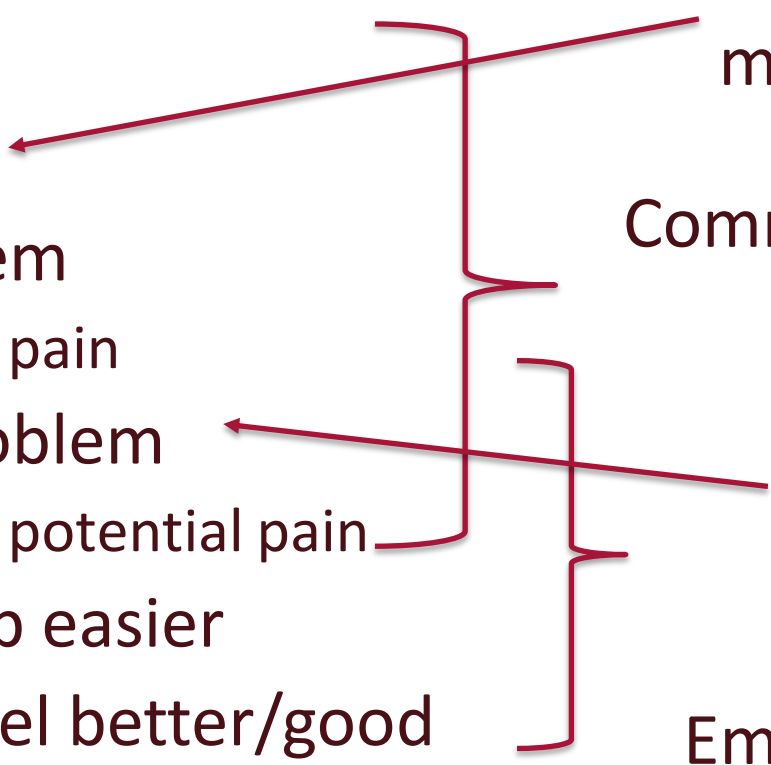
Based on S. Sinek – The Power of Why



The Value Proposition Canvas



Developing your Value Proposition

- Think about the fundamentals
 - Makes money
 - Saves money
 - Stops a problem
 - Takes away a pain
 - Prevents a problem
 - Takes away a potential pain
 - Makes life/ job easier
 - Makes user feel better/good
- Public sector messaging
- Commercial
- Loss aversion*
- Emotional
- 



Methods to help you communicate

■ 3H

- **Heart.** Story, case study or emotional hook
- **Head.** Some statistics to back up the need. Basics of what you do. Something concrete to back up your impact
- **Hands.** Close – ask for something – a contract, a meeting, a card, an opportunity to call

■ 5Ps

- **Purpose.** What does your organisation wish to achieve? Your vision, goal or objective
- **Pain.** What problem does your organisation solve?
- **Premise.** How you solve the problem. What do you actually do?
- **People.** Who do you help? Who runs the organisation/ Stakeholder engagement etc.
- **Prove it to me** (what is your track record, Social Return on Investment , Social audit, outcomes reporting, local money flows etc.)

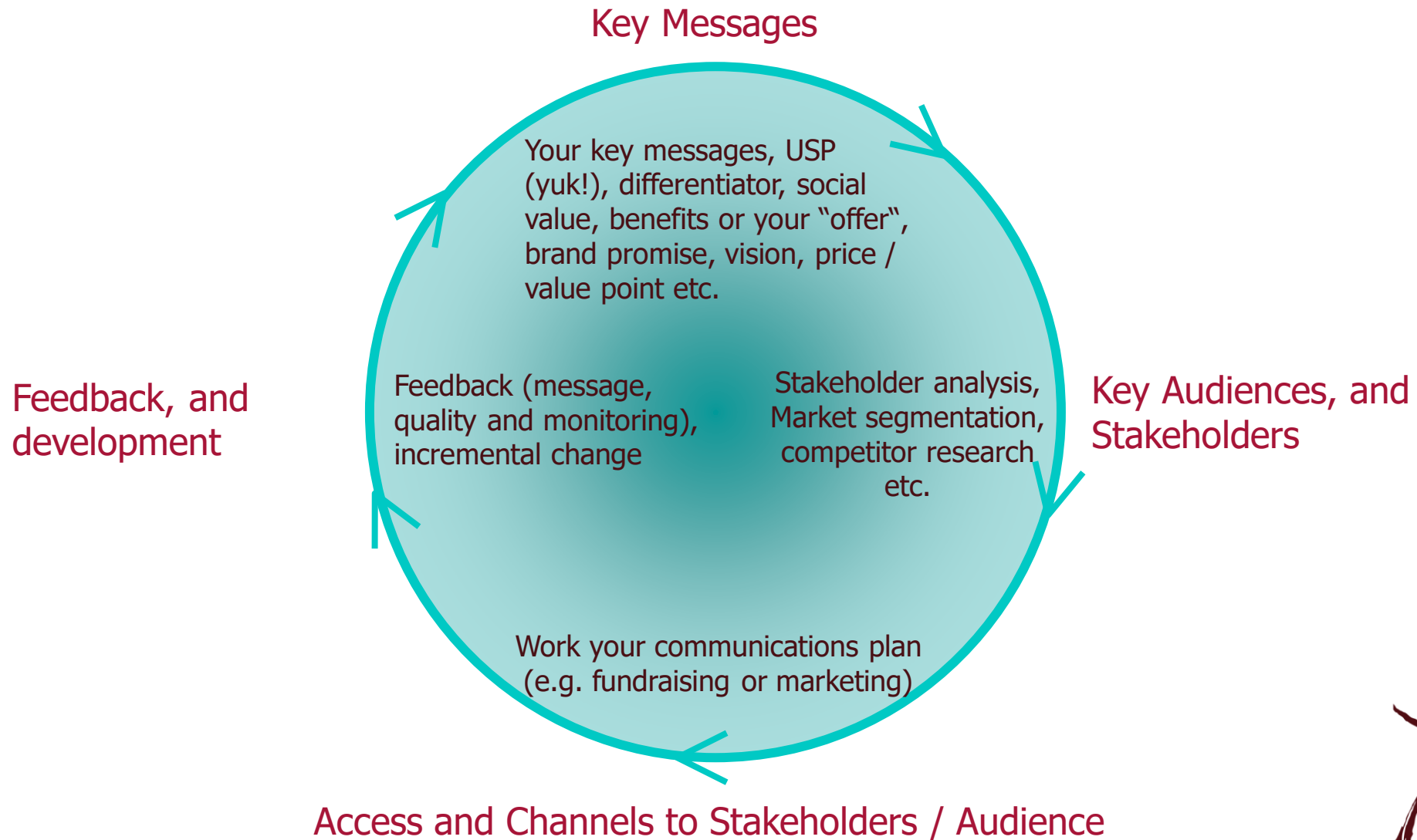


Value based marketing

- Values Driven Marketing is a strategic approach to marketing in its widest form
 - High-level
 - Tied explicitly to social and organisational objectives
- Marketing as a process
 - It is not a project or campaign approach to communications, sales or advertising
 - Acknowledges limited resources & skills, but builds on prior learning
- Transactional model (x) vs. lifetime value (✓)



The Values based marketing process

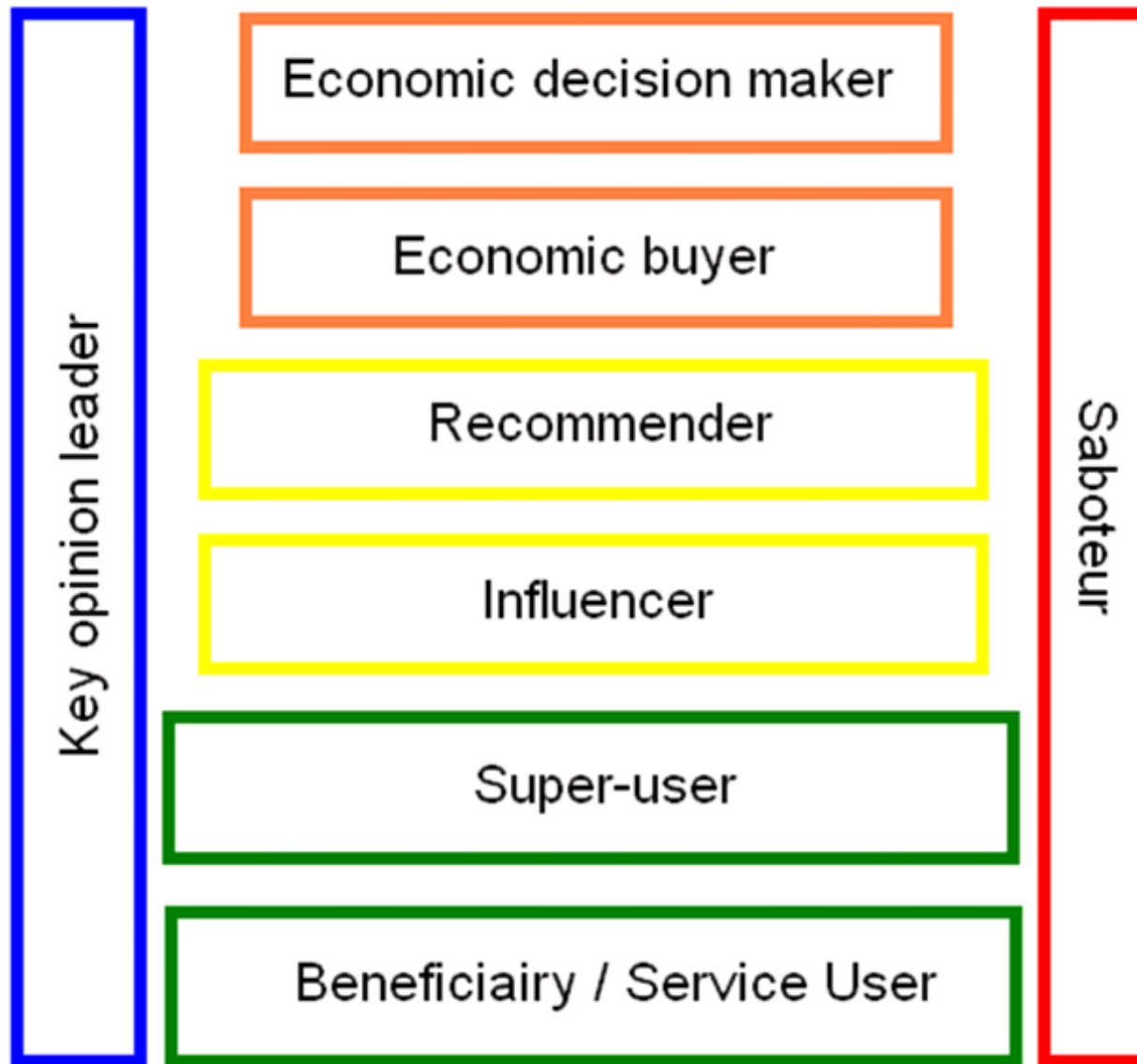


Key Audiences

- NB: Many similarities to stakeholder analysis and engagement
- Identify key audience segments
 - Normally a “stack” or different types of people you want to communicate with
- Profile key segments
 - Understand who they are
 - How they behave
 - What they want
 - Where they get information from
 - Who influences their decision making



Types of "customer"



Key Channels: The best ways to engage ...

- Online
 - Website
 - Email
 - Forums etc.
- Offline
 - Events
 - Advertising
 - (Traditional) Media etc.

NB: Comes from accurate profiling of key audience segments



Social media is increasingly important (post-Covid)

- Ten years to build, 10 seconds to destroy
 - (Ab)use inside and outside of your organisation
 - Incompetence or oversight
- Curating your profiles (not content creation)
 - 5 – 5 – 5 Rule
- Which sites do people use? Triage your channels
 - www.alex.com (<http://www.alex.com/topsites> for Alexa ranking)
- Betting on the wrong horse
 - Friends Reunited, Second Life, MySpace



Social media caveat(s)

- Social media (Facebook) ≠ social messaging (WhatsApp)
- Social listening (#s, trending, Boolean searches)

14. 10-4-1:

Knowing what to post can be pretty overwhelming. Using the 10-4-1 rule, you can break up your posts, so you don't annoy people.



Here's what the rules say, for every 15 posts, 10 should be pieces of other people's content, 4 should be your own blog articles, and 1 should be a landing page.















When to post

- Instagram specifically, photos containing faces are 38% more likely to receive likes.
- *Source: Yahoo Labs and the Georgia Institute of Technology*
- The best times to Tweet (midday to 3pm to ensure that you catch people's feeds during their commute home)
- *Source: software developer Hubspot*



DNA Six Social media planner

CHANNEL	USERS/OWNER(S)	AUDIENCE	OUTCOME(S)	MEASUREMENT
 Personal LinkedIn Profiles				
 LinkedIn Company Page				
 LinkedIn Group				
 Facebook Page				
 Facebook Group				
 Twitter				
 Youtube				
 Instagram				
 Snapchat				
 Pinterest				
 WhatsApp				
 Website				

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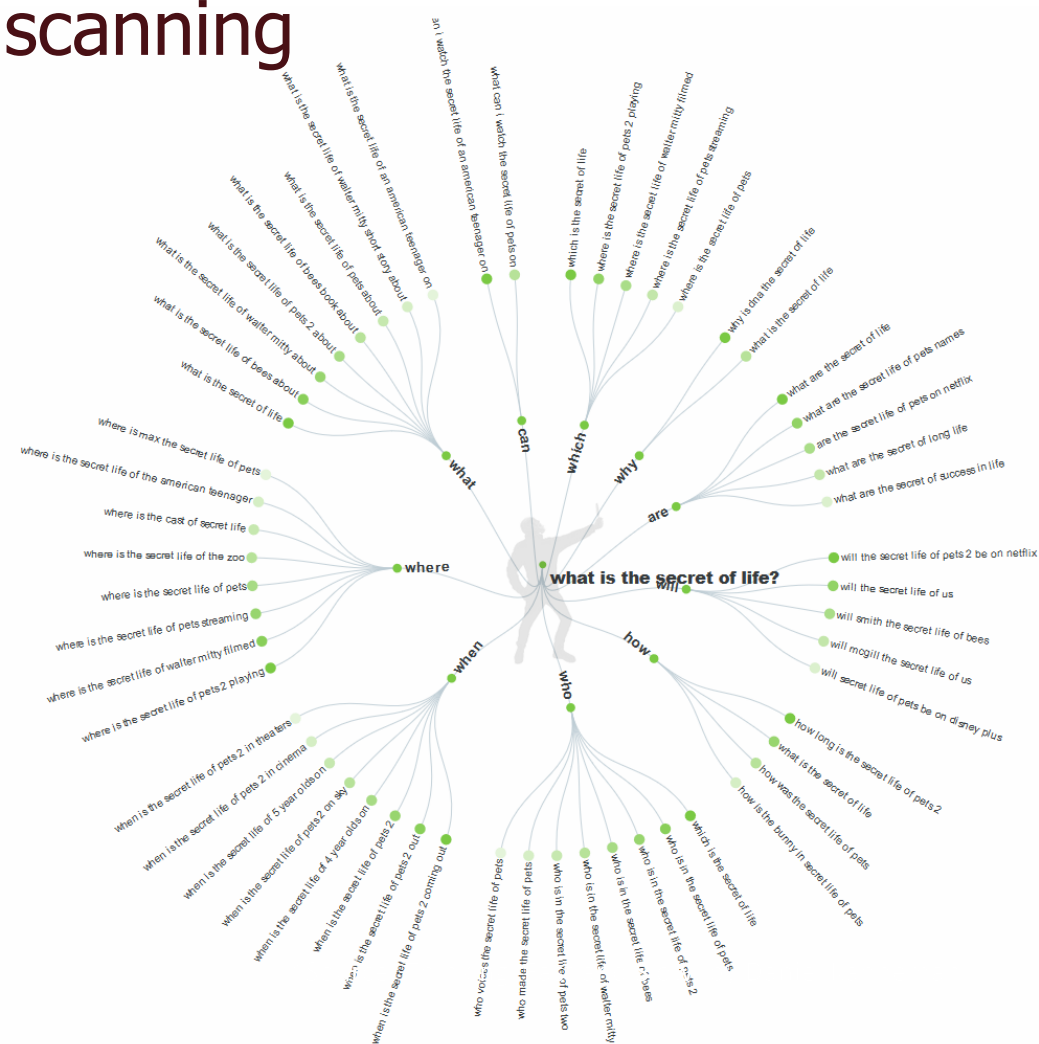
SEO and search listening

- Think also about active scanning

- Social listening
- Media monitor
- Search listening

- Will prepare you for

- SEO
- Hast-tagging
- Key word searches



A quick nod to digital entanglement

- Deloitte's "Entanglement" model
 - Historical mode was a hub and spoke driving traffic to a core online asset e.g. a corporate website
 - Entanglement looks at convergent and pervasive computing – smartphones, tablets and netbooks and attempts to provide a meaningful interaction in each and every channel
- Every touch-point adds value!



Key metrics – measuring success

- These are NOT social impact metrics
- These are marketing, communication, sales and possibly fundraising metrics
- They help you measure progress against your marketing plan



Key metrics – testing

- Consider testing before committing
 - Price point
 - Marketing method e.g. social vs. email
 - Message e.g. tone or content (AB split, landing pages etc.)

... because ...



... People say one thing, and do another

100 – 30 – 3 rule



Key metrics

- Some typical metrics are:
 - Conversion rates
 - Retention / churn rates
 - Cost of acquisition (getting a customer / beneficiary)
 - Average value (of a donation, contract, transaction, order)
 - Lifetime value (of donor, client, volunteers)
 - Net promoter score
 - Would you recommend (0-10) & the reason why?



Analyse your marketing metrics

Organise	Reflect	Theorise
<p>Consider or analyse data for themes or patterns e.g.</p> <p>Identify metrics you want, then</p> <ul style="list-style-type: none"> •Plot on a map •Put numbers in a table •Data in a graph 	<p>Sometimes you will have to think about the data you have long and hard</p> <p>Other times you will immediately see trends, patterns and other stories that the data wants to tell you</p>	<p>Draw conclusions</p> <p>What is this telling you?</p> <p>Did you deliver your marketing objectives?</p> <p>Can you tell with this information?</p> <p>What could you do next time?</p> <p>Resources expended etc.?</p>



Develop your marketing plan

- Revisit your brand: Do you understand and communicate your brand promise?
- Know your message
 - What you want to achieve and the services of benefit you offer or can offer to do so
 - *This is your “offer”, vision or key message*
- Know your stakeholders
 - Who are your stakeholders - Your customers, users, Key opinion leaders and influencers etc.?
 - *Use stakeholder analysis to find out*
- Know where and how to contact them
 - You have identified appropriate channels and materials
 - *This is how you tell your stakeholder about what you do*
- Do it, listen to feedback and get better



Your marketing plan

Message	Audience	Channel	Control and response
<p>What is the social impact, value or quality you want to talk about?</p> <p>What are your <i>key messages</i>?</p>	<p>Who wants to hear about your impact?</p> <p>Who are appropriate stakeholders?</p> <p>Who is your audience?</p>	<p>How will you get to your audience?</p> <p>What mechanisms, activities or channels will you use?</p> <p>Can you work with others to gain access to your audience? Who else has a <i>relationship</i> with them?</p>	<p>What do you want to achieve? How many responses / presentation / clients do you want?</p> <p>What resources (time / money / people) can you use for marketing?</p> <p>What are you learning about your customers?</p>

