Creating Advocacy,
Advocacy Work Session: Marketing & Outreach

PRESENTED BY RYAN KEIFFER, ADVOCACY COMMITTEE CHAIR

A-Train Marketing Communications
THE FACE OF MARKETING HAS CHANGED
WHEN WAS THE LAST TIME YOU BOUGHT SOMETHING BECAUSE AN AD TOLD YOU TO?

WHERE’S THE BEEF?

Percent of adults that have posted a comment about what they have bought online

24%
HOW?
THE REAL QUESTION.
Creating a **COMMUNICATIONS PLAN**

1. Discovery
2. Brand
3. Messaging
4. Strategy & budget
5. Implementation
Communications Plan **GOALS**

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   Multiple on- and off-ramps to education and meaningful work
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   What’s happening at the state level, but it’s bottom up
What is a **BRAND**?

*The values and associations that live inside the heads and hearts of your audiences.*
IF YOU DON’T CONTROL YOUR BRAND, SOMEONE ELSE WILL.
What is **OUR BRAND?**

Who we are, what we do, and how we do it

- Brand promise
- Brand alignment
What is our **MESSAGE?**

What will we say, and to whom, to create which results?

- Target audience analysis
- What do we want them to do?
- Audience-specific messages
- Integrated brand messages
IT TAKES A VILLAGE to unite around an idea

51%

Percent of Facebook fans that are more likely to support a brand they FAN
A SYMPHONY NEEDS A CONDUCTOR,
BUT THERE IS NO MUSIC WITHOUT THE SYMPHONY.
What is our **STRATEGY**?

How and where will we deliver our message to our target audiences?

- Vehicles
- Resources
- Budget & implementation
GET BEYOND THE NORMAL CIRCLE

Social media sites and blogs reach 8 out of 10 of all U.S. Internet users

Social media sites and blogs account for 23% of all time spent online.
ARE YOU CONNECTING WITH YOUR CONSUMERS?

90% of consumers find custom content useful

78% believe companies that provide custom content are interested in building good relationships with them
ARE YOU CONNECTING WITH YOUR COMMUNITY?

40% of Facebook's user base is age 35+
THIS IS NOT A CLOSET
but for some people it is...

A home is the key to a stable life, and a stronger community.
Learn more at: Homeward2020.org
THIS IS NOT A SHOWER
but for some people it is...
A home is the key to a stable life,
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THANK YOU!
NOW IT'S TIME FOR YOUR QUESTIONS.

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