Colorado Workforce Development Council

Creating Advocacy,

Advocacy Work Session: Marketing & Outreach

PRESENTED BY RYAN KEIFFER, ADVOCACY COMMITTEE CHAIR

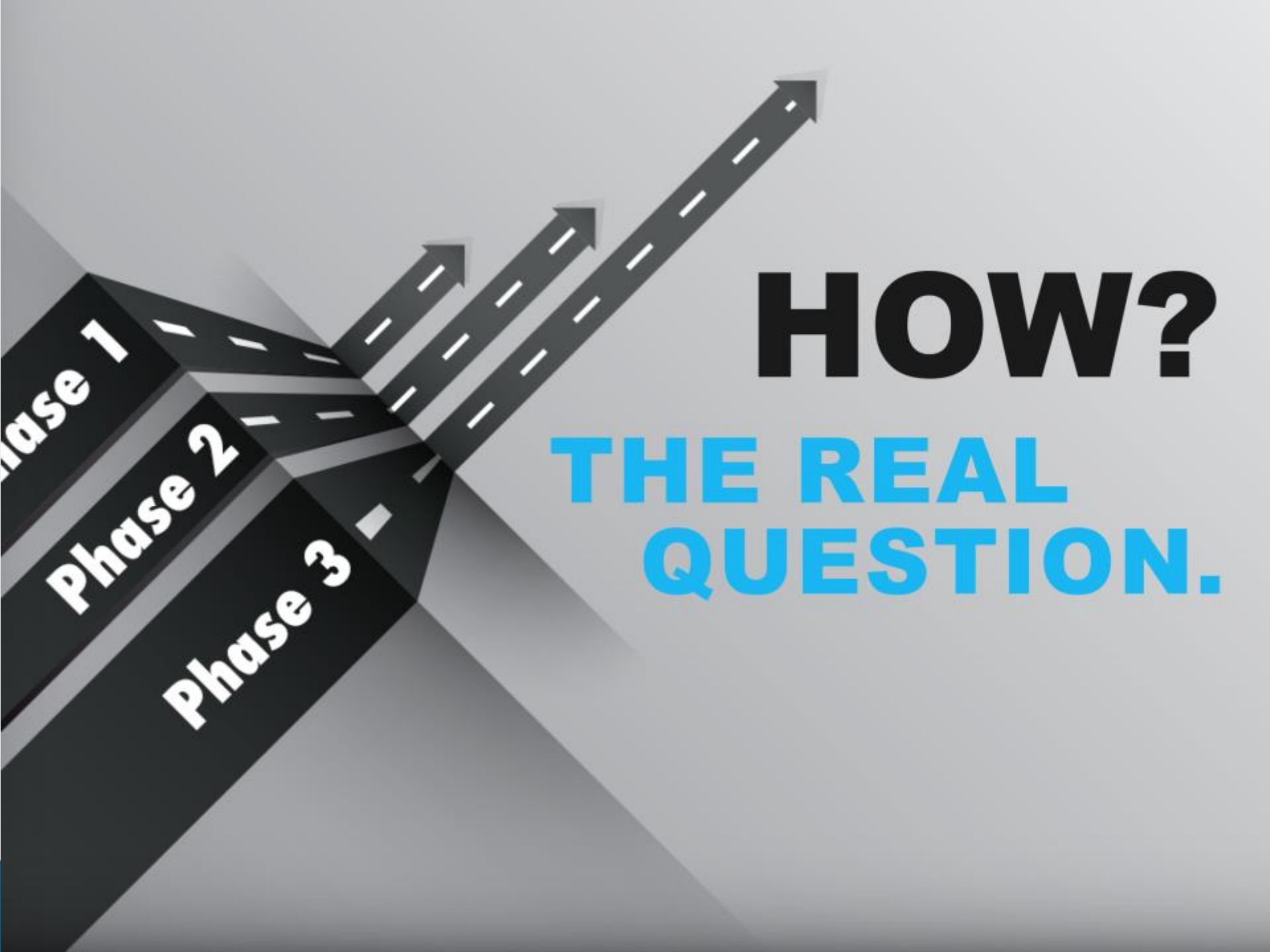
A-Train Marketing Communications

THE FACE OF MARKETING HAS CHANGED

WHEN WAS THE LAST TIME YOU BOUGHT SOMETHING BECAUSE AN AD TOLD YOU TO?

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

INSPIRE
EMPATHY


Phase 1
Phase 2
Phase 3
HOW?
THE REAL QUESTION.

Creating a COMMUNICATIONS PLAN

1. Discovery
2. Brand
3. Messaging
4. Strategy & budget
5. Implementation

Communications Plan **GOALS**

1. **Students and workers know:**

   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.
BRAND

What is OUR BRAND?

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

- Brand promise
- Brand alignment

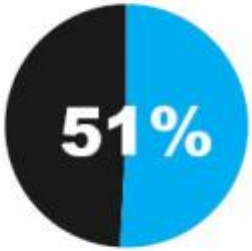
What is our **MESSAGE?**

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



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

homeward 2020

THIS IS NOT A SHOWER

but for some people it is...

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IMPACT
INTERACT
RALLY

THANK YOU!

NOW IT'S TIME FOR YOUR QUESTIONS.

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