

Telling Your Story: Marketing for Success

Jill Wagner, APR



You have questions!



“Why don’t more people know our story?”

“How do we get people to know how good we are?”

“Why aren’t more people giving to us?”

“How can communications keep our supporters engaged?”

“Our competitors have tons of money for communications. How do we compete?”

“Is social media the answer?”

There are answers.

Branding

Marketing

Message control



Challenging times call for:

Highly focused plans

Different approaches

Realistic expectations





If i ate out
of a dog bowl
would you like
me more?

Believe it or not animal charities
receive nearly double the
donations of disability charities.

The Basics



**Before you start any
project, always ask
yourself:
What do we want to have
happen?
-or-
What outcome do
we want?**

Goals vs. Objectives

Goal – a broad idea of what you want to happen

Objective – a clearly defined statement that contains an action statement, a timeline and a measurable outcome.

Types of objectives

Informational

Information must be sent, received, understood.

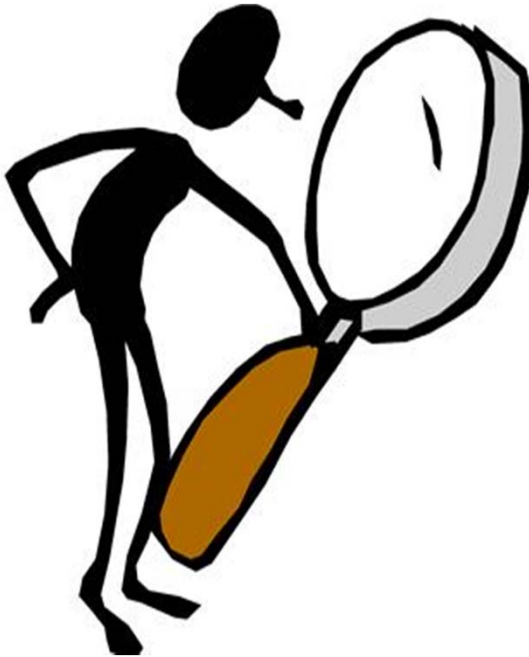
Motivational

Target audience is motivated toward the intended action.

Behavioral

Target audience should adopt desired behavior.

Customer Decision Making Process



- Awareness
- Agreement
- Acceptance
- Action

Why don't more people know our story?

Who's telling it and how?

What do people think when they hear your organization name?

Is your story compelling? Action oriented?

Tell stories! Connect to emotive side!

Caution!

**Don't start
with tactics!**

Research/Taking Inventory

- Identify strengths, weaknesses and needs
- Learn operations of competitors
- Stay on top of current market; trends
- Know our customer, inside and out
*Drivers, emotional and logical needs, etc.
Have they supported you before? Why?*

Develop Goals and a Plan



Based on what research tells us, we develop goals and a plan to achieve them.

It's at this stage where evaluation methods are created and worked into the plan.

Develop methods for adding value to our product and service.

Implement Activities

- **Develop specific activities for each goal – how will we go about it?**
- **Create a timeline for implementation**
- **Assign responsibilities – who will do what when?**
- **Create benchmarks to gauge success**
- **Do the work!**

How Do I Know What Strategy to Use With My Prospects?

Getting to know you...

Mutual attraction

Laser targeting

Research

Less writing– more experience

This isn't speed dating – it's a long-term relationship

How Do I Know What Strategy to Use With My Prospects?

This isn't speed dating – it's a long-term relationship

Satisfy both sides of the brain

Believe

#socialmedia

Seductive tool – but it's still just a tool, one of many in your toolkit

Facebook – nurture an engaged community

Twitter – share and discuss hot news

Pinterest – visually interesting way to connect with like-minded folks

Blogs – Podcasts – Message Boards

#socialmedia

**Uses: connections - two-way conversations –
advocacy – building base**

**Don't discard the fundamentals of effective
marketing for any one tool**

Evaluation

Purpose: To determine if goals were met and to provide data to make plan adjustments as needed

"What we say isn't as important as what's changed based on what we've heard." Hicks Waldron

Quantifying the end results of the plan.

Evaluation is built-in to the marketing plan through benchmarks. Regular review of data ensures that we don't drift off course.

Keeping Connected – Stewardship

Should be part of your plan.

Donor relations

**Promotes trust – ensures
acknowledgement – deepens relationships**



Is the base for future gifts

Be impeccable

Resources

GettingAttention.org

Prsa.org

Prsacentralcal.org

American Marketing Association

Kdpaine.blogs.com

Ted.com