Communications Strategy

Branding, Marketing, and Working with the Media
IT’S NICE TO MEET YOU

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7 Years Sr. Director Agency Side
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Portland Native
Former Florist
Dog Named Love
SESSION SUMMARY

Communication is content:
- Visuals
- Key messages
- Tone
- Copy
- Who you’re talking to
- How you’re talking to them

A winning communication strategy depends on how well you know your organization’s value differentiators, and how well you know your audience.

We’ll walk through how you prioritize your marketing efforts and create content that helps you to meet your organizational goals, resonate with your audience, and unify your brand.
AGENDA

1. Define your organization’s goals
2. Know your audience
3. Pick your channels
4. Plan your content
5. Create shared tools
6. Tips & tricks for success
PART ONE
CREATE YOUR COMMUNICATIONS ROADMAP
DEFINE YOUR ORGANIZATION’S GOALS

WHERE ARE YOU GOING?
- Determine what is most important to your Slow Food Chapter
- Examples: Grow Membership, Grow Donations, Grow Volunteers and Board Members, Find New Partnerships, Strengthen Brand Awareness in the xx Community, Increase Event Cadence

1. KNOW YOUR YEAR
   Look ahead long term and create a vision for what you will accomplish in one year. Acknowledge risks or challenges you will face and be realistic. Limit your strategic goals to the 3-5 most important for your chapter.

2. PLAN YOUR QUARTER
   Align your communications team on a quarterly level. Prioritize efforts for the quarter and name initiatives that you are focusing on to help you reach your annual goals. For example, if your goal is Grow Volunteers, your first quarterly initiatives might be to improve volunteer messaging + create and deploy an outreach plan.

3. TASK BY MONTH
   Monthly tasks should break down your quarterly initiatives into bite-sized pieces. Re-align your team each month to make sure the focus is still on track. Using our quarterly example, your Month 1 tasks might be: update volunteer page on site with testimonials, talk to volunteers about why they do it and plan some inspirational social posts.
What are your S.M.A.R.T. strategic goals?

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Since it’s impossible to reach everyone at once, narrowing your focus to core audience segments helps you to develop an effective marketing strategy. It helps your organization craft a messaging strategy that appeals directly to the type of people who are most important to your local chapter.

- Examine your current audience
- Prioritize 4-6 audience groups with overlapping behaviors/motivations
- Research the competition (where are they donating/supporting/volunteering, etc. if not Slow Food)
- Analyze your offerings and find common values - the WHY
- Research and uncover audience demographics, characteristics, frustrations, and aspirations
Empathy Maps dig into the “why.” They are a great tool to help deeply understand the thought processes, emotions, feelings, pain points, and thoughts of your audience.

**THINKING**
What do they hope to gain by supporting Slow Food? What are their fears?

**SEEING**
What is their worldview in the context of Slow Food? What do they see when they participate with Slow Food?

**DOING**
What are they doing now they wish was different? What outcome would they like by supporting you?

**FEELING**
What holds them back from supporting or engaging with Slow Food? What are they feeling when they do?

**HEARING**
What are they hearing around them that’s important for you to be aware of? From influencers? From peers? From their community?
KNOW YOUR AUDIENCE
Consumers of organic are 15% more likely to have children in the home.

45% percent of organic shoppers are under 40
Bride Brittani  
[B2C Service]  
I want a one-of-a-kind wedding with custom ice cream made for my big day, served how I want it. I’m kind of a bridezilla and want a wedding experience that none of my other married friends have done before. Is ice cream the right decision?

Buyer Brad  
[B2B Product]  
I work at Service Foods and we want to stock pints of locally made, unique ice creams and display them in a fancy cooler... hopefully people can afford them and they actually sell in my store.

Millennial Mother Marcia  
[B2C Product]  
I want to feed my hipster son some obscure ice cream and take a photo of my #SaturdaywithSimon... But, ugh, there’s probably a long line and I need to charge my phone.
Develop an empathy map for your organization

1. **WHO are we empathizing with?**
   - Who is the person we want to understand?
   - What is the situation they are in?
   - What is their role in the situation?

2. **What do we want them to DO?**
   - What do they need to do differently?
   - What job(s) do they want/need to get done?
   - What decision(s) do they need to make?
   - How will we know they were successful?

3. **What do they SEE?**
   - What do they see in the marketplace?
   - What do they see in their environment?
   - What do they see others saying?
   - What do they see others doing?
   - What are they watching and reading?

4. **What do they SAY?**
   - What have we heard them say?
   - What can we imagine them saying?

5. **What do they DO?**
   - What do they do today?
   - What behavior have we observed?
   - What can we imagine them doing?

6. **What do they HEAR?**
   - What are they hearing others say?
   - What are they hearing from friends?
   - What are they hearing from colleagues?
   - What are they hearing second-hand?

7. **What do they THINK & FEEL?**
   - PAINS
     - What are their fears, frustrations, and anxieties?
   - GAINS
     - What are their wants, needs, hopes and dreams?
THINGS TO REMEMBER:

- Be realistic. Choose priority channels for your organization and base efforts off of your internal capacity and available resources – You CAN’T do it ALL
- Focus your channels on where your audience is most active
- No channel is better than a dead channel
- Choosing quality over quantity
- Think beyond social media
EMAIL IS NOT DEAD!

- **Average** expected ROI is $38 for every $1 you spend on email marketing.

- Companies that use email list segmentation saw 39% higher open rates and 28% lower unsubscribe rates.

- Personalized promotional mailings have 29% higher unique open rates and 41% higher unique click rates than non-personalized mailings.
LET'S TALK ABOUT BLOGS

Impact of Monthly Blog Articles on Inbound Traffic

B2B
B2C

LET'S TALK ABOUT BLOGS
Which 3 channels are a priority for your communications mix and why?
ASSIGNMENT

Develop some audience-driven blogs.

BUILDING AN OPTIMIZED BLOG POST
Worksheet and Checklist

ORGANIZING

GOAL: What is the purpose behind your post?

PERSONAS: Who are you talking to?

PILLAR: What theme are you talking about?

KEYWORDS: What topics are you writing about?

FORMAT: What structure best fits your persona?

CREATE YOUR URL

WRITE A META DESCRIPTION

WRITE OR DRAW A DESCRIPTION OF YOUR IMAGE

WRITE ALT TEXT

WRITE THE BLOG TITLE

WRITE A CATCHY OPENING SENTENCE

TELL YOUR READERS WHAT TO EXPECT IN A SYNOPSIS

OUTLINE THE CONTENT OF YOUR BLOG WITH THREE PRIMARY SUBHEADERS

WRITE THE CALL-TO-ACTION

OPTIMIZING

URL

META DESCRIPTION

Give search engines a snapshot of what your post is about in under 300 characters.

IMAGE

Draw readers into your blog post with engaging visuals. Include a keyword-rich alt-text description.

H1 BLOG TITLE

Keep your H1 Blog Title 50-60 characters (including keywords) so it's findable.

SUBHEADERS

Catchy subheaders with keywords are used to outline your blog and keep your reader engaged.

BODY

Ensure each blog contains high value content to add to your brand's authority.

CTA

End the post with an image or line of text that prompts your readers to take action. It is a "call" to take an "action."
PLAN YOUR CONTENT

PLAN PLAN PLAN:

- Create content for specific channels
- Know your content categories
- Find your experts
- Visuals count

WHY FARMERS MARKETS?

- Stimulate Local Economies

Locally-owned retailers, such as farmers markets, return more than three times as much of their sales to the local economy compared to chain competitors.

National Farmers Market Week
#FarmersMarketsAreEssential | FixYourMarketplace
## Content Categories

<table>
<thead>
<tr>
<th>Content Pillars</th>
<th>Nutrition</th>
<th>Fitness</th>
<th>Mind/Body</th>
<th>Vitamins</th>
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<td>Healthy breakfasts • Low-calorie lunches</td>
<td>20 minute at-home workouts • Benefits of group workouts</td>
<td>Improve sleep • Yoga for low back pain</td>
<td>Vitamins for allergy prevention • Fish oil – what’s the hype?</td>
<td>Testosterone and prostate cancer prevention • Weight gain and hormone control</td>
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<td>Feel Well</td>
<td>Anti-inflammatory diets • Benefits of radishes</td>
<td>Meditation tips • National Men’s Fitness Week</td>
<td>Mitigate stress • Dangers of suppressed anger</td>
<td>Vitamin D benefits • What to know about vitamin C</td>
<td>What you need to know about Estrogen • What you need to know about Progesterone</td>
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<td>Healthy oils for aging skin • Pros and cons of caffeine</td>
<td>Exercising as a senior • Injury prevention</td>
<td>How to combat fatigue • Benefits of Massage</td>
<td>Top 10 vitamins and minerals you should be taking • Overdose dangers</td>
<td>Hot flashes and how to treat • What to expect from menopause</td>
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Map out your content pillars, categories, and topics.

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Content Topics
LEVERAGE YOUR COMMUNITY EXPERTS

Search Engine Optimization/Website Traffic

Provides Deep Experience and Stories

Engages with Thought Leaders, Fellow experts and Potential Supporters

Drives Traffic to our Branded Properties

Personified Credibility in the Market
Pick a subject matter expert and describe what they can provide for your marketing efforts.
ONE BRAND, GLOBALLY, LOCALLY, DIGITALLY
Consistent presence across all channels
WHAT CAN YOU TELL?

VISUAL REPRESENTATION:

- What is the brand?
- What is the brand color?
- Do they believe in diversity?
- What do they care about?
Do a visual audit of your brand.
CREATE SHARED TOOLS

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Holiday Campaigns

Continuous Campaigns

Relevant Content

- New Year
- Valentines Day
- St. Patty’s Day
- Easter
- Mother’s Day
- Father’s Day
- 4th of July
- Friendship Day
- Labor Day
- Halloween
- Thanksgiving
- Christmas & Hanukkah
# Instagram Content Calendar :: Month One

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### June :: Insta
- Use this space for the copy for the post.
- Time:
- Hashtags:
- Image rec:
EMBRACE YOUR UNIQUENESS:

- Show your personality
- Don’t be afraid to use humor
- Strive for authenticity, not perfection
- Make everything meaningful or fun
- Brevity is key

**Rule of three**
Busy people will only remember three pieces of information.

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27/9/3
In any media story, you will only have 27 words, 9 seconds, or 3 points to get your message across.

You can double those numbers if there is a powerful accompanying visual!
FIND PEOPLE TO SHARE CONTENT FOR YOU:
- Identify an ambassador group
- Find local experts and thought leaders, ask them to share your content
- Tap into your community partners and events
- Run a campaign with a custom hashtags
- Re-purpose top picks on your channel
- Consider branding these for Slow Food
- Consider prizes or giveaways (they don’t have to cost money!)
LEVERAGE TRENDS

FALL & WINTER 2020:

- It’s Cold Season: Prepare for Health-Focused Shoppers During a Pandemic
- Immunity Is More Important Than Ever
  (Elderberry is up nearly 300%, zinc grew more than 150%, echinacea rose almost 150%, and vitamin C grew a little more than 100%. Immunity is on shoppers’ minds!)
- Shoppers Want Comfort
  (Dinner kits increased by 49%, pasta up 41%, and macaroni & cheese up 26%)
- Wellness Is About More Than Diets
  (Tea concentrates are up 26%, natural products alcohol sales are up 20%, with hard cider, mead, and other malts showing a strong 128% growth, spirits and mixers up 42%, beer rising 22%, and wine growing 13%)
USE DATA-DRIVEN DECISIONS
BREATHE. BE KIND TO YOURSELF.

EVEN BEST LAID PLANS WILL CHANGE.

- Don’t miss an important moment just to stick to the schedule
- If you have inspiration or content present itself to you, roll with it
- Don’t be afraid to test something new
- Look to other chapters and see what’s working for them
Thank You!

Contact Info:
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jana.kopp@theswellcolab.com
503.913.1094
BONUS: TIPS FOR GROWING YOUR EMAIL SUBSCRIBER LIST

TIPS FOR SUCCESS:
● Include easy sign-up on your website (pop-ups, footer, hyperlinks, checkout, gated pages)
● Collect email addresses at off-line events/locations
● Include a subscriber button/link all social media channels
● Promote your newsletter on social media
● Launch a promotion or campaign that requires emails sign up for submission
● Encourage your current subscribers to share and forward your emails
● Add a link in your and your employees professional email signature
● Add a QR code to your print collateral so people can scan to opt-in
BONUS ASSIGNMENT

One asset per stage of the User's Journey

1. AWARENESS ASSET
2. CONSIDERATION ASSET
3. DECISION ASSET
4. LOYALTY/RETENTION ASSET

AWAWARENESS STAGE

CONSIDERATION STAGE

DECISION STAGE

DELIGHT STAGE