Consistent Communication: Coordinating Marketing Efforts Across Platforms

Coordinating Marketing Efforts Across Multiple Platforms

An Infopeople Webinar
Tuesday, September 23, 2014
Presenter: Nancy Dowd

WHAT IS MULTICHANNEL MARKETING
DO YOU NEED THIS STRATEGY TO SUCCEED?

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MARKETING STRATEGY

Marketing Process:
- Research
- Identify Audience
- Conversations
- Set Objectives
- Development
- Create Plan
- Promote
- Measure
- Evaluate

SIMPLIFIED

1. KNOW WHAT YOUR PEOPLE WANT AND NEED
2. CREATE PRODUCTS THAT HELP
3. PACKAGE, REPACKAGE, PROMOTE
4. DELIVER THROUGH THE CHANNELS THEY
THE CHANNELS

Demographics of Major Social Networking Platforms

<table>
<thead>
<tr>
<th>% of internet users who use...</th>
<th>This service is especially appealing to...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use Facebook 77%</td>
<td>18-29 year olds (23%)</td>
</tr>
<tr>
<td>Use LinkedIn 22%</td>
<td>30-44 year olds (27%)</td>
</tr>
<tr>
<td>Use Pinterest 27%</td>
<td>18-29 year olds (27%)</td>
</tr>
<tr>
<td>Use Twitter 18%</td>
<td>No significant differences by gender, household income, education</td>
</tr>
<tr>
<td>Use Instagram 17%</td>
<td>18-29 year olds (27%)</td>
</tr>
</tbody>
</table>

Source: Pew Research Center, October 13, 2014

SOCIAL IMPACT

Connect with People

- Helps keep up with social ties - family and friends
- Online social support
- Political engagement
- Revives dormant relationships
- Connect with people similar hobbies
- Read comments by celebrities, politicians and athletes

-Pew Institute

facebook

- 19-29 yr. olds
- 10 minutes a day
- 40% more than once
- 69% income 75k
- College grads
- 71% of online users

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WHAT WORKS?

- Images
- Fun
- Relevancy

WHAT WORKS?

- Questions
- Shorten links
- Comments and Conversations

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- Questions
- Shorten links
- Comments and Conversations

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WHAT WORKS?

• Questions
• Shorten links
• Comments and Conversations
• Being there

NOT ALL POSTS ARE CREATED EQUAL.

Replace one word in a Book Title with the word “BACON”

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- 18-29 year olds
- 46% use daily - multiple
- 5 minutes a day
- 23% under 30K income

WHAT WORKS?
- Reason to click
- Short URLs
- Retweets
  - Leave 20 characters to add comments
- “Favorites”

WHAT WORKS?
- Images
- Fun
- Relevancy

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Pinterest

- 18-29 year olds
- 46% use daily - multiple
- 5 minutes a day
- 23% under 30K income

Pinterest

- Mostly women
- 50% have children
- 15 minutes a day
- 100K income

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- 16-24 year olds
- 33% have children
- $35K and less - college/YA
- 14 minutes a day
- Men and women
- Videos and Gifs work well

Tumblr

Instagram

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- Teens - early 20’s
- Girls
- 60 Million users
- 400 Million made per day
- 12% shared with multiple recipients
- 5% selfies shared on SM come from Snapchat

- 40 Million users
- 18-20 year olds
- Shared through Twitter (1 in 5)
- Weekends are very popular
- Musicians love this platform - they get 3 of 5 most retweeted
- 16 minutes per month watching online commercials

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- Video
- 1+ BILLION users
- 1 Billion views every day
- 100 hours of video uploaded per minute
CONTENT CALENDAR VS COMMUNICATION BLUEPRINT

<table>
<thead>
<tr>
<th>THE COMMUNICATION BLUEPRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ITEM</td>
</tr>
<tr>
<td>-----------------------------</td>
</tr>
<tr>
<td>PRE-PROMOTION</td>
</tr>
<tr>
<td>POST PROMOTION</td>
</tr>
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**THE COMMUNICATION BLUEPRINT**

<table>
<thead>
<tr>
<th>PRINT</th>
<th>SOCIAL</th>
<th>EMAIL</th>
<th>WEB</th>
<th>Outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bookmarks at circulation</td>
<td>Facebook Announcement</td>
<td>E-Mail Announcement</td>
<td>Announcement Calendar Posting</td>
<td>Check Out Cards</td>
</tr>
<tr>
<td>Flyers at Partner Locations</td>
<td>Fill Fact Sheets</td>
<td>Fill Fact Sheets</td>
<td>E-Mail Invite</td>
<td>Book drops</td>
</tr>
<tr>
<td>Gymboree, Baby Gap, preschools</td>
<td>Facebook Posts</td>
<td>Include links to: Photo Ops</td>
<td>EO Invite</td>
<td>Fitness Mobs</td>
</tr>
<tr>
<td>Share printed picture on EO Survey</td>
<td>Facebook Posts</td>
<td>EO Invite</td>
<td>Calendar Posting</td>
<td>Announcement Calendar Posting</td>
</tr>
<tr>
<td>Survey at preschool</td>
<td>FB Post Survey</td>
<td>EO Invite to program</td>
<td>Book drops</td>
<td>Check Out Cards</td>
</tr>
<tr>
<td>Thank you, EO with links to: Photo Ops and media</td>
<td>Facebook Posts</td>
<td>EO Invite</td>
<td>Fabrication</td>
<td>Photograph</td>
</tr>
<tr>
<td>Include in: Monthly Newsletter</td>
<td>FB Fast Facts</td>
<td>EO Invite</td>
<td>Announcement Calendar Posting</td>
<td>Fabrication</td>
</tr>
<tr>
<td>FB-Post Survey</td>
<td>FB Post Survey</td>
<td>EO Invite</td>
<td>EO Invite</td>
<td>Fabrication</td>
</tr>
</tbody>
</table>

### PUTTING IT TOGETHER

- Small Scale

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Stakeholders:

- Email
- Invitation to attend
- Invitation to welcome audience
- Sponsorship Opportunity

Molly Ringwald to Speak at PPL

Regular Price: $30
Friday, September 19

Tickets are going fast for the Community Room appearance by Molly Ringwald. The $20 ticket price includes a copy of Molly's new work of fiction, "When It Happens to You," which intertwines eight stories of people.
Cross Promote

RESOURCES

Targeted

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Cross Promote

Movie and Books

Add to your website and facebook too.

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IF WE DON'T REACH THEM THEY WILL NEVER HEAR US.

THANK YOU.
NANCY DOWD
ndowd@me.com

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