

Marketing your Message



GUIDEBOOK

JK

JOELKESSEL

SHARE YOUR MEANINGFUL WORK IN A MEANINGFUL WAY

Understanding Our Audience

1. Who cares about what we do? (audiences; be specific)

2. Of all the people listed in the previous answer, prioritize them (who are the most important to engage and serve?)

3. Take the top audience (from the prioritized list) and answer the following:

a. What do they need?

4. Where does this audience go to get their information and how can we connect & engage with them? (Facebook, LinkedIn, conferences, email marketing, trade magazine articles, etc.)

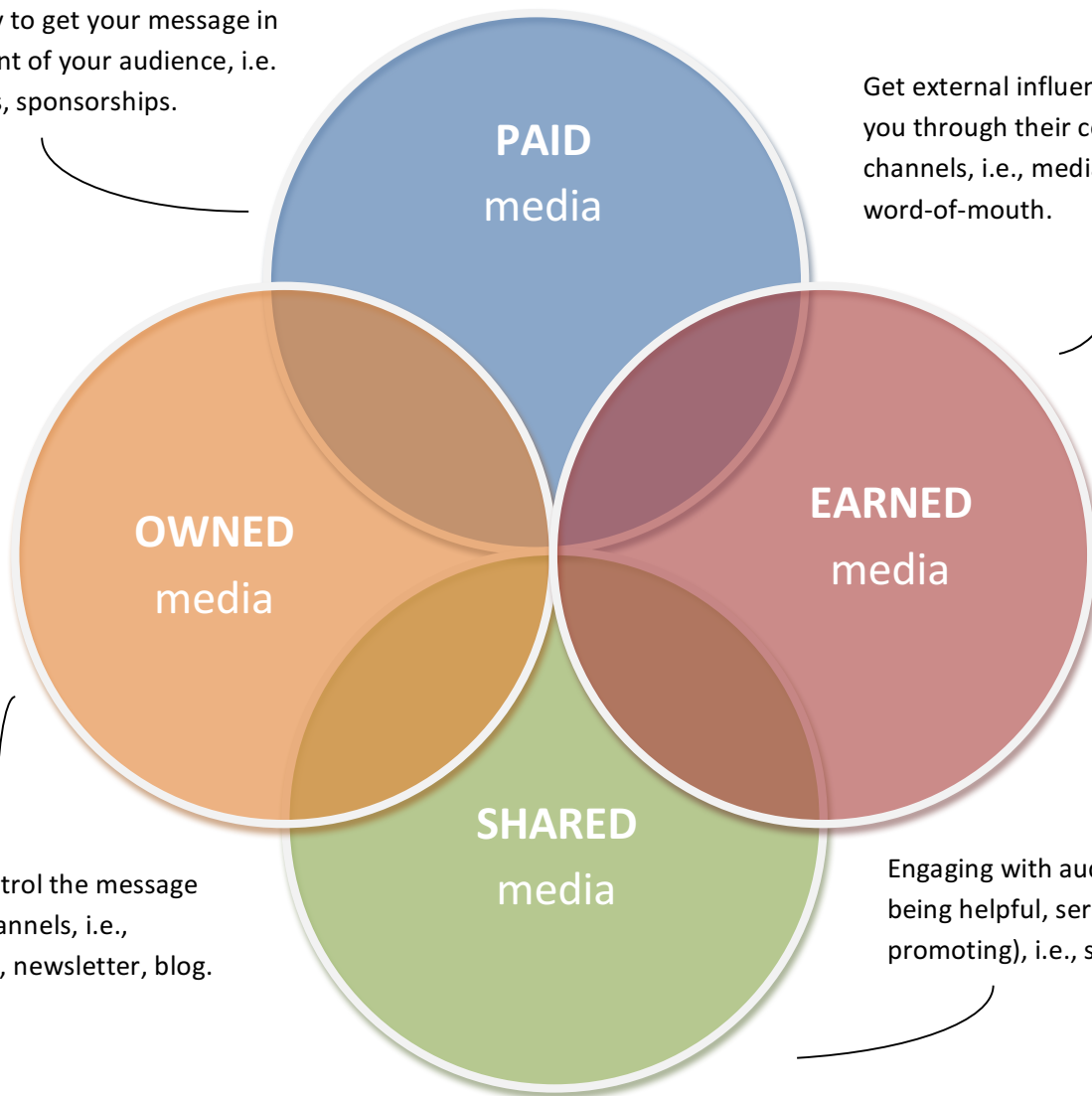
An Integrated Approach

We want to _____ & _____ with our audiences, i.e., customers, clients, donors, volunteers, staff.

In order to do that, we must have an integrated approach with multiple touch-points. P E S O will help us connect and engage with our audiences on an ongoing basis. It's the marketing, communications, and public relations integration model.

Pay to get your message in front of your audience, i.e. ads, sponsorships.

Get external influencers to talk about you through their communication channels, i.e., media stories, blogs, word-of-mouth.



You control the message AND channels, i.e., website, newsletter, blog.

Engaging with audiences, being helpful, serving (not promoting), i.e., social media.

An Integrated Approach (continued)

List all the ways you are *currently* communicating

PAID media:

EARNED media:

SHARED media:

OWNED media:
