

A large graphic of a target with concentric red and white rings. A silver bolt with a blue and white striped head is positioned diagonally across the target, pointing towards the center. The background is a light blue gradient.

# **TARGETING:** YOUR KEY TO IMPROVED RESULTS

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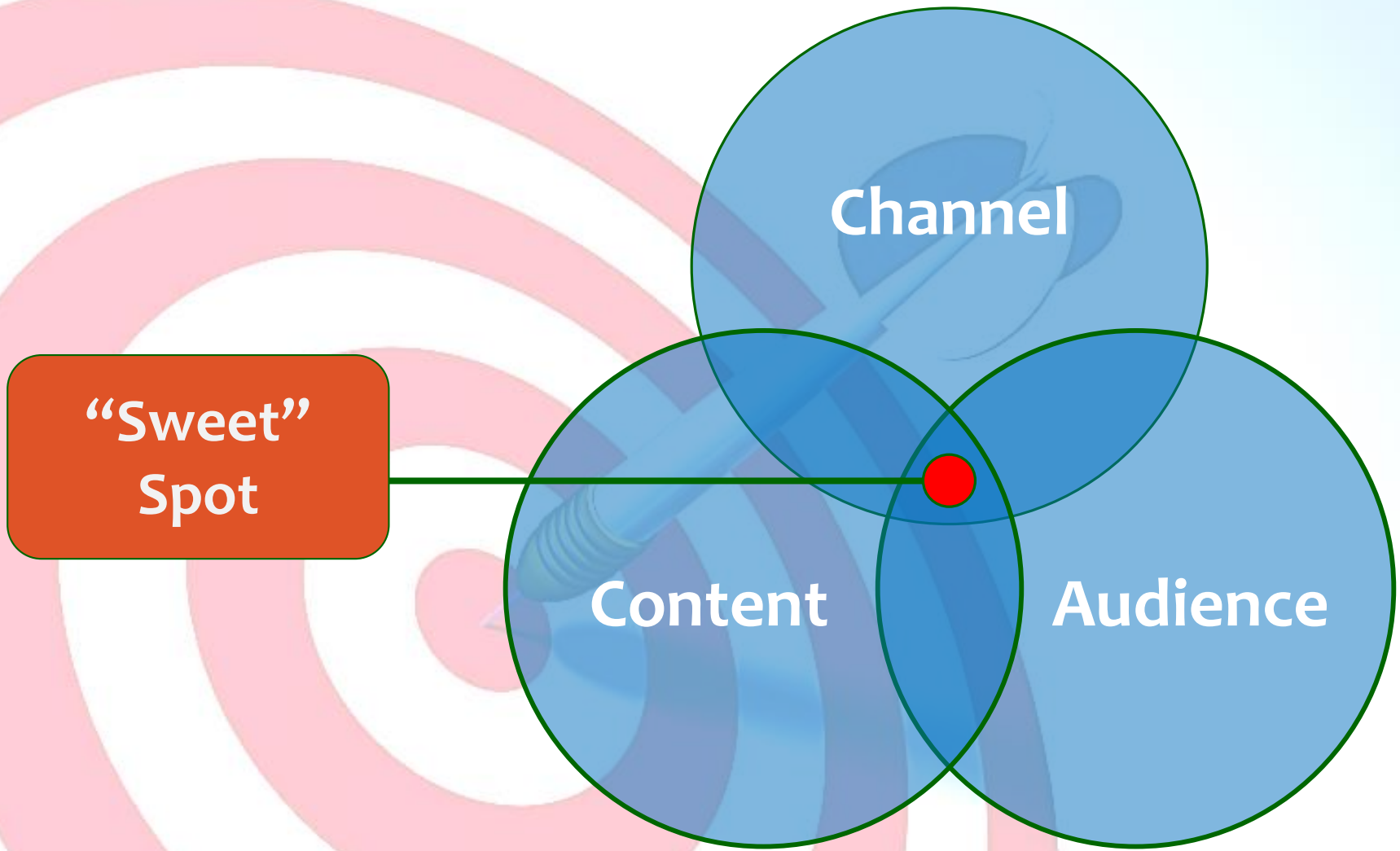
PREPARED FOR THE CHARITABLE ROUNDTABLE

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# Target Marketing 101



# Target Marketing 101





# Defining Target Audience

## FUNDRAISING

- Small/Medium Gifts
- Major Donors
- Fundraising Events

## PROGRAM RECRUITMENT

- Recruiting/Engaging Participants
- Recruiting/Engaging Volunteers
- Recruiting & Serving Members

## COMMUNITY ENGAGEMENT/EDUCATION

- Engaging Community
- Raising Awareness
- Advocating a Cause

## BRAND & LEADERSHIP

- Brand/Reputation Management
- Thought Leadership
- Internal Communication

# Communication Goals

Previous Era	New Era
Targets end-users	<b>Community of end-users</b>
Monologue Communication	<b>Dialogue-based Communication</b>
Awareness Priority	<b>Engagement Upgrade</b>
Push Strategy	<b>Pull Strategy</b>
Protected Communication	<b>Transparent Communication</b>
Created by Organizations	<b>Co-created with end-users</b>
Brand Management Focus	<b>Brand Stewardship Focus</b>

# Marketing's Digital Transformation

Communications and Marketing Strategy  
determines approach

Information Technology Strategy  
creates and supports channels

Purpose/Goal  
Audience  
Timing/Frequency  
Appropriateness  
Response  
Voice  
Personality

Consistency  
Brand  
Development  
framework  
Tool integration  
Guides usage  
Innovation

**Content**

**Identify audiences appropriate for content**

**Choose Communication Channels**

Newsletters	Email Campaigns	Facebook pages	Blog posts/ Twitter	LinkedIn Groups	Print Collateral	Media Websites	News/media release	Website/ Feeds
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**Customize or repurpose message for delivery in specific channel(s)**

**Monitor audience reaction and participation**

**Evaluation**

**Marketing Communication Model**

# Shifted Components of the Marketing Communication Strategy

## Paid

TV

Print

Radio

Events

Display

**SEM/Online**

## Owned

Storefront

Website

Direct Mail/Email

**Social / Mobile Media**

## Earned

Word-of-Mouth

Press

Referrals

**On-site Comments**

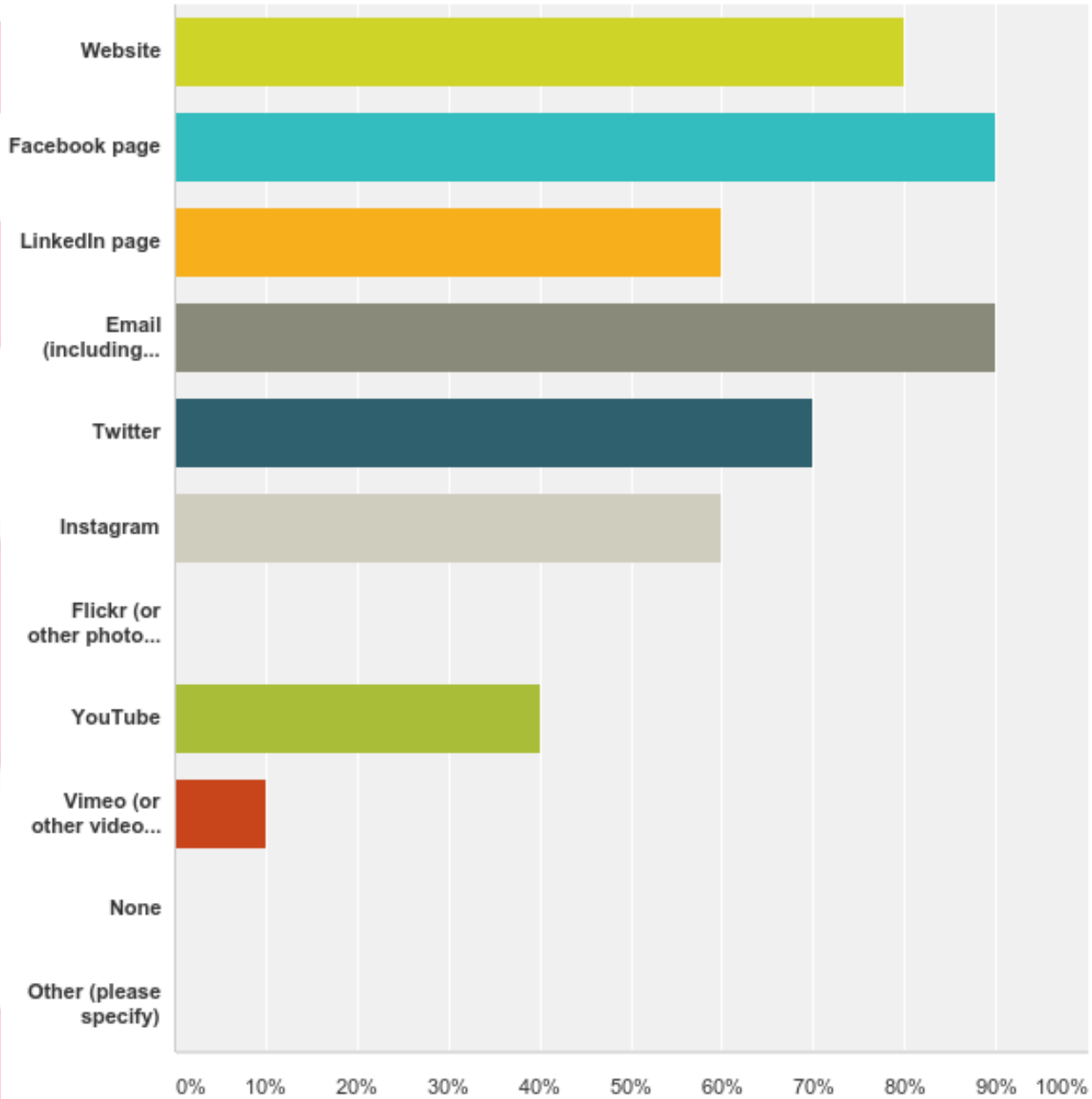
**Shares, Likes, RT's**

**Check-ins**

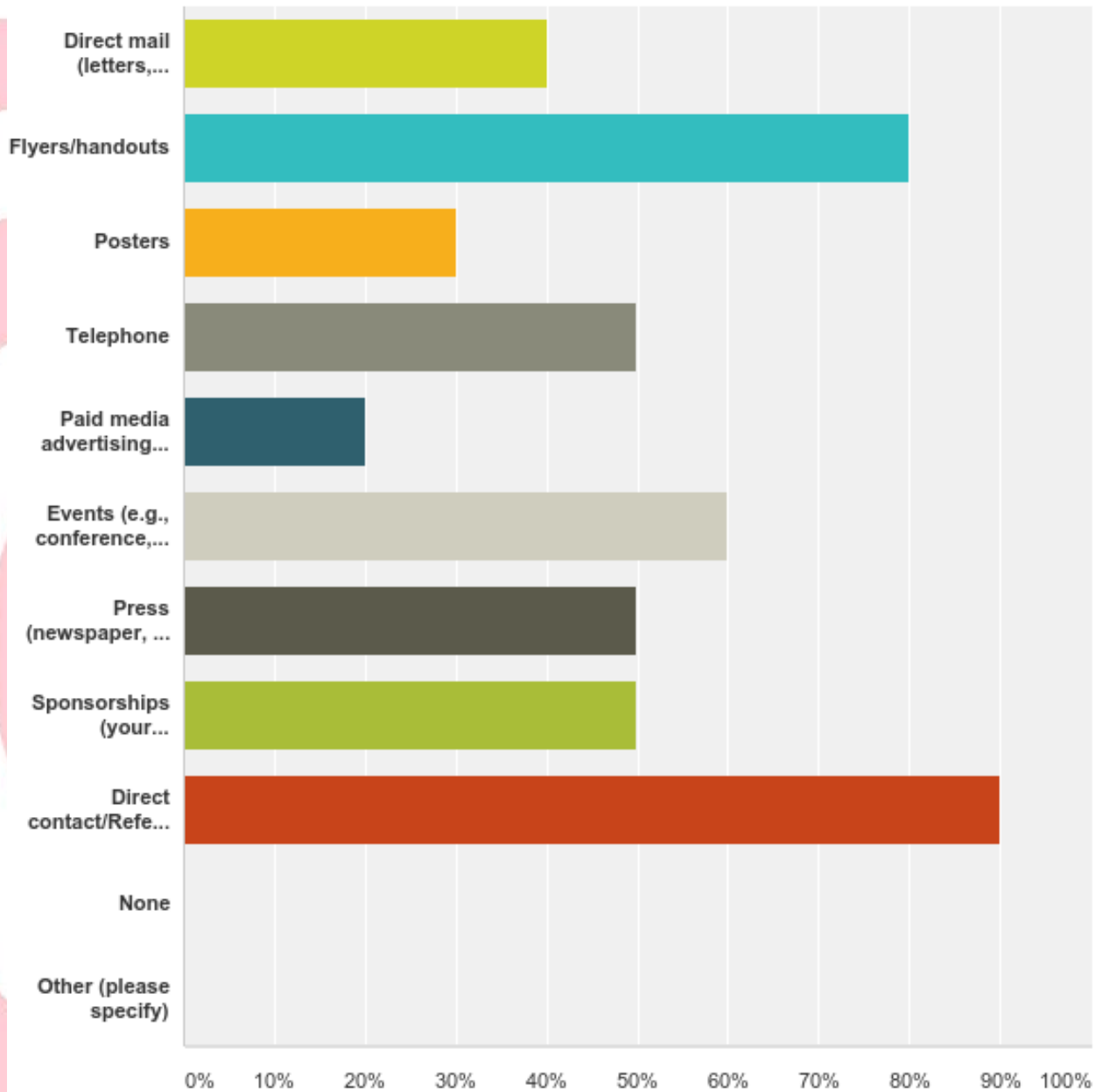
**Ratings/reviews**

**Mentions**

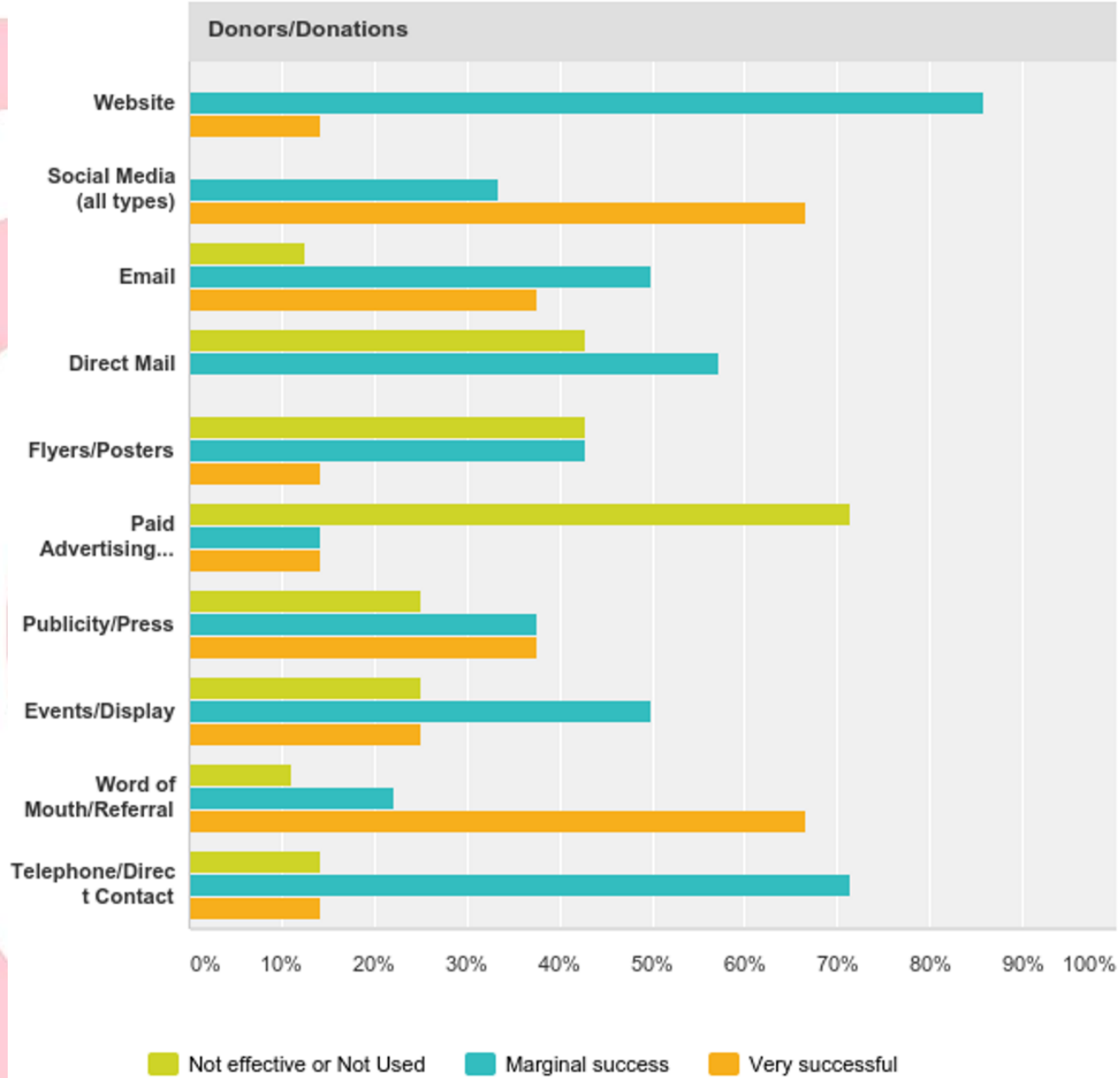




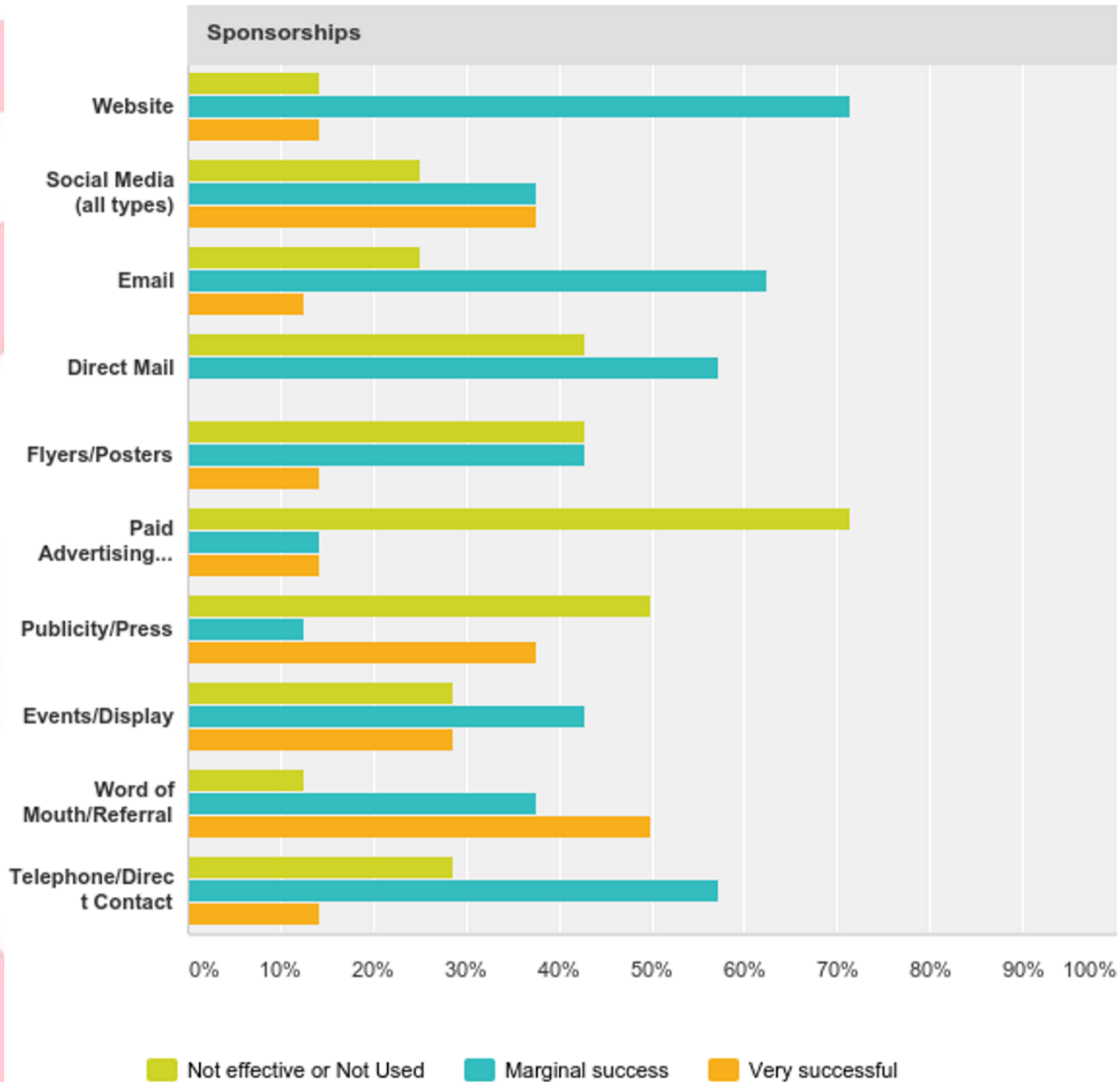
# Electronic Methods Used



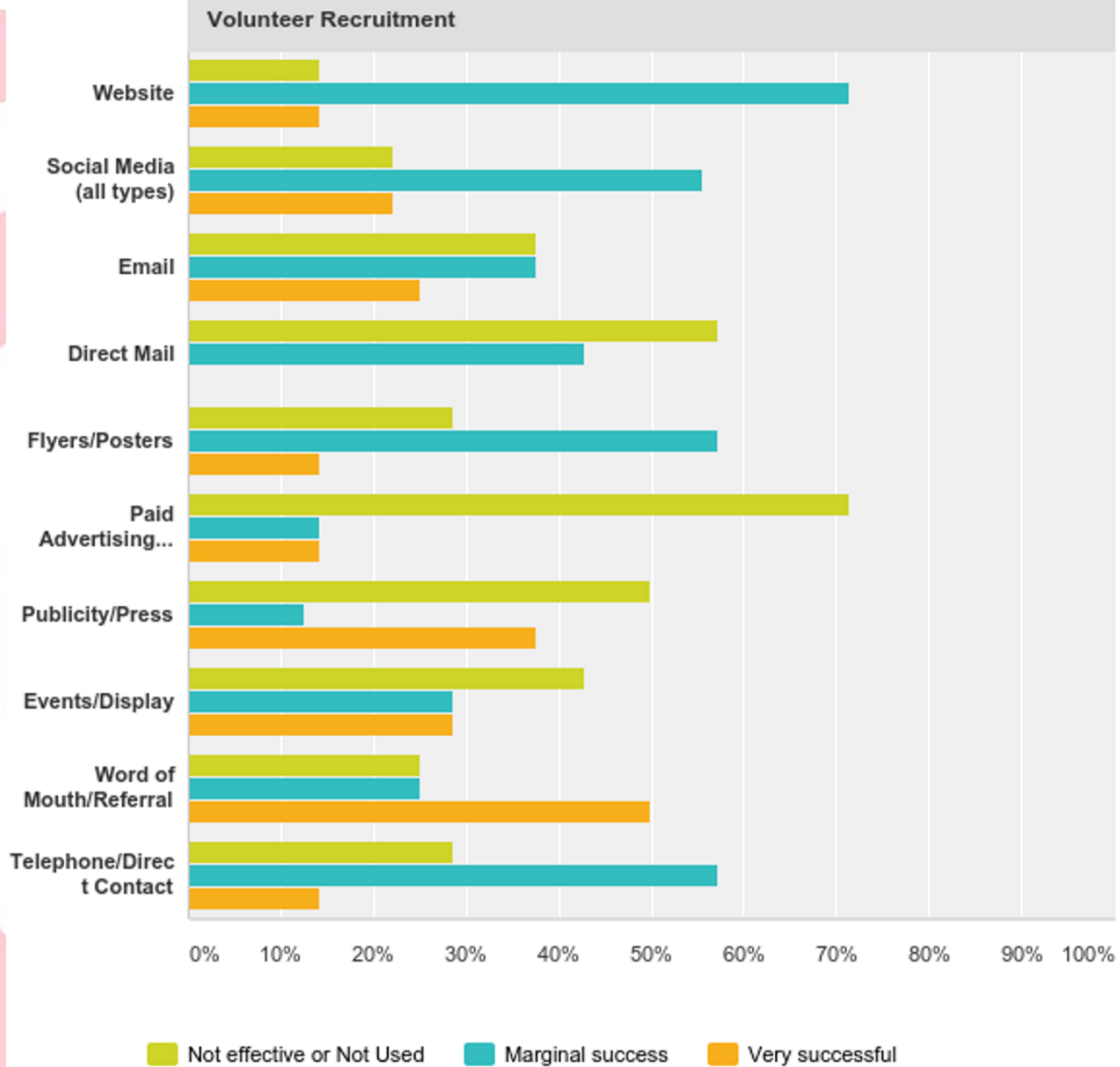
# Traditional Methods Used



# Comm. Method Effectiveness



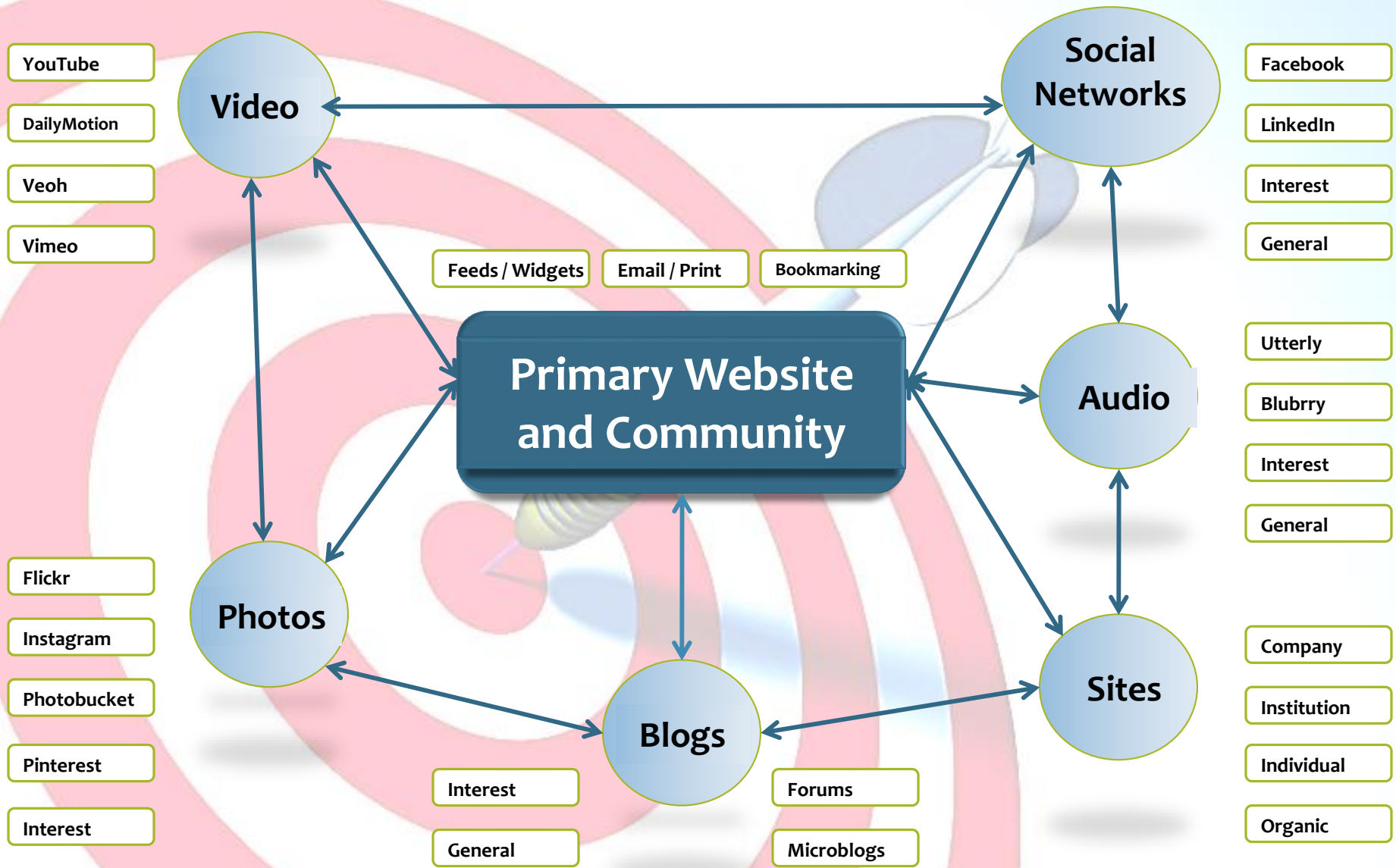
# Comm. Method Effectiveness



# Comm. Method Effectiveness



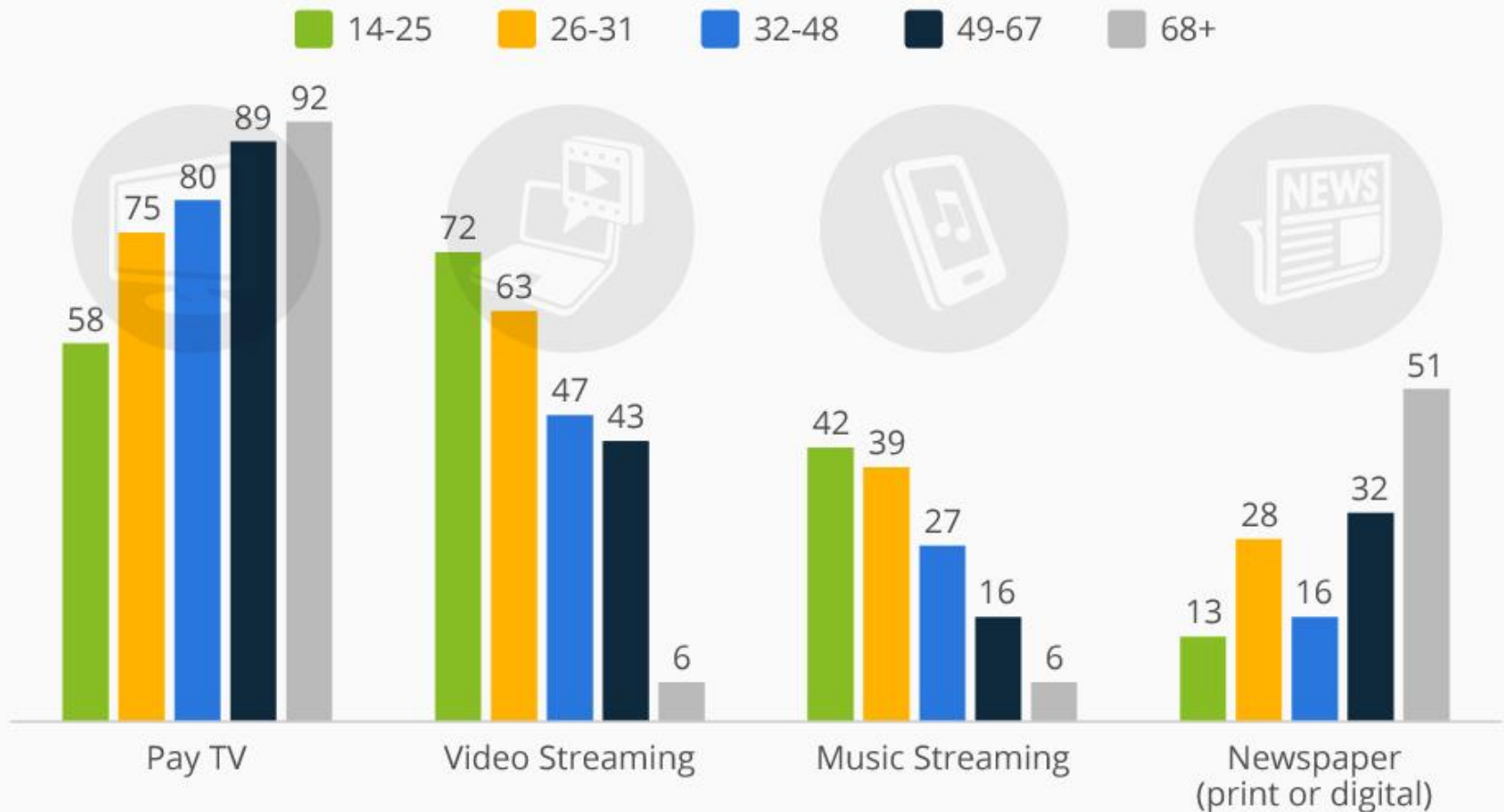
**Social Media Revolution**



# Social Media Marketing Basic Model

# Poll Reveals Generational Gap in Media Preferences

% of Americans ranking the following among the 3 most important media services they subscribe to



CC BY ND  
@StatistaCharts

Based on a survey among 2,076 U.S. consumers conducted in November 2014

Source: Deloitte

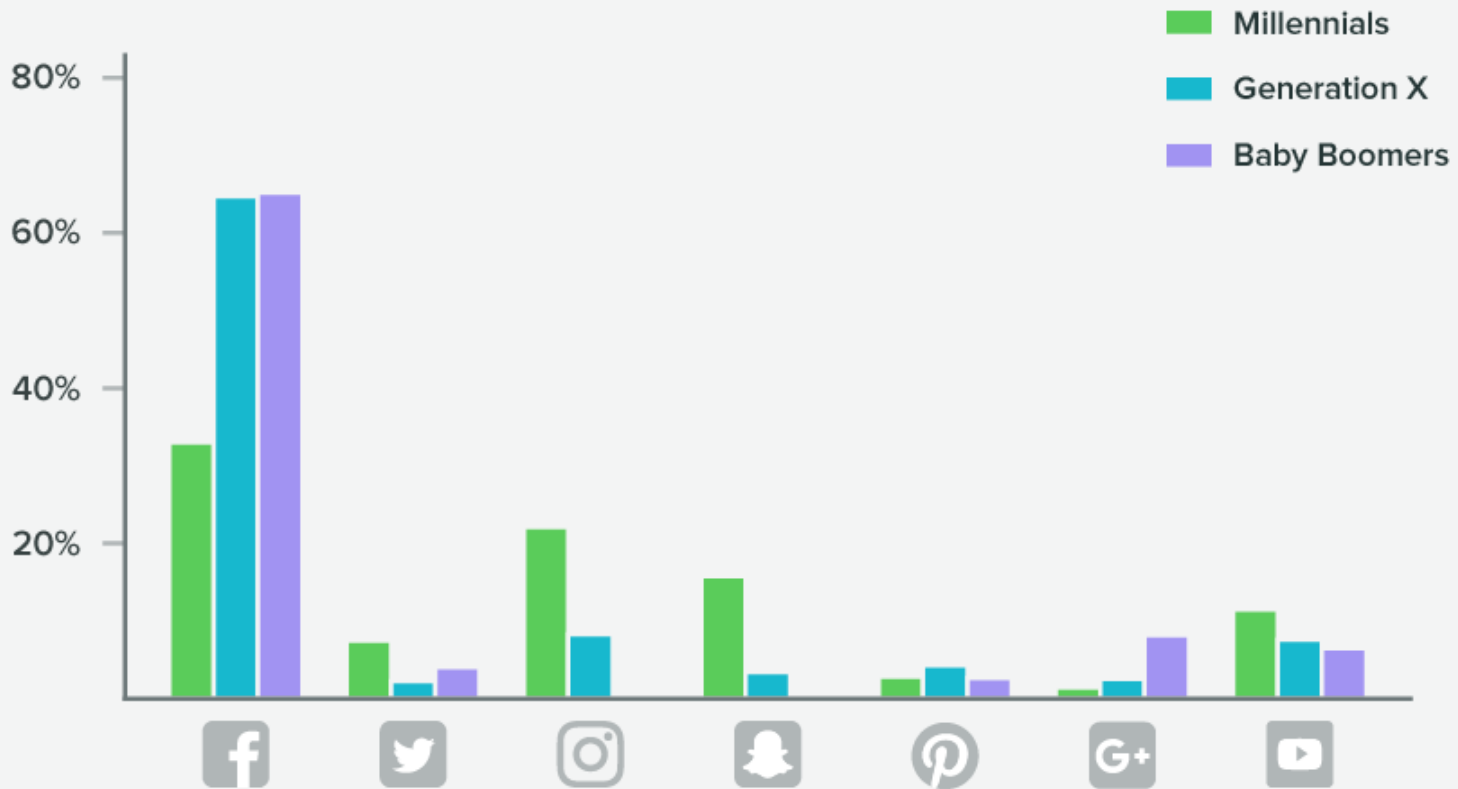
statista

# Media Preferences



# Network Preferences by Generation



Q1 2017



sproutsocial



[sproutsocial.com/index](http://sproutsocial.com/index)

# Social Media Preferences

	Target Audience Communication	Brand Awareness	Referral Traffic	Personal vs. Professional
<b>Twitter</b> 	There are a number of tools to help track mentions and sentiment. Reach is broad once established	Allows opportunity to engage and spread news virally. Excellent for branding and public relations management	The potential is large, but over-promotion and too frequent posts can turn off followers. Find a solid balance	Strong in <b>both areas</b> where messaging, sharing, and follower/following is a measure of influence.
<b>Facebook</b> 	Great for engaging people, sharing options, and participation.	Use the platform to organically grow followers and/or utilize ads to grow the follower base. Do not forget to keep content interesting	Excellent way to share content from the website and drive traffic. The use of share buttons continues to increase cross-shares	While primarily viewed as a <b>personal</b> social tool, the network is utilized to promote professional accomplishments via brand pages.

Credit: Arrangement and content aided by Adobe's CMO.com. Modified and enhanced by Shaun Holloway, srholloway.com

# Social Media Landscape

	Target Audience Communication	Brand Awareness	Referral Traffic	Personal vs. Professional
<b>LinkedIn</b> 	Engagement is possible through groups, but moderation is needed to keep them clean. Group performance and frequency vary	Effective for personal branding as well as an organization with brand pages	Majority of users tend not to click-through; however, what traffic comes tends to be from relevant readers from the target audience	Very strong and focused on the <b>professional</b> network and interests, while allowing integration with other content tools
<b>YouTube</b> 	Powerful channel for quickly engaging the audience and feeding content to many vehicles	Excellent tool once a catalog of video is created that collectively represents the brand and relates to the target audience	Traffic primarily goes to the video, and links can be added to the description; however, embedded videos into a website help both ways	Can be used for <b>both areas</b> ; however, focus and big picture purpose is needed, not to mention some skill.



Credit: Arrangement and content aided by Adobe's CMO.com. Modified and enhanced by Shaun Holloway, srholloway.com

# Social Media Landscape

	Target Audience Communication	Brand Awareness	Referral Traffic	Personal vs. Professional
<b>Flickr</b> 	Properly tagged photosets and photos help communicate activity and showcase the message	Participation is possible but not likely, but embedded photo slideshows help significantly	Even with many views, the click-through rates to the website remain low	Photo sharing is fragmented among tools and networks, but it can work well for <b>both areas</b> for branding and sharing.
<b>reddit</b> 	When evaluating “sub-reddits,” the feedback is valuable, but reach can vary based on relevance	There is little branding opportunity, as most stories are from major news sites. Images attribution is limited	If Reddit likes the brand, then traffic is good. There is balance on trying too much and not enough	Difficult to establish a connected reputation in <b>both areas</b> and primarily caters to niche audiences.

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# Social Media Landscape

	Target Audience Communication	Brand Awareness	Referral Traffic	Personal vs. Professional
<b>Pinterest</b> 	Not a great platform for engaging customers due to the nature of the collections and functions	Following and sharing pins can help spread the brand's impact and encourages others to do the same	Traffic generation is big, but only the website needs pinnable images	Primarily a <b>personal</b> photo and Internet sharing service, professionals in certain industries can succeed.
<b>Slideshare</b> 	Great for organizations that utilize slide decks. Embedded presentations into website helps promotion	Many ways to leverage and increase exposure. Strategically utilize the Slideshare URL to encourage traffic	Very similar to YouTube in that traffic tends to stay within the network. Embedding slideshows and feeds helps	As a LinkedIn company, sharing content is mainly <b>professional</b> with good personal site integration methods.

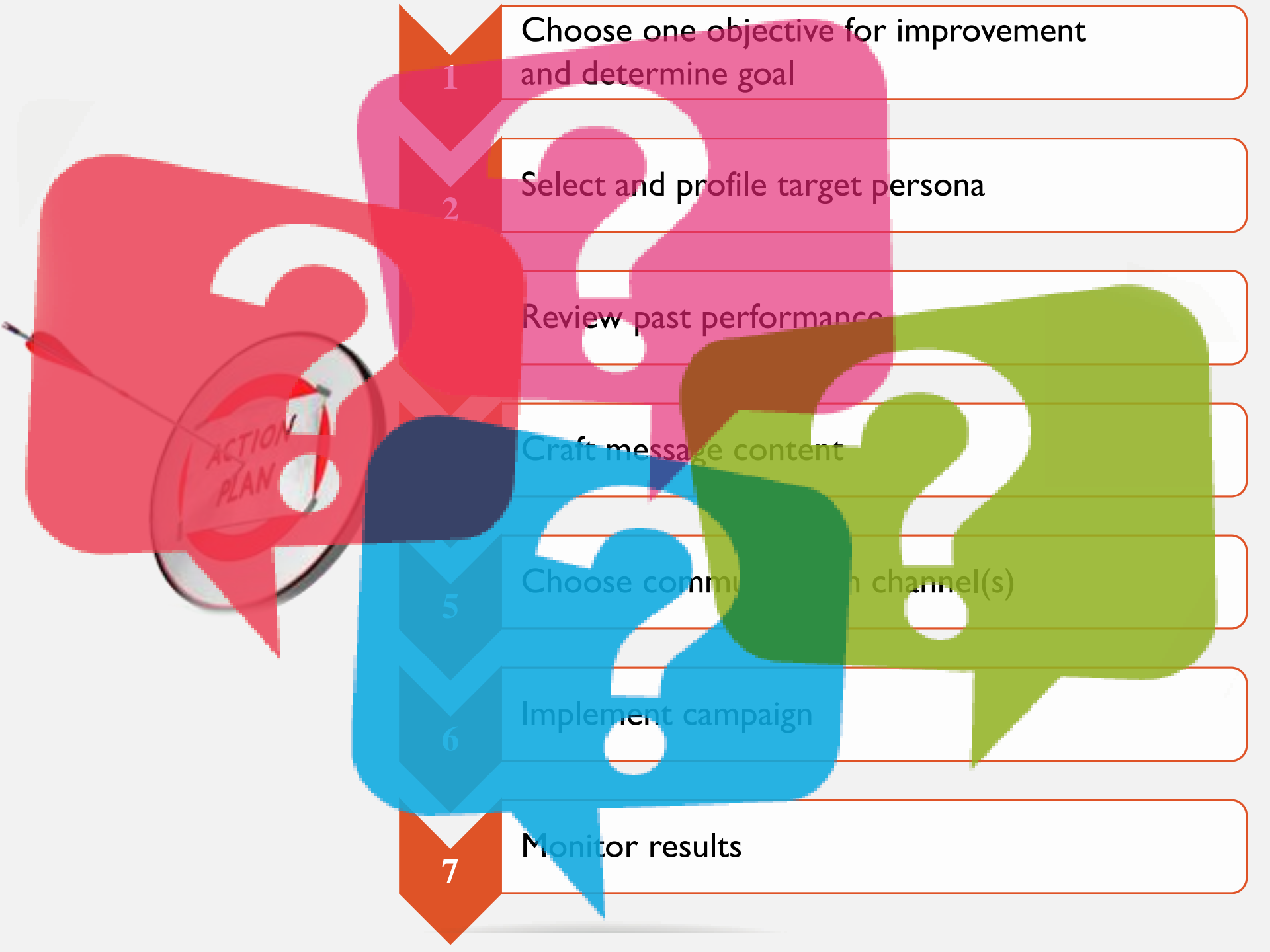
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# Social Media Landscape

	Target Audience Communication	Brand Awareness	Referral Traffic	Personal vs. Professional
<b>Google+</b> 	Communication and engagement possibilities are rare, and user participation is relatively low	Majority of brand searches appear in Google search results and +1's rank highly	Content can be heavily shared and influence how the content ranks. Using the +1 button helps	The search ranking alone makes this a must-have network; however, it's a mix for <b>both areas</b> trying to carve out its fit.
<b>Instagram</b> 	Communication exists within the site for engagement but relatively self-contained	Excellent way to show images of offerings and promote campaigns. API can push photos to sites	Very difficult. Only the creative and the super curious can accomplish	Sharing photos and short videos is currently a <b>personal</b> endeavor but professionals in the right niche may find a way.

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# Social Media Landscape



1

Choose one objective for improvement and determine goal

2

Select and profile target persona

3

Review past performance

5

Choose communication channel(s)

6

Implement campaign

7

Monitor results

ACTION PLAN