Marketing Strategies

Presented by Chakisse Newton

@Chakisse

1921–2021 ■ 100 YEARS OF NONPROFIT EDUCATION

U.S. CHAMBER OF COMMERCE FOUNDATION

Marketing is "the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit."

Philip Kotler

What are your objectives?

Course Objectives

- 40% - Identifying key elements of a marketing plan.
- 40% - Implementing techniques for researching your audience and measuring success.
- 20% - Utilizing marketing tools for nonprofits.

Course Objectives

- 40% - Identifying key elements of a marketing plan.
  - Learn how to develop strategies to market what your organization offers (services, programs, events, and products)
  - Review the basics of market segmenting, prospect targeting, messaging/positioning techniques, and pricing

Course Objectives

- 40% - Implementing techniques for researching your audience and measuring success.
  - Enhance methods to distribute your “product” by building awareness and visibility of the organization through marketing and communications
  - Embrace member and market research as a key organizational driver
  - Assessing your outcomes/value and promoting return on investment to members

Course Objectives

- 20% - Utilizing marketing tools for nonprofits.
  - Use technology in marketing communications including social and traditional media
  - Gain an appreciation that successful marketing includes the whole organization and supports the organization's business plan as well as long-term plan

Which Tactics Are Most Effective?

Marketing Tactic	Low Effectiveness Group: Tactic is Effective or Very Effective	High Effectiveness Group: Tactic is Effective or Very Effective	Delta
Email	49%	84%	35%
Event	60%	80%	20%
Content	45%	76%	31%
Website/SEO	38%	52%	14%
Social media	30%	66%	36%
Direct mail	30%	44%	14%
Digital mktg	26%	47%	21%
Print advert.	28%	32%	4%
Telemarketing	13%	14%	1%
Mobile	6%	21%	15%
Other	5%	4%	-1%

“The more effective association marketers aren’t using different tactics than the less effective ones. They’re using the same tactics! But clearly, the more effective group is better at using them.”

The State of Digital Marketing in Associations 2017

“Strategy without tactics is the slowest route to victory.

Tactics without strategy is the noise before defeat.

Sun Tzu

Strategy

Overall plan to achieve a specific objective

Tactics

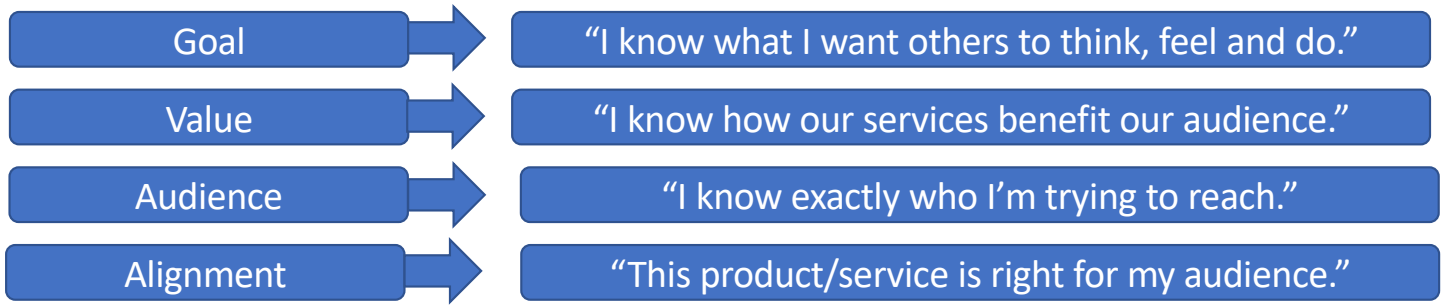
Actual means used to achieve the objective/implement the strategy

Key Questions to Ask

- What *goals* do we want to achieve?
- What *audiences* do we want to reach?
- What do we want to *communicate/offer*?
- *Where* do our target audiences get their information?
- What *strategies* will best reach our audiences?
- What *metrics* should we use to evaluate results?

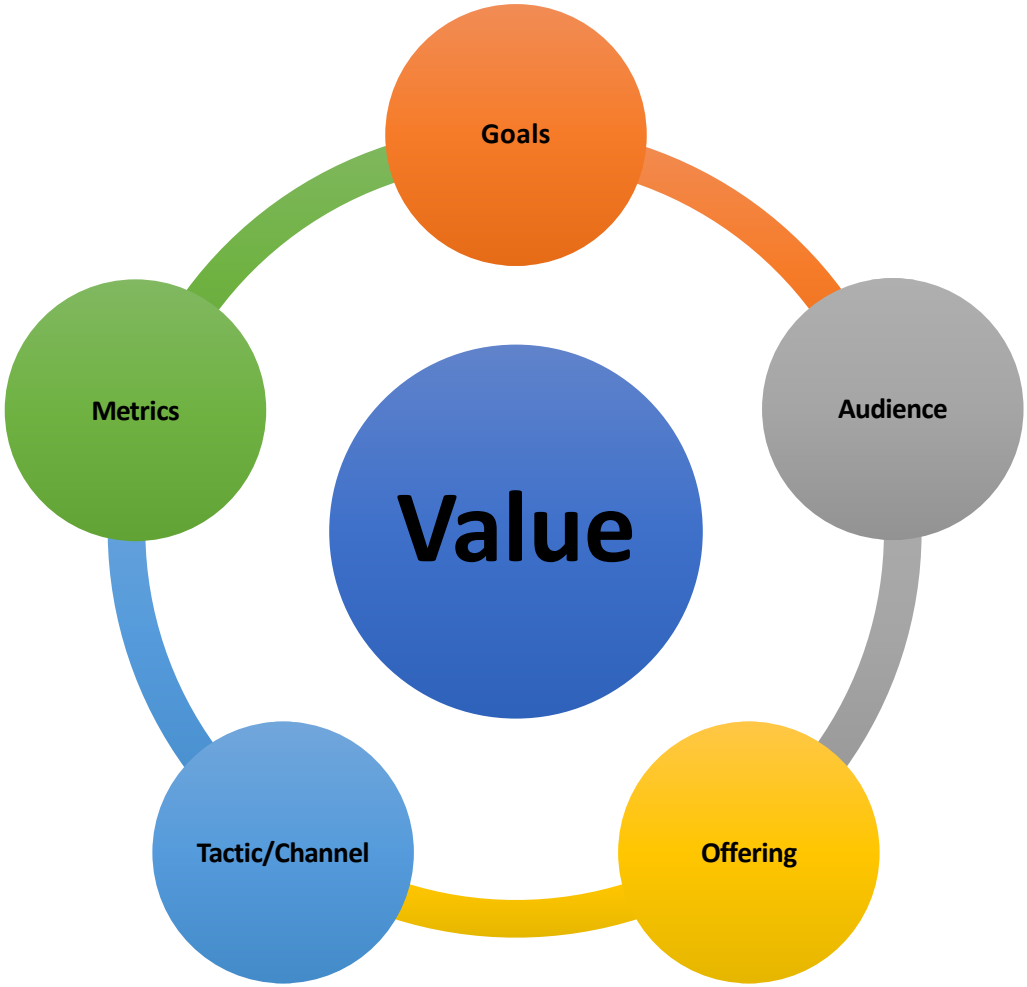
Evaluate Your Marketing

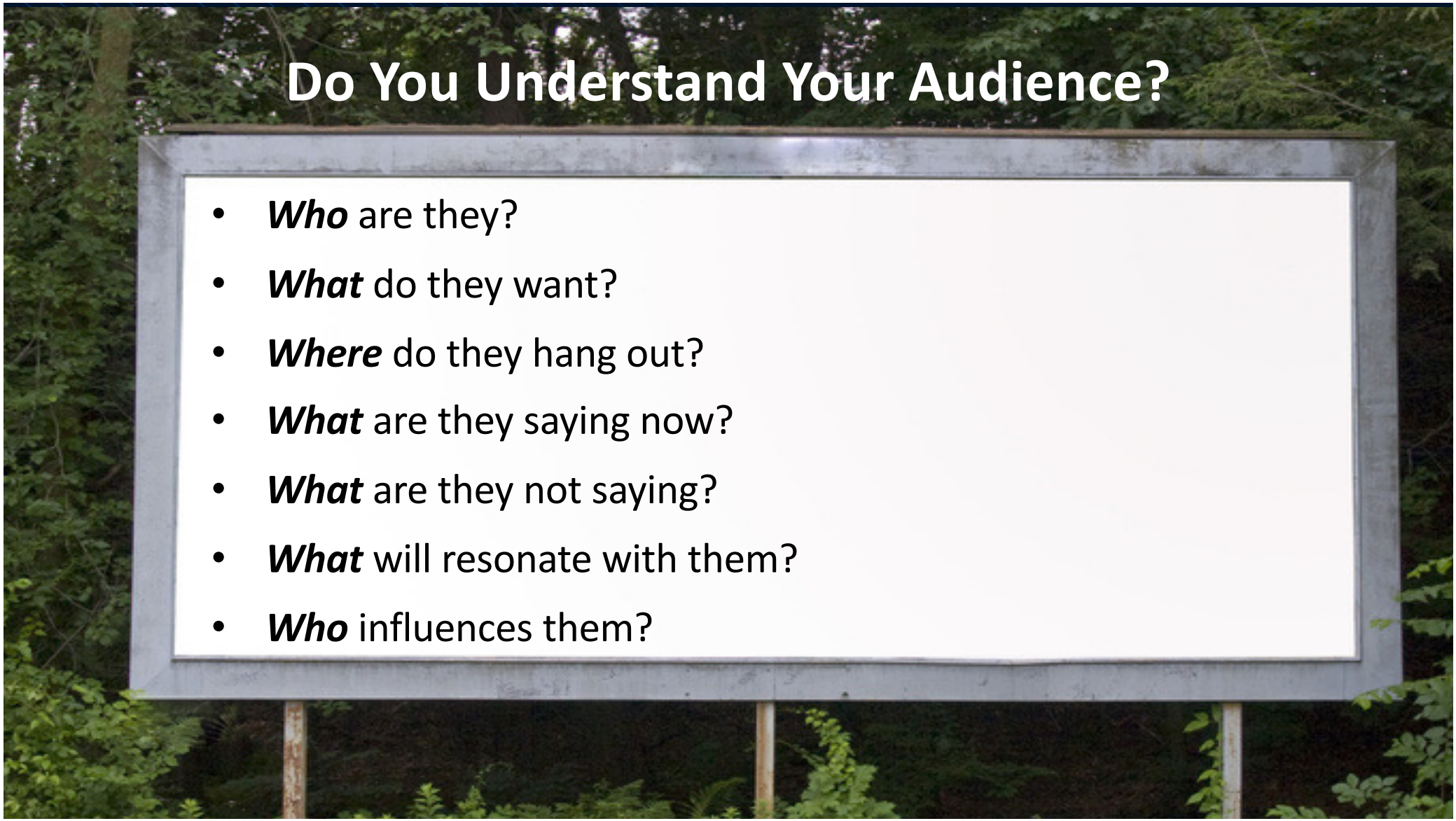
Your plans should pass the following test:



...And evaluate your marketing tactics

Your Marketing Plan




Do You Understand Your Audience?
• Who are they?
• What do they want?
• Where do they hang out?
• What are they saying now?
• What are they not saying?
• What will resonate with them?
• Who influences them?

Market Segmentation

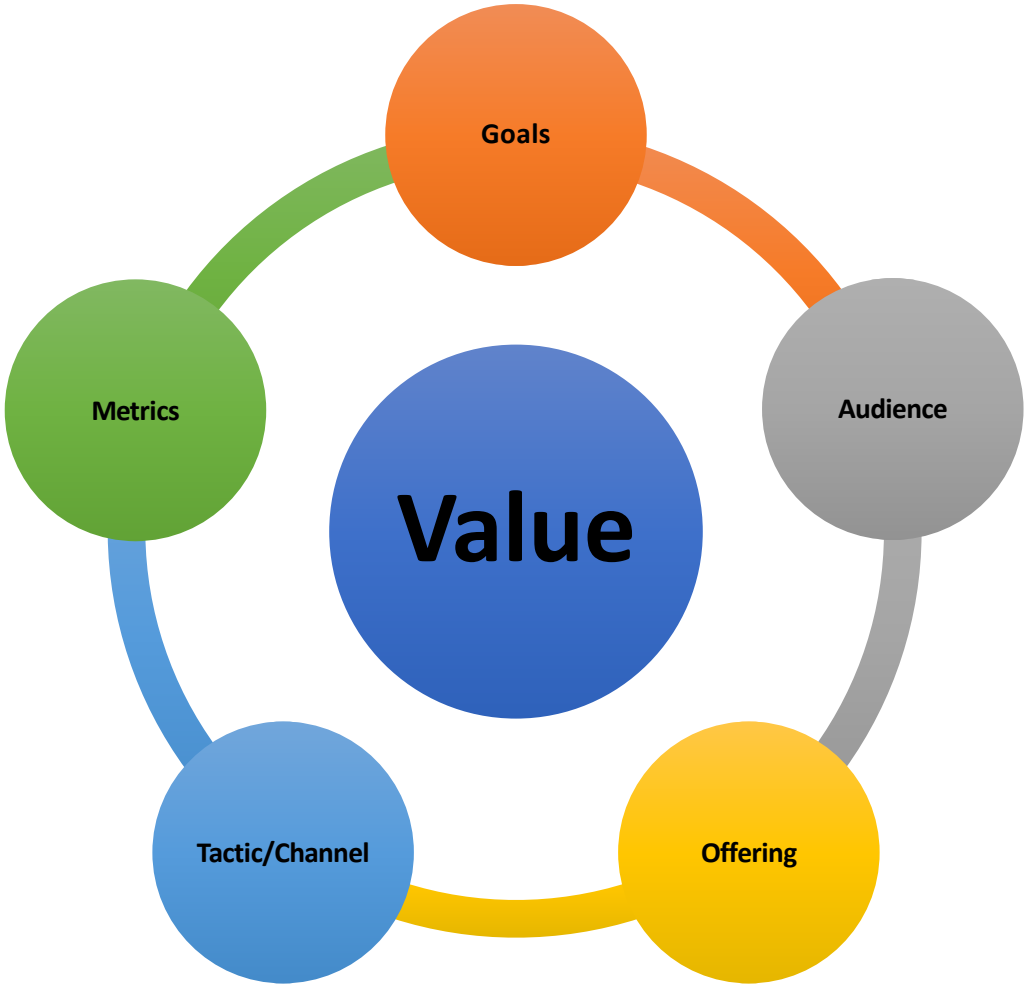
- Demographic: age, gender, income, class, education
- Psychographic: attitude, approach to life
- Geographic: region, area, size, urban/rural, etc.
- Feature preference
- Behavior based – purchases, brand loyalty, etc.
- Motivation Based – core needs, attitudes

Market Research
&
Customer Insights

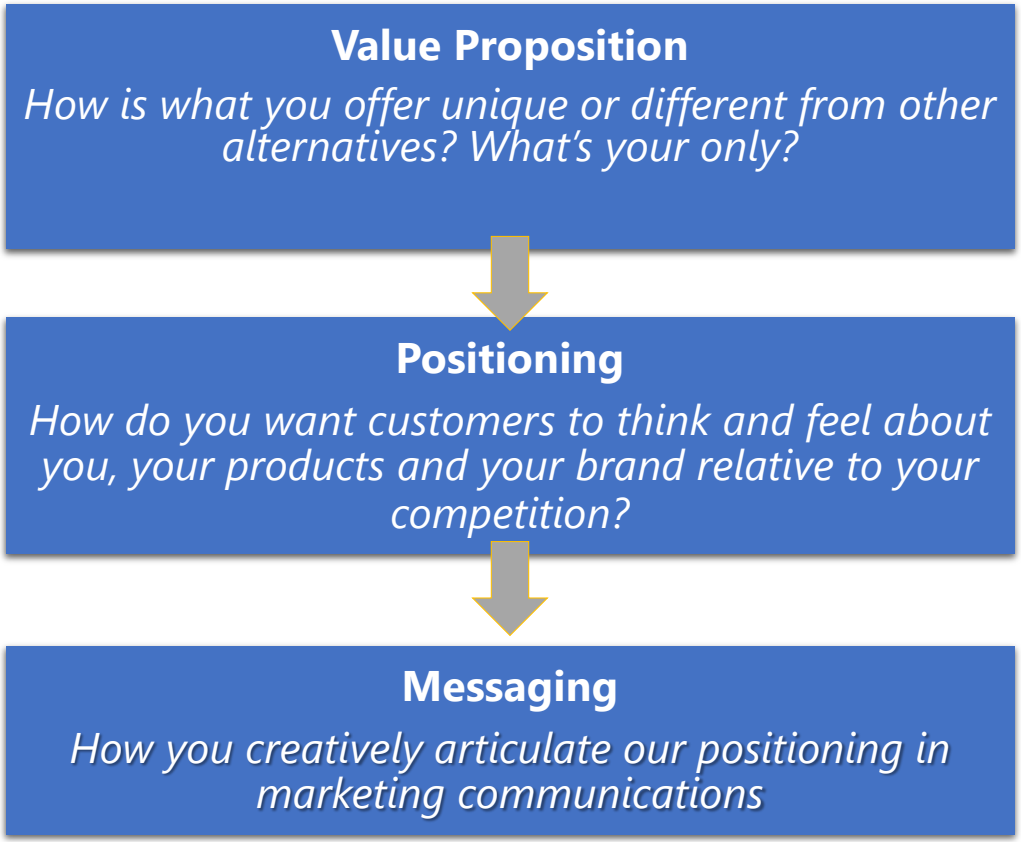
"[R]eject the idea that simply changing up tactics is a guaranteed way to get better results. There's a time to change tactics, but only when the change is directed by – you got it – what you know about your members."

The State of Digital Marketing in Associations 2017

Your Marketing Plan



Key Marketing Elements



The value proposition statement is

A short statement that describes the the benefits you offer:

- in a clear and compelling way …
- Is worth more than the perceived investment/sacrifice …
- AND differentiates you from the alternatives

What’s your value proposition?

Simple Value Diagram

“I give”

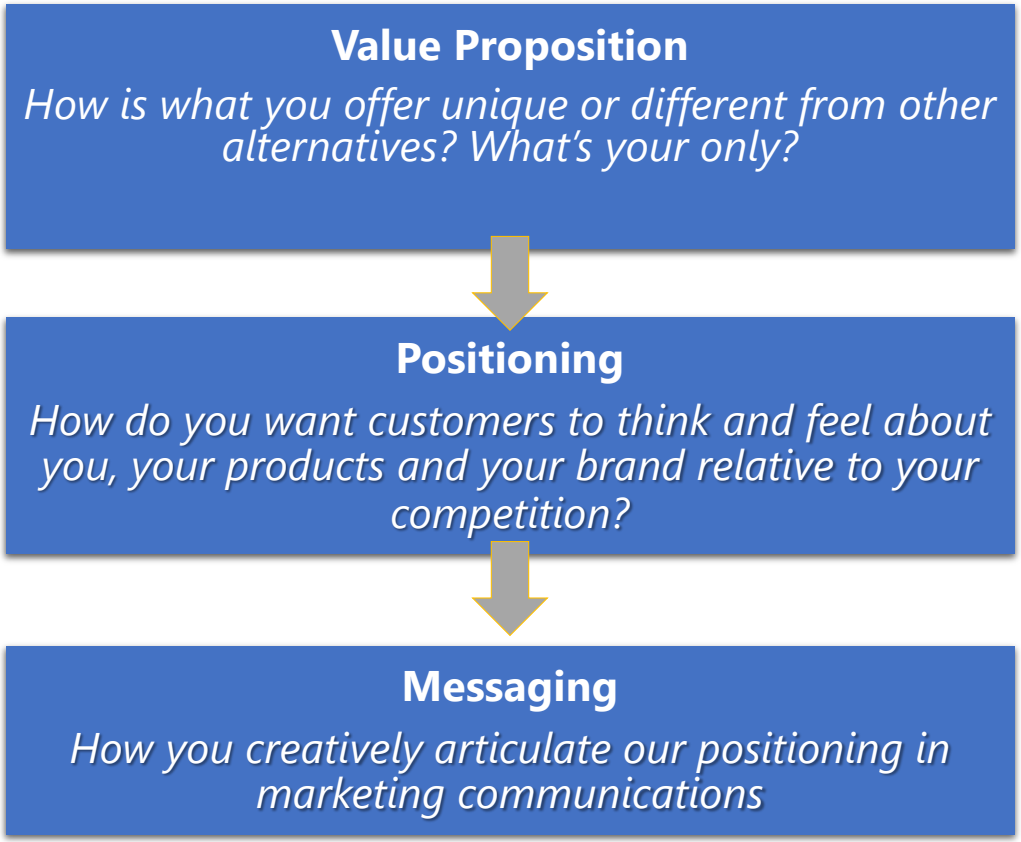
- Activity
- Process
- Service
- Product
- Interest
- Experience

“They get”

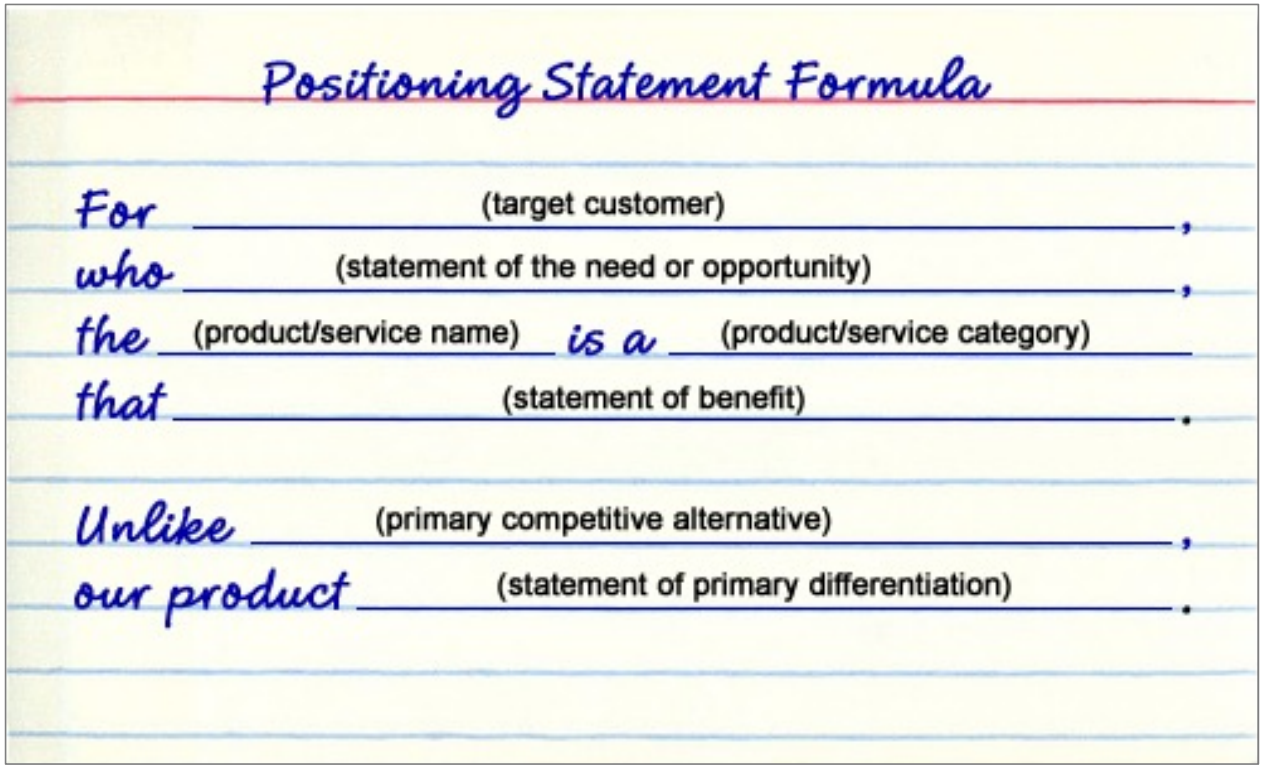
- Benefit for others – Dig deep. No one wants a hammer.
- “So that you can” statement”

Answer:
SO WHAT?

Key Marketing Elements



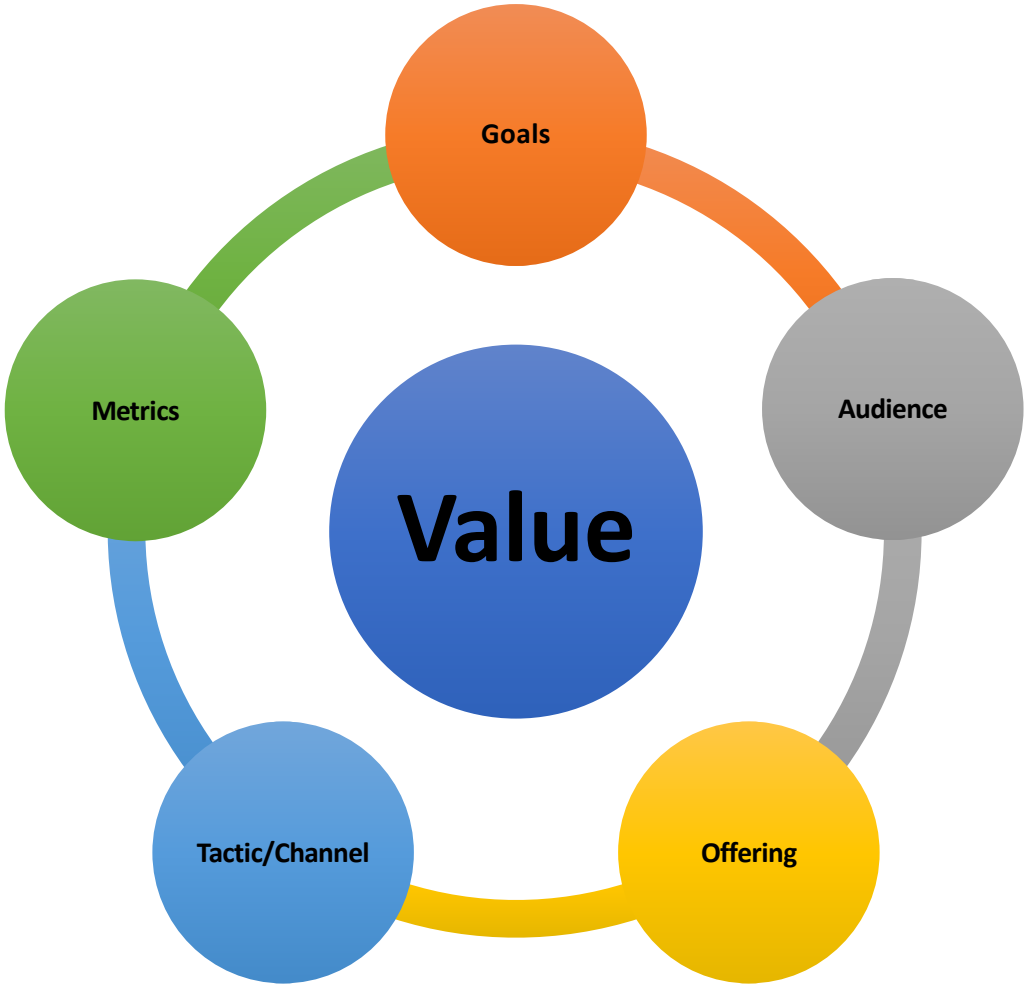
Positioning Framework (G. Moore)



Messaging:

What is your story ?

Your Marketing Plan



Traditional Marketing Mix – The 4 P's

- What are we offering? --- Product
- How and where are we selling it? -- Place
- How much are we charging for it? -- Price
- How will people be persuaded to buy? -- Promotion

New Thinking – The SAVE Model

- **Solution** – What problem do you solve?
- **Access** – How do you support the customer journey?
- **Value** – What is the benefit relative to price?
- **Education** – How can you attract customers with relevant information?

Marketing Tactics (Promotional Mix)

- The promotional mix may include a selection of the following elements
  - Events
  - Advertising
  - Direct mail
  - Direct selling
  - Digital marketing
  - Public relations activities
  - Merchandising
  - Personal outreach

Digital Marketing

- Digital marketing is just marketing, done digitally.
- Digital marketing demands a two-way conversation.
- Maximize the metrics opportunities digital offers.
- Do fewer things, better.

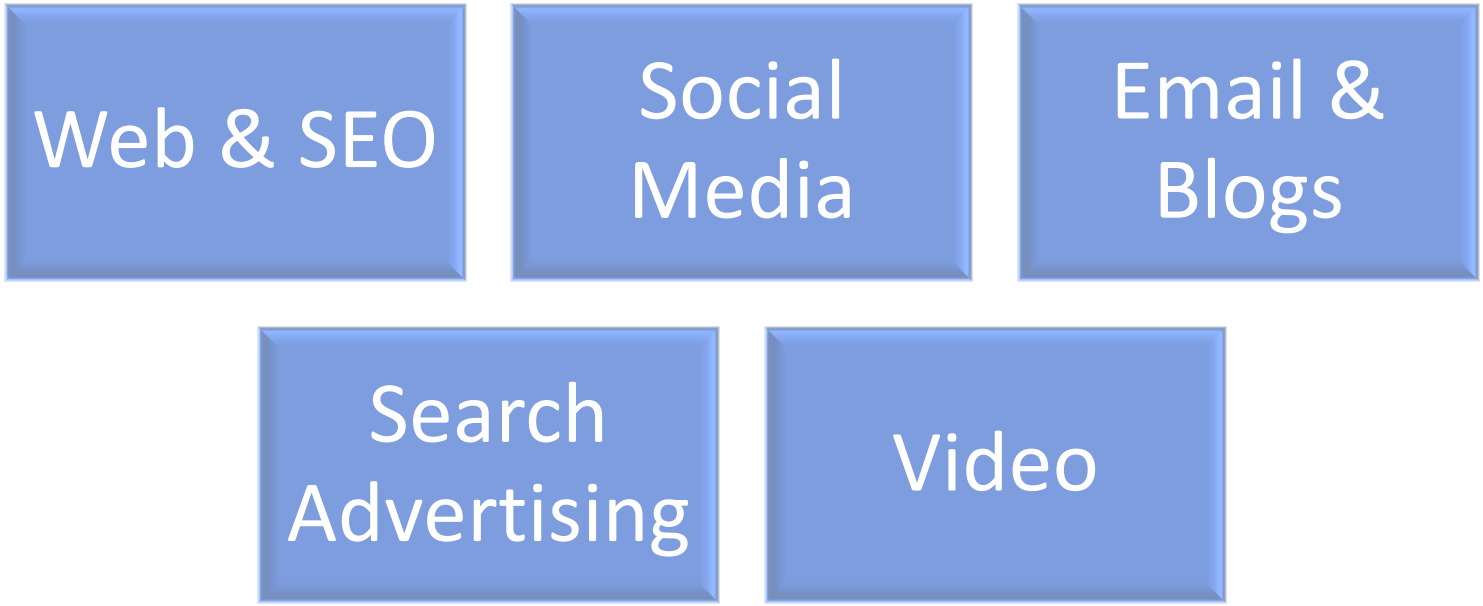
Campaign: Likes Don't Save Lives

ICF LinkedIn Campaign

ICF LinkedIn - Results

- Total cost for recruitment campaign: $25,000
- New members enrolled: 1,899
- Dues per member: $245
- Total revenue: $465,255
- ROI: 1,761 percent

Digital Marketing Channels



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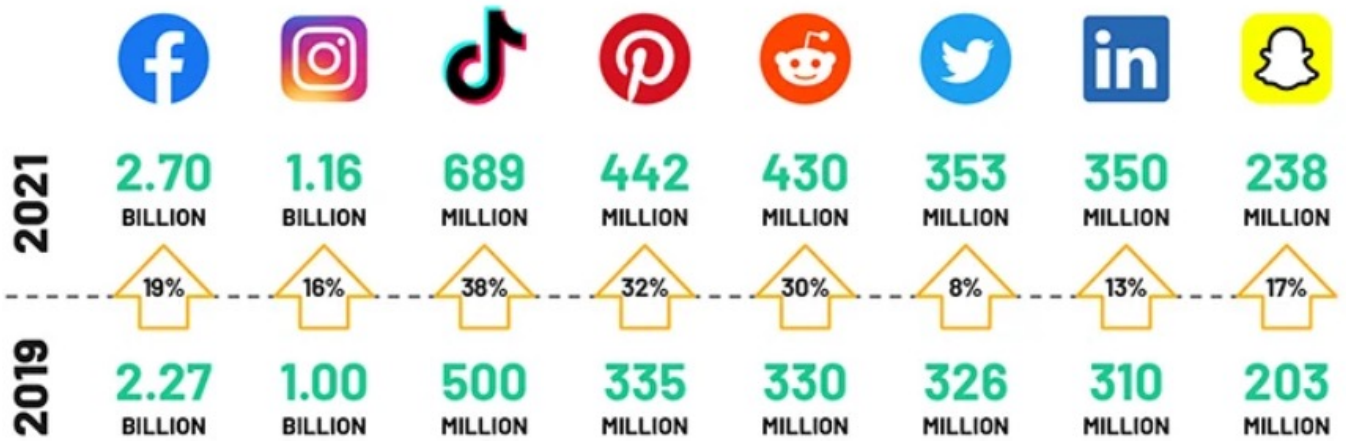
SOCIAL MEDIA PLATFORMS

MONTHLY ACTIVE USERS



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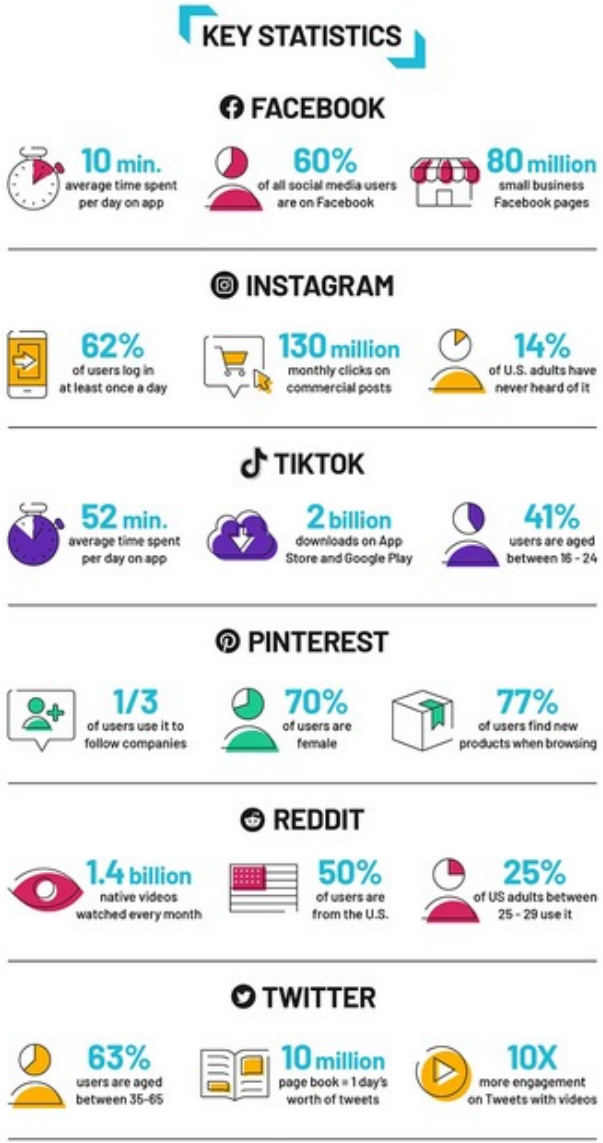

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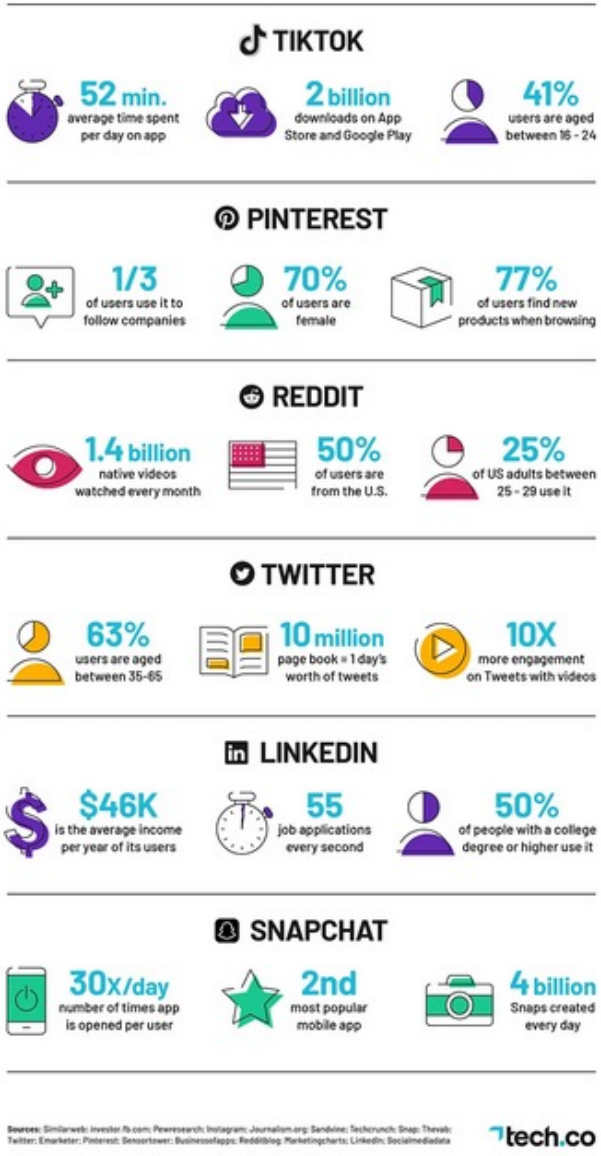


Source: TechCo

Digital Marketing Checklist

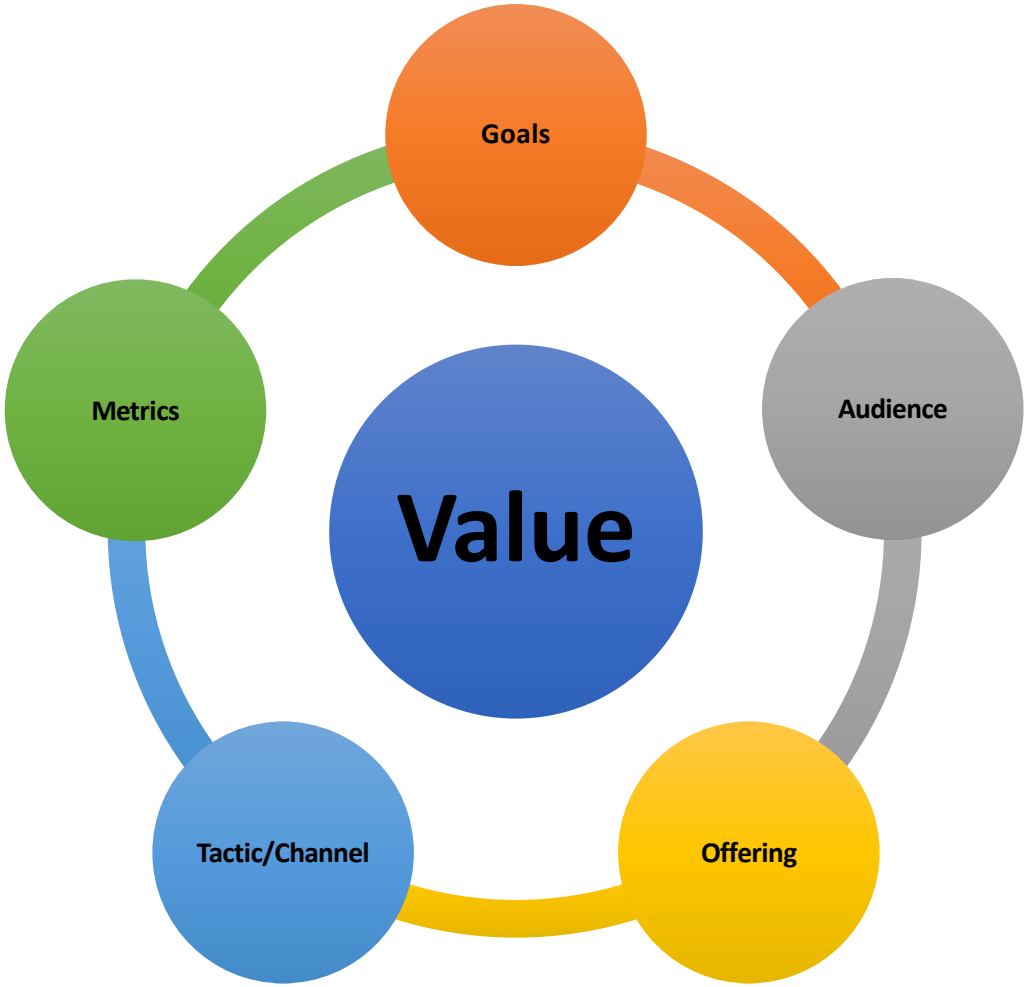
- ❑ Did you choose the **channel** based on your audience and objectives?
- ❑ Is your content **searchable** and **shareable?**
- ❑ Is your content **engaging?**
- ❑ **Does it Integrate** with traditional tactics.
- ❑ Does it match where they are on their journey?
- ❑ Is it a two-way conversation?
- ❑ Do you have clear metrics ?

Best Times to Post on Social Media

	Weekday or Weekend	Best Time of Day	How often to Post
LinkedIn	Weekdays	7.30am - 8.30am 12pm -1pm 5pm - 6pm	1 to 4 times per day
Twitter	Weekdays	1pm-3pm 5pm-6pm	14 times per day
facebook	Weekdays	1pm-4pm	2 times per day
	Weekends	12pm-1pm	
Instagram	Anytime	**EXCEPT** 3pm - 4pm	1 to 2 times per day
YouTube	Weekdays	2pm-4pm	2 to 5 times per day
	Weekends	9am - 11am	

Source: LinkedIn

Your Marketing Plan



Measure Results

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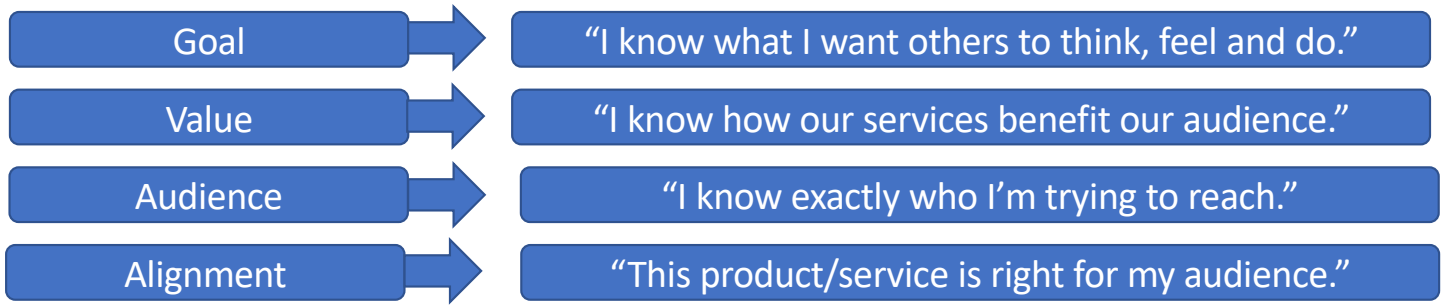

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Metrics: 6 Questions to Answer

1. Did you **reach** the right audience?
2. Did you **engage** them with relevant content?
3. Did you **motivate** them to take a desired action?
4. Did you **spend** resources efficiently?
5. Did you **generate** a positive ROI on marketing?
6. Did you **achieve** your objective?

Key Questions to Ask

- What *goals* do we want to achieve?
- What *audiences* do we want to reach?
- What do we want to *communicate/offer*?
- *Where* do our target audiences get their information?
- What *strategies* will best reach our audiences?
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Marketing Plan Framework

	Audience/Message	Tactic	Channel
Strategy 1			
Strategy 2			
Strategy 3			

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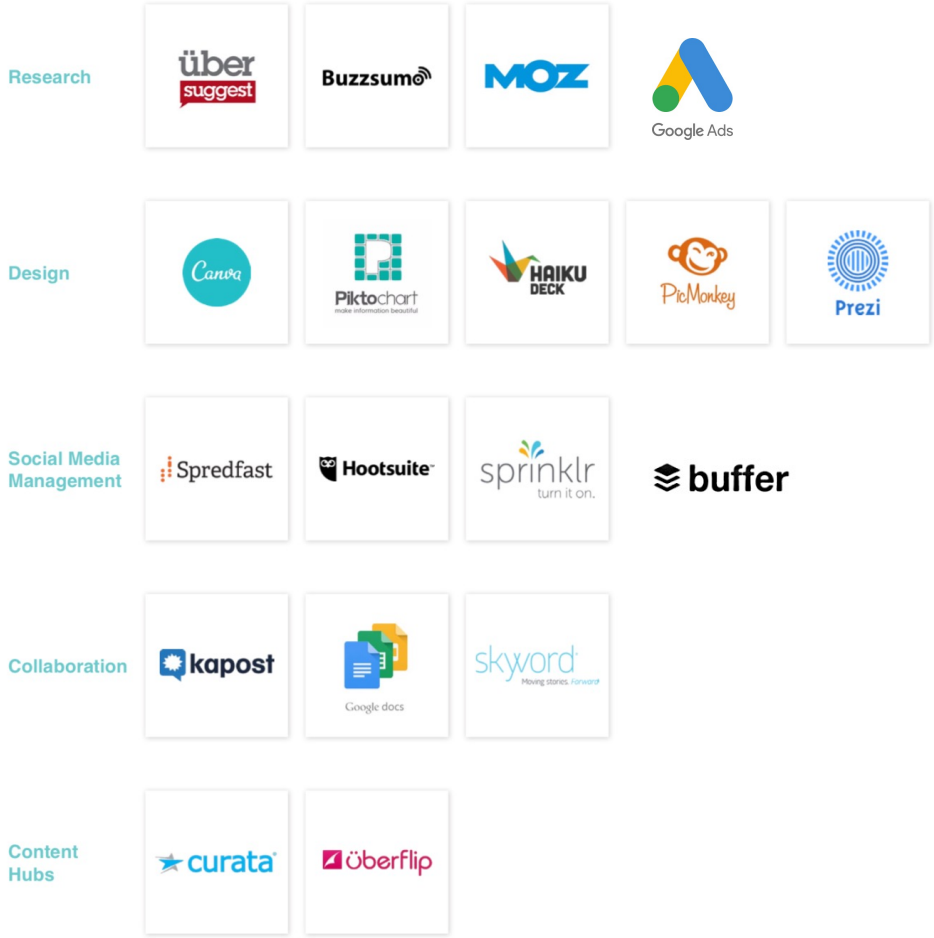
Helpful Marketing Resources

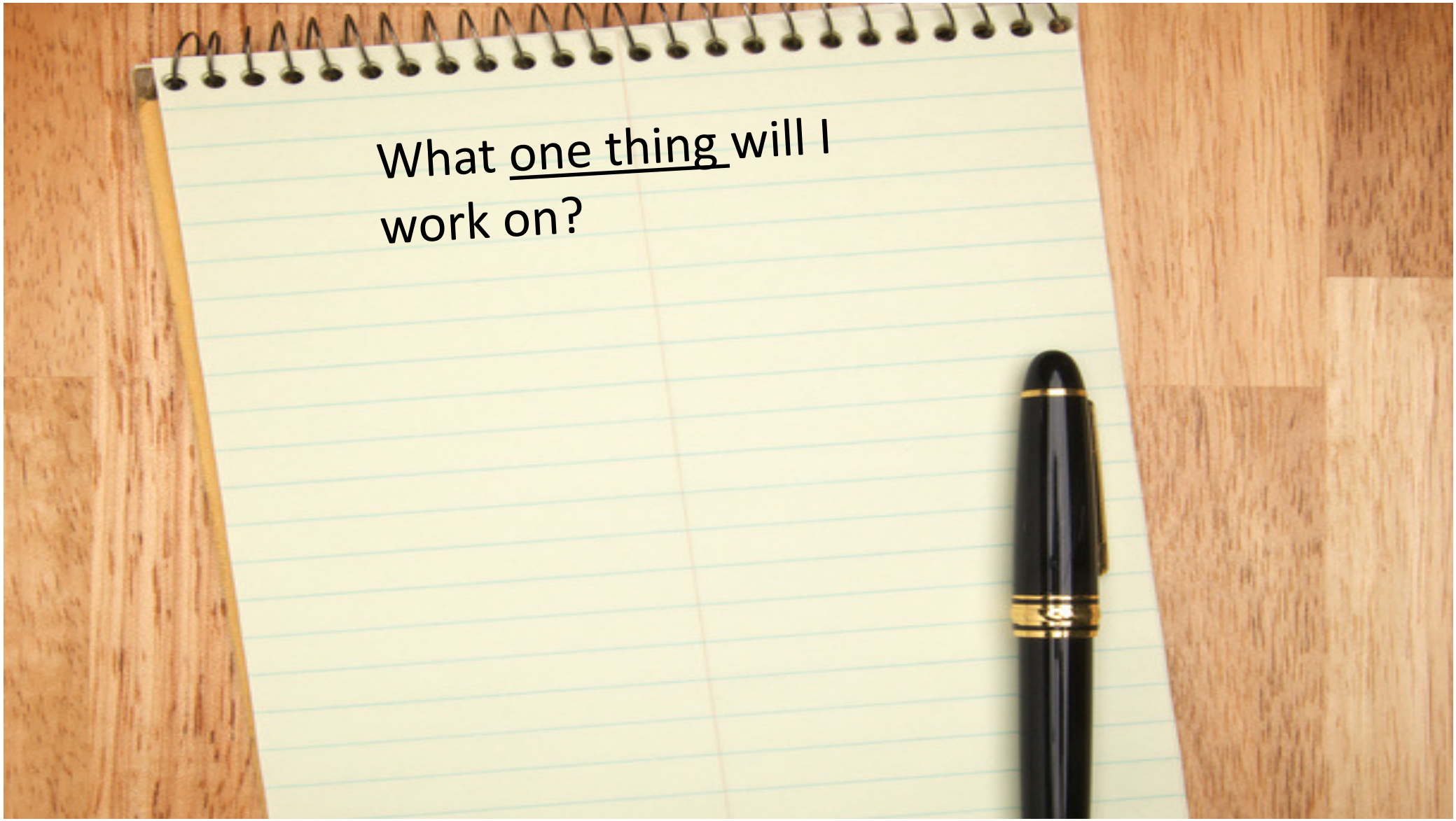


Source: LinkedIn

Is marketing your job?

"If you need to persuade someone to take action, you're doing marketing."

Seth Godin


What one thing will I work on?

Questions?

Connect with Me

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