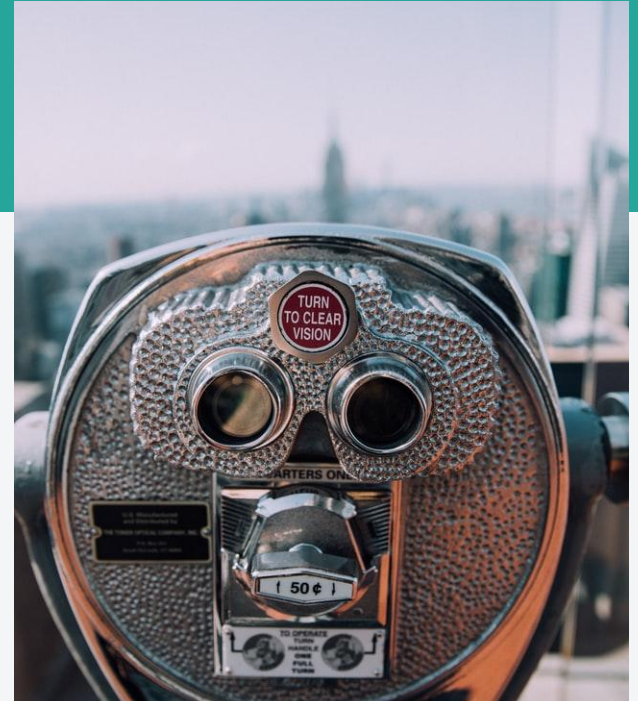


Next Steps:

Marketing for Max Visibility



Curio  412
SOCIAL SECTOR CONSULTANCY

Curio 412

Started to support organizations to maximize their ROI and scale impact.

Build Capacity

Grow your organization and initiatives so you can focus on impact.

Make an Impact

Support creating a lasting impact that aligns with your bottom line.



Carolyn Keller, Founder

Purpose-driven consultant who aims to empower people to make an impact in their own backyards

Winner of Pittsburgh Business Times 30 Under 30 (2019)

Serving nonprofits for over a decade



—Lauren Norris

- ★ 16+ years of experience in marketing, strategy, business development and sales management
- ★ Immediate Past President of the American Marketing Association, Pittsburgh Chapter
 - Serve on National Leadership Committee
- ★ Non-profit volunteer contributions include: Big Brothers Big Sisters, Cystic Fibrosis Foundation, DePaul School for Hearing and Speech, Heinz History Center, Leukemia & Lymphoma Society, and Pittsburgh Young Professionals.

What does visibility look like?

Data from IMPACTS

More people REALLY ARE engaging online!



Digital engagement findings:

- ★ 15% increase in people who visited a **cultural organization's website**.
- ★ 33% increase in people following on **social media**.
- ★ 24% increase in people liking an organization's **social media post**.
- ★ There was a 58% increase in people **opening an email** from a cultural organization.



Creating Your Strategy

- ★ Understand your capacity
- ★ Know your who you want to reach
- ★ Measure what success looks like





**The importance of your WHY
and your STRATEGY**

Max Visibility for WHO?

Max Visibility for Who?

- ★ Do you know your core personas? Are you speaking TO them vs. AT them?
- ★ What does your current social strategy and planning process look like?
- ★ What are your best practices for tracking data and reporting on ROI to your leadership and Board of Directors?



Core Persona

A persona is a fictional person who represents the human characteristics of a particular segment of your audience.

Core Persona - Example



EXAMPLE: MOLLY THE MILLENNIAL

Age: 28

Education Level: Bachelor's Degree

Marital Status: Single

Preferred Media: Instagram, Medium

Preferred Format: Smartphone

Income Level: \$45k

BEHAVIORS

- Easily distracted
- Technology Early Adopter
- Juggles Multiple jobs with active social life and an active lifestyle
- Prefers to rent and share (home, movies, music, car) over ownership
- Frequently checks social media

FRUSTRATIONS

- Inauthenticity, sales and classic advertising
- Delayed gratification - waiting for anything
- Difficult-to-comprehend websites or content, needs things to be easy and fast
- Social injustice
- Poor customer service

MOTIVATIONS

- Contribution and meaning, rewarding experiences
- Creative fulfillment
- Being an influencer/looking good in front of peers
- Being unique

HubSpot Core Persona Resources

Donor Personas & Strategic Nonprofit Communications

Editorial Calendar

An **editorial calendar** makes it possible for you to organize thoughts and divide content into appropriate segments. It helps with advance planning, outlining tasks and allowing others to coordinate efforts.

Editorial Calendar - Examples

November 2018					
Partner Program launch prep	Revenue targets	Copy for 3 Landing pages (For marketers, Agencies, Influencers)	Hayley	IN DESIGN	December 7th
		Copy edit for the referral landing page (expansion working on the copy)	Hayley	EDIT REQUIRED	December 14th
		PDF copy x3: How to sell Unbounce	Hayley	IN PROG	December 5th (Marketers) December 14th (Ag, Inf)
		Begin copy for onboarding email track	Hayley	PLANNING	December 14th
		Begin copy for recruitment email track	Hayley	PLANNING	December 21
		Popup copy X1	Hayley	PLANNING	November 30
Pagespeed + AMP FEB launch prep	attract our target 13 NTS per month	Work on the Child Feature page for AMP	Colin and Ceci	IN PROG	Dec 5th copy due
		Update AMP version of the Eval landing page	Ceci and Colin	EDIT REQUIRED	DATE HERE
		Outline changes to Page speed eval page re: adding more about AMP	Ceci and Colin	EDIT REQUIRED	DATE HERE
		[PRODUCTION PHASE] Pagespeed original research report	Colin	DONE	Jan 22nd
		[Stat Roundup post] existing pagespeed stats marketers need to understand (aggregated from other sites) + interpretation of what it means	Jen	DONE	December 10
		Growthhackers AMA "Lightning Round" – Everything you wanted to know about Pagespeed but were afraid to ask	Hayley	DONE	November 13
Enterprise Solutions page	Sales enablement	The research portion for this page	Hayley	IN PROG	January 31st, 2019
Brand project	80% of visitors understand what we provide	Style guide bulk of work gets done	Colin	IN PROG	January 10 due

[HubSpot Editorial Calendar Templates](#)

[Social Media Posting and Scheduling Tools](#)

Hashtag Opportunities

- ★ Hashtags allow you to have exposure in feeds and generate new followers to your social channels
- ★ Create unique hashtags for events
- ★ Always use your local city (#Pittsburgh, #Erie, etc.)

[Hashtagify](#)

[Hashtag Generator](#)

[Hashtag Strategy - Hootsuite](#)

Tracking Data and Creating ROI

- ★ What does success for us look like a year from now if we are using social media effectively?
- ★ How will we know that we are accomplishing our goals with the help of social media?
- ★ What three quantitative metrics can we create to measure these efforts?
Quantitative numbers can be measured objectively.
- ★ What three qualitative metrics can we create to measure these efforts?
Qualitative metrics are subjective and based on observations, stories, and anecdotes.

Five metrics that can help determine nonprofit social media success are:

- ★ **Engagement.** By "engagement" I mean the response (or lack of) that your social media content is getting from your online community. Are there shares, comments, and retweets?
- ★ **Reach.** Reach is my least favorite metric to measure, but it is still important to understand. Reach numbers tell you how many people saw your social media content but not if they took action. They might have just ignored it.
- ★ **Traffic** to and interest in your website
- ★ **Email newsletter sign-ups**
- ★ **Repeats of a hashtag** you created for a particular online engagement campaign.

Be “data-informed”

vs.

“data-driven”

Revisit Your Social Media Marketing Strategy. Ask These Questions:

- ★ Did we follow the plan for the social media strategy? If not, why not?
- ★ Did we stay on budget? If not, why not?
- ★ What challenges did we encounter as part of this strategy? (time, resources, money, management)
- ★ How did we overcome these obstacles? (Be specific)
- ★ What feedback did we get from our target audience as a result of our efforts?
- ★ Knowing what we know now, what should we have done differently?
- ★ Should we use this strategy as a model for future efforts?

Further Resources

[HubSpot Academy](#)

[SalesForce Trailhead](#)

[Social Media Examiner](#)

[CoSchedule Headline Analyzer](#)

Let's talk...



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Carolyn Keller, Founder



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Lauren Norris