

Identify, Understand, & Engage: Effective Marketing Through Story Telling

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- **Digital Marketing Communications Strategist**
Recognized by the Society for New Communications Research
- **National Association of Asian American Professionals (NAAAP)**
NAAAP-RTP Senior Advisor (2011-Present)
- **United Way of the Greater Triangle (UWGT)**
Marketing Committee Member (2011-2013)
- **Triangle Association of Black Journalists (TABJ)**
Board of Directors – Marketing Chair (2010-Present)
- **Triangle Interactive Marketing Association (TIMA)**
President (2011-2012)
- **iContact / Vocus Corporation**
Marketing Communications Manager (2007-2012)



Virginia L. Johnson – *Co-Founder of Empowered Ideas*



- **Expertise in Organizational Systems, Sustainability, Communications and Community Mobilization**
- **Certified Substance Abuse Prevention Consultant**
Strategic Planning Facilitator & Nonprofit Sustainability Coach
- **North Carolina Foundation for Alcohol & Drug Studies (NCFADS)**
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Former Member of the Board of Directors



WELCOME

WILLKOMMEN
ALOHA
WELTASUALULEG
BON BINI
RÄXIM ITEGEZ
MAEVA
BONVENON
GHINI VINISHI
BIENVENIUS
BIENVENIDA
SALAMAT DATANG
RESOURCE
WILKÓM
MAEVA
MALIPAYENG PAG-ABOT
WILKÓM
MAUYYA
MU AMUHEZWI
WELKUMMA
AHLA W SAHLA
MIRÈ SE VJEN
MAAYONG PAG-ABOT
BIENVENUE
BENVENUTO
WILKÓM
SIYA NAMKELA NONKE
WOLKOM
AHLA W SAHLA
BONVENON
TALITALI FIEFIA
BENVNUWE
MAEVA
ALOHA
ENNIDOS
CROES
TERE TULÓMAST
XUSH RELIBSIZ
MAUYYA
MU AMUHEZWI
BINVINUTU
MAEVA
RÄXIM ITEGEZ

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What is Marketing

- What does marketing mean to you?
- What are you marketing/promoting?
- What channels are you utilizing?
- Do you have goals for your marketing efforts?
- How are you measuring your effectiveness?
- ***How does story-telling relate to marketing?***



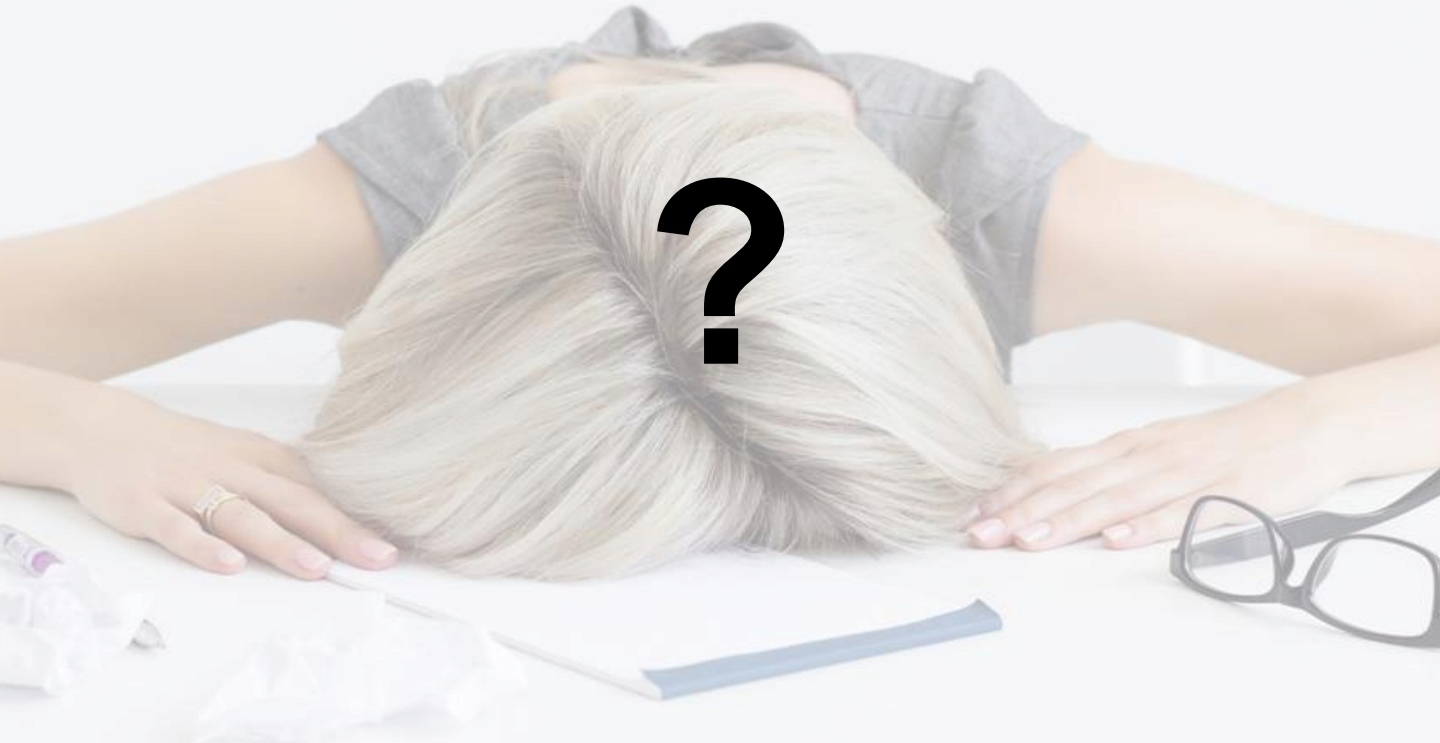


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What Challenges are You Currently Facing?



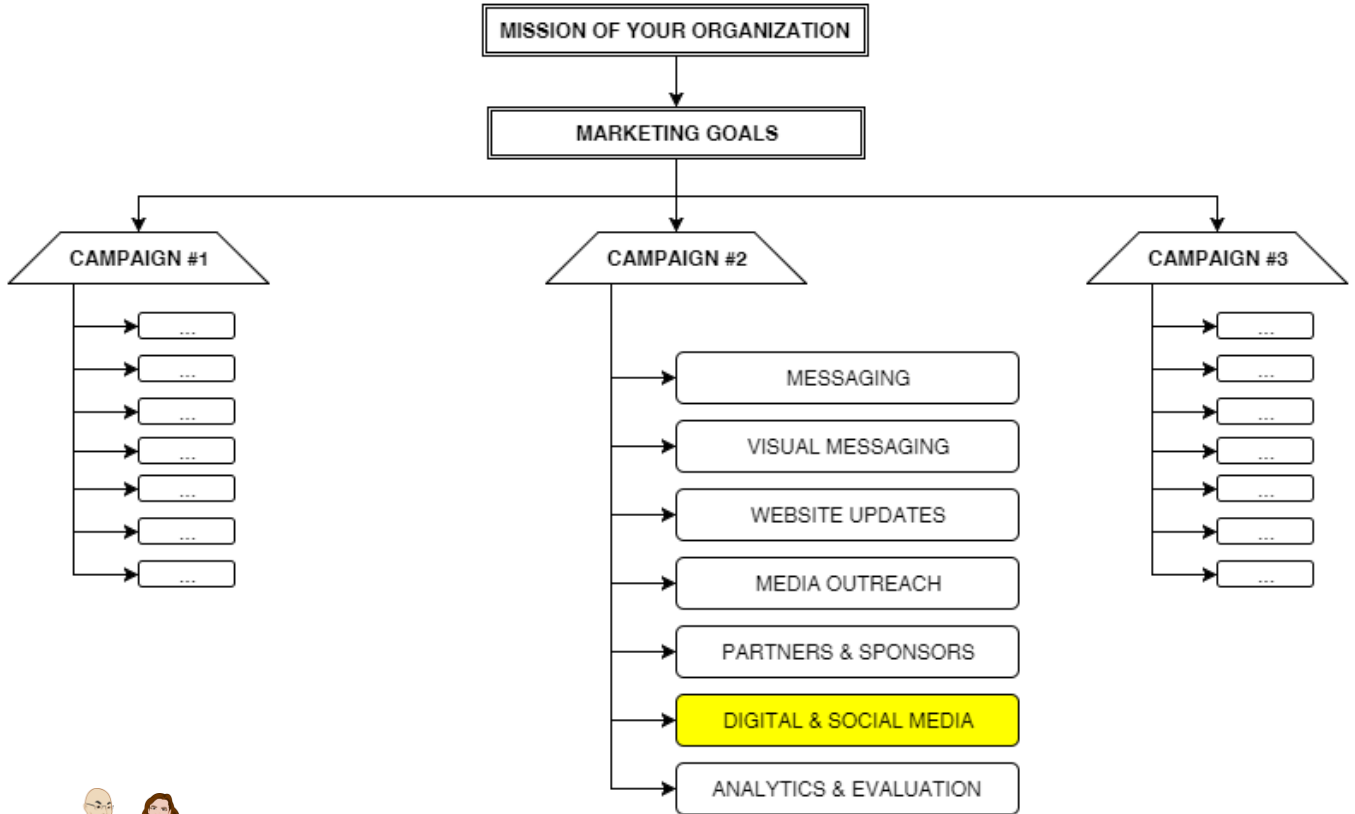
First Things First

Never underestimate the value of an updated and relevant website that your audience can navigate.

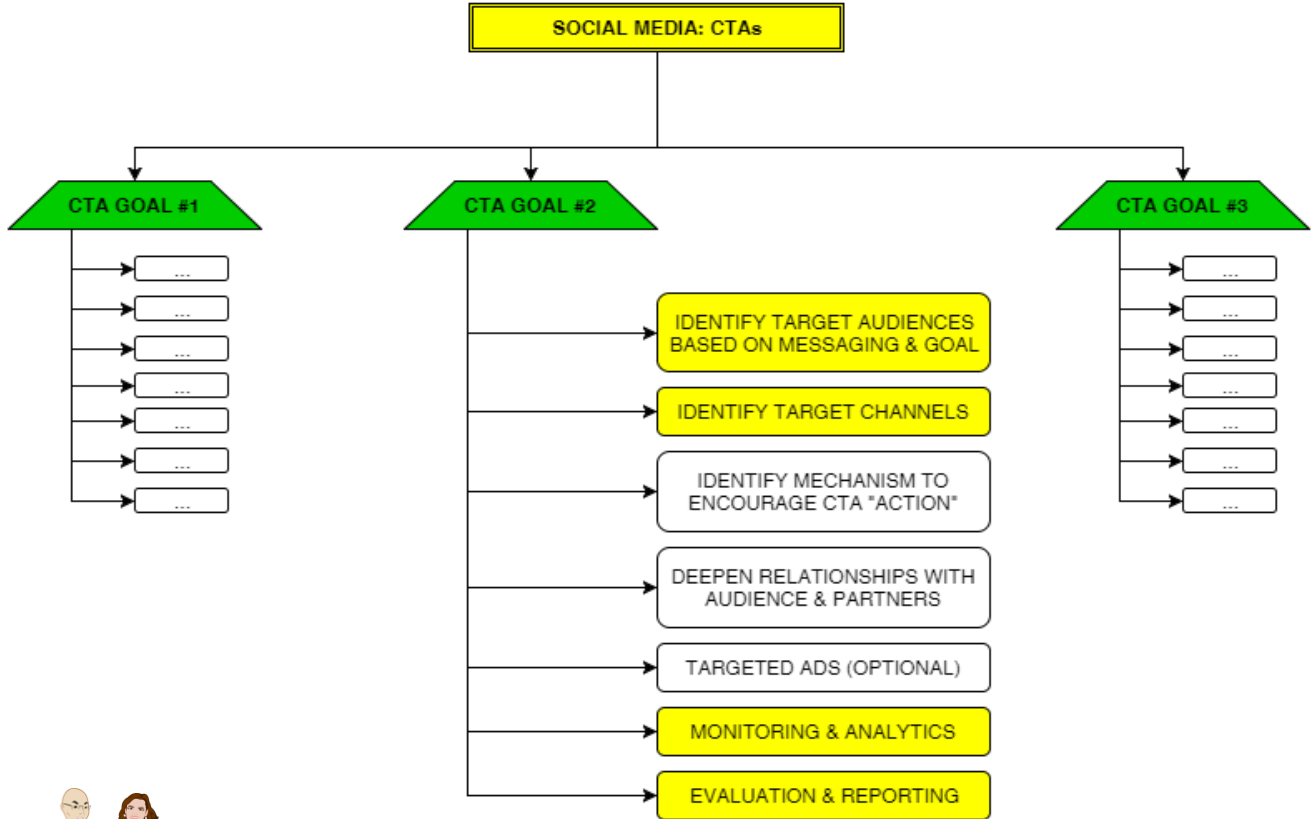
People *will look* for more info. Why tell a story, if they can't find more info about it?



Social Media is Only a Small Piece of the Puzzle



Engage With Purpose and With a Plan



Developing Your Audience Personas

Organize your audiences into PERSONAS. This will help your communications and marketing team(s) in developing relevant messaging and materials to attract potential trainees.

- Give Him or Her a Representative Name (“Tiffany”)
- Represents What Age Range (i.e. 18-24)?
- Identify Common Interests
- How Do They Consume Information (Sources)
- Who Influences Them?
- What Are They Passionate About?



Identify Relevant Channels for Your Audience

- Facebook
- Twitter
- Instagram
- Pinterest
- Forums
- Faith Communities
- Radio
- Community Calendars
- LinkedIn
- Tumblr
- YouTube/Vimeo
- Local Meet-Ups
- Fliers
- Print & Online News
- Influencer Blogs
- Digital & Print Newsletters



Paid Versus Organic Reach

Organic Reach is the natural engagement of your posts with the audience that follows you online.

Paid Reach involves paying a fee to reach an identified target audience beyond those who currently follow you. Examples include boosting posts and purchasing ads.



Effective Reach and Engagement

Tips for boosting your post to reach a wider audience:

- Identify channels for audience reach
- Based on your audience persona, identify the interests of your audiences on the selected channel
- Identify goals for the content you are posting
- Identify keywords for your content
- Have a clearly defined call-to-action in your post
- Know when to choose CPM vs. CPC



Tips for Engagement in Story-Telling

- Content must be meaningful and relevant
- Visual stimulation is always helpful
- Identify influencers that your target audience “trusts”
- Be genuine and transparent
- Don't be afraid to involve “out of the box” groups and networks whom your target audience may be a member of or follow



Digital Engagement

- Be Social. It's a 2-way street.
Encourage non- traditional conversations, such as:
- ✓ Fireside Chats (“Hashtag Talks” / G+ Hangouts)
- ✓ Forum Conversations
- ✓ Livestreaming (Periscope, Ustream, etc...)

Peer-to-Peer Engagement

- Go to your audience and engage the influencers onsite.
- ✓ Meet-Up Groups
- ✓ Faith Based Organizations
- ✓ Community Events
- ✓ Schools



Don't Overlook the Value of Traditional Media

- Press Releases
- Media Advisories
- Community Calendars
- Local Radio Personalities
- Local Newspaper & TV Reporters
- Independent Publications

✓ **Always Follow-Up!**



Developing Relationships with Influencers

- Decide **Who** You Need to Connect
- Identify Their **Passions & Hobbies**
- Find Out Their **Communications Preferences**
- **Connect** with Individuals Where They Are
- Maintain **Regular Contact** (*but not too frequent*)
- Don't Forget to **Celebrate** Their Successes



*“People have to know you to like you,
like you to trust you and people do
business with people they trust.”*

–TJ Holmes, CNN



Next Steps

- From what we have discussed, what can you do to identify and engage your target audience?
- How can we maximize partnerships to tell our story/get our message out?
- Does anyone have suggestions on breaking down barriers to getting your story/message out?
- **So how do you use this information to tell your story and market your program more effectively?**



Thank You! – Connect with Us...



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