



Ready, Set, Market!

Maximizing your Marketing Campaign

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Maximizing your Marketing Plan- Part 1

Research & Preparation

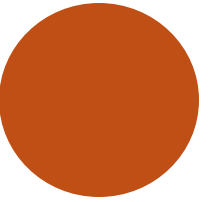


“Marketing is the practice of influencing how people think and feel about your organization’s brand.”

Be the Expert!

Know what you are talking about, drive the conversation & plan.

- Marketing
- Advertising
- Public Relations
- Publicity





Start campaign planning with the end in mind

Strengths **W**eakness **O**pportunities **T**hreats

- What does your foundation do for the district and community?
- How do you share your successes?
- What is your marketing budget?
- Why do you need a marketing campaign?
- How will you know if you have been successful?



**What Makes a Great
Marketing Campaign?**



Fanville Campaign



Remember these campaigns?

TIP: Effective marketing campaigns have common themes, tug on the emotions, have storylines & appeal to consumer needs.

Common Themes

What themes do you notice in successful marketing campaigns?

Emotional Response

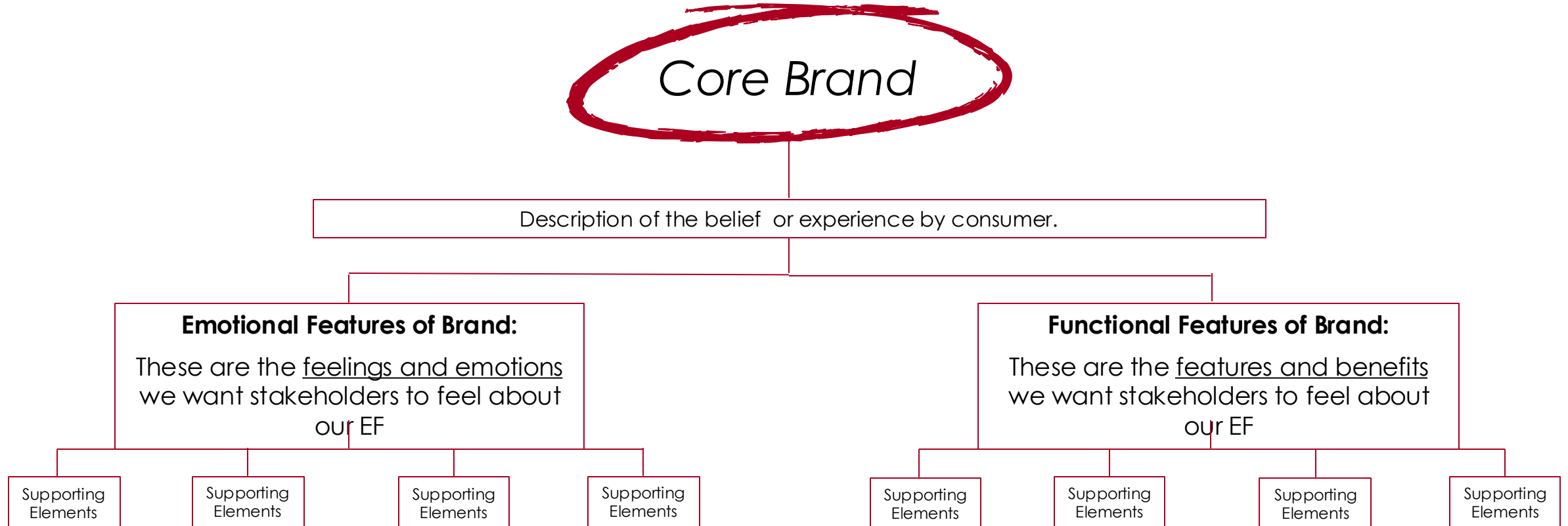
What emotions do you feel with ads?

Consumer Appeal

What makes the products or services appealing to consumers?

Emotions + Needs = Connection Source – ARD

TIP: Remind your audience why they want and need your Ed Foundation (content marketing).



Know your Audience

- District staff
- Parents
- Community
- Who else?

Audience Analysis:

- Skills
- Interests
- Culture
- What Else?

“

The most important thing to remember is you must know your audience.

LEWIS HOWES



What Do you Value?

- Respect
- Honesty
- Timely
- Integrity

What's the Climate Out There - Competitors?

- Jobs
- Economy
- Real Estate
- What Else?



Discussion

What are two emotional features about your foundation?

What are two functional reasons that drive people to your foundation?

How can you translate these reasons into a marketing campaign for your EF?

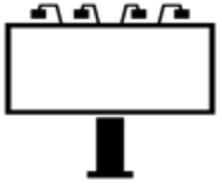


Maximizing your Marketing Plan – Part 2

Consider Communication Channels!

Campaign Communication Channels

BILLBOARDS



EMAILS



MAILERS



GEO-FENCING



PHONE CALLS



RADIO



VIDEOS



SOCIAL MEDIA



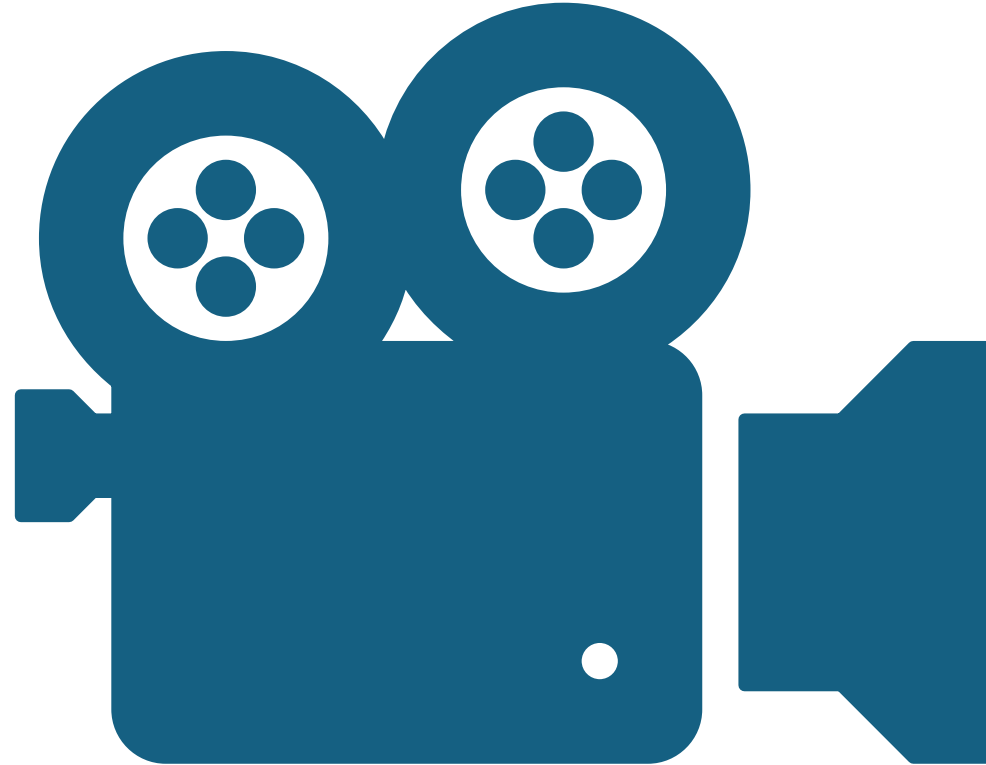
STORY TELLING

VIDEO MARKETING

Video is the GATEWAY to
ENGAGEMENT.

Curate Content

- Find trends that match the marketing campaign.
- Save Reels or TikToks & share with your team to brainstorm for your marketing campaign.
- Keep examples on your phone.



TIP: All generations indicate that they are influenced through video story lines.



SOCIAL MEDIA



ADS (target your audience)



POSTING TIME MATTERS (6-11pm for moms)



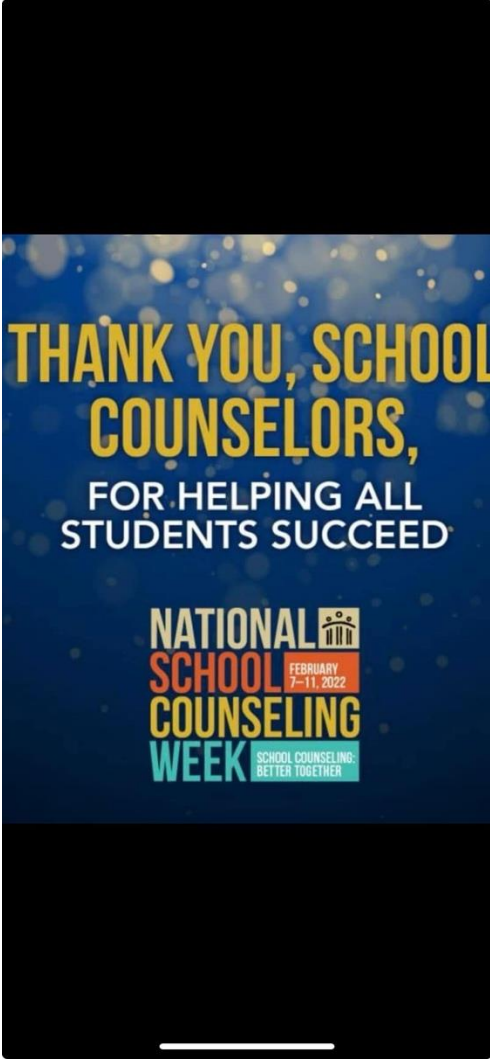
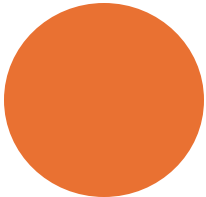
REELS (7-15 seconds!)



FOLLOWERS = POTENTIAL!

TIP: Use trending sounds, vertical video, tag location, use on-screen closed captions.

2023 vs 2024 social media post





TIP: Gen Z is most likely to attend an in-person event to learn more about your Ed Foundation.

SPECIAL EVENTS

RECOGNITION EVENTS:

- TEACHER OF THE YEAR
- DONOR APPRECIATION
- DISTINGUISHED ALUMNI

INTRODUCTION EVENTS:

- POP UP SHOPS
- MEET AND GREET
- RIBBON CUTTINGS

TEXT, EMAIL BLASTS, DIRECT MAIL



Texts & Email Blasts - Generation Z wants to receive organization updates via email. Remind them to subscribe to e-newsletter's via social media.




Direct Mail – Research shows that all generations check their mail regularly and they like personalized, tangible mail that they can review at their own leisure.

TIP: Boomers respond favorably to a trusted brand representative. Consider a mascot to remind audiences to subscribe to newsletters, attend special events and fun opportunities!



Duncan
Educational Foundation Mascot



STORYLINES People trust people they know, **Word of Mouth Matters**, tell authentic stories

TIP: Millennials place importance on client testimonials & online presence.

“At Reliant, we care deeply about our youth and their education because their time in the classroom is so important in shaping their lives, and ultimately, our future generations. That is why Reliant is honored to support the Dallas Education Foundation and their work in the community to prepare all student success.”

Elizabeth Killinger
President, Reliant Energy

GEOFENCING

A **geofence** is a virtual perimeter around a geographical area.

TIP: Generation Z and Millennials are most likely to benefit from geofencing technology because they are highly mobile and comfortable sharing their location data.





TIP...

Toot Your Own Horn... Share Your Foundation's Achievements

- Post your foundation's awards on the website and social media
- On your personal social media, highlight your EF accomplishments and share credit with those who help you
- Be careful not to overshare your EF achievements



Derby Academy

20 hrs · 🌐



Looking for a fun lunchtime activity?? 📌

Mo Willems invites YOU into his studio every day for his LUNCH DOODLE. Learners worldwide can draw, doodle and explore new ways of writing by visiting Mo's studio virtually once a day for the next few weeks. Grab some paper and pencils, pens, or crayons and join Mo to explore ways of writing and making together. Viewers can see each weekday's new video at 1:00 p.m. ET.



Lunch Doodles with Mo Willems! (free video series)

TUE, MAR 17

1:00 PM – 1:20 PM 🌐

★ Interested

WED, MAR 18

1:00 PM >



TIP...

Be Fun!

“Children laugh 400 times per day...the average adult laughs 15 times per day. Somewhere along the way we lost 355 laughs a day.”

TIP: Generation X is most likely to reshare a social media post.



Maximizing your Marketing Plan – Part 3

Map it Out!

HOW TO CREATE A MARKETING PLAN



WRITE A SIMPLE EXECUTIVE SUMMARY

Introduce readers to your company goals, marketing triumphs, future plans, and other important contextual facts.



SET METRIC-DRIVEN MARKETING GOALS

Set specific goals that will impact your site traffic, conversions, and customer success—and use real numbers.



OUTLINE YOUR USER PERSONAS

Take the time to identify specific demographic traits, habits, and goals will make it easier for you to cater your marketing plan to the right users.



RESEARCH ALL OF YOUR COMPETITORS

Identify who your competitors are, what they're doing, and how you could position alongside them in your niche—and ideally, surpass them.



SET ACCURATE KEY BASELINES AND METRICS

Set baselines that will allow you to more accurately track your progress and clearly understand your goals going forward.



CREATE AN ACTIONABLE MARKETING STRATEGY

Use visuals to break down your full marketing strategy, including all the contextual information and relevant metrics.

@MARKETING-GURUS #MARKETINGTIPS&TRICKS

Step 1

POSITION STATEMENT

A concise statement that defines the campaign, product or service and how it will be perceived by your target audience!

Give your brand a voice!

Define your Audiences: Who will you target?



Nike Example: For athletes in need of high-quality, fashionable athletic wear, Nike provides customers with top-performing sports apparel and shoes made of the highest quality material.

Step 2

EXECUTIVE SUMMARY & KEY OBJECTIVES

A one-page overview that highlights the current status of the organization and introduces the position statement and key objectives of the marketing plan.

EXAMPLE:

In 2022 the 123 EF began to experience decline in fundraising due to business closures, declining school district enrollment, etc.

* ADD VISION, MISSION & VALUE STATEMENTS

The 123 EF Fan Club will DEVELOP and ENGAGE EF FANS that will support and grow the organization. The Fan Club campaign will:

- Increase brand awareness of our Education Foundation
- Tell the wonderful stories of our students, teachers and staff
- Increase engagement with our core audience in the community
- Develop passionate influencers that will be cheerleaders for the Education Foundation



Step 3

OUTLINE GOALS & OBJECTIVES (KPIs)

List strategies, measurable outcomes.

GOAL 1

Identify and enlist XXX passionate influencers that will become fans and cheerleaders for 123 Ed Foundation

- **Objective A:** Host 2 pop up shops at football games to recruit new community fan club members.

Assigned to: Marketing Committee

Comm Channels: FB, Instagram. District Website

Budget:

Timeline:

- **Objective B:** Organize 2 social media take overs led by grant recipients per semester to recruit new staff fan club members.

Assigned to: List Here

Comm Channels: List Here

Budget:

Timeline: List Here

TIP: Collaboration marketing – teaming up with another non- profit to amplify your message. This concept has positive impact with baby boomers.



Step 4

PREPARE TO LAUNCH

- Marketing Management Program
- Remind volunteers of deadlines
- Talk, talk and do it!



Step 5

REFLECT & EVALUATE

- Provide monthly updates (metrics & measurable outcomes)
- Add to board meeting agenda (discuss wins & fails)
- Share results in talking point format



ONE PAGE MARKETING PLAN

Value Proposition

Strategies

Budget

Target Audience

Communication Channels

Measures of Success

Take Aways

Make a plan

Know your audience

Use storylines

Word of Mouth Still Matters!

It's okay to adjust strategies

Tell your Ed Foundation story

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