

Consistent Communication: Coordinating Marketing Efforts Across Platforms

9/23/2014

CONSISTENT COMMUNICATION

Coordinating Marketing Efforts
Across Multiple Platforms



An Infopeople Webinar
Tuesday, September 23, 2014

Presenter: Nancy Dowd

WHAT IS
MULTICHANNEL MARKETING

DO YOU NEED THIS STRATEGY TO SUCCEED?



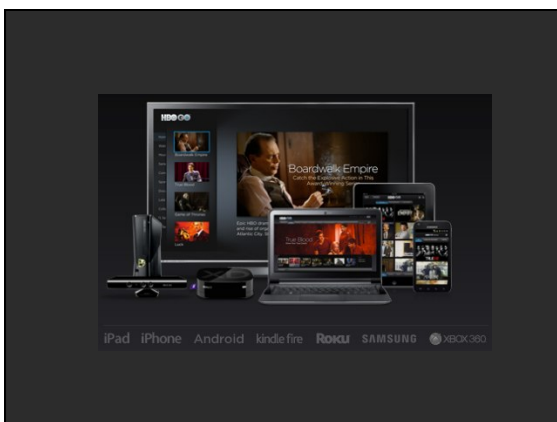
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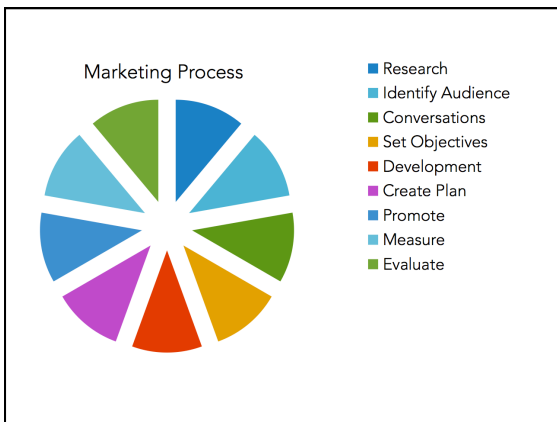


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MARKETING STRATEGY



SIMPLIFIED

1. KNOW WHAT YOUR PEOPLE WANT AND NEED
2. CREATE PRODUCTS THAT HELP
3. PACKAGE, REPACKAGE, PROMOTE
4. DELIVER THROUGH THE CHANNELS THEY

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ALIGN. ENGAGE. INFORM.



ALIGN. ENGAGE. INFORM.

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THE CHANNELS

Demographics of Major Social Networking Platforms

% of adult internet users
January 2014

	% of Internet users who...	The service is especially appealing to...	
Use Facebook	71%	18-29-year-olds (84%) Women (76%)	Blacks (76%) HHI < \$50,000 (76%)
Use LinkedIn	22%	30-49-year-olds (27%) Men (24%)	College+ education (38%) HHI > \$75,000 (38%)
Use Pinterest	21%	18-29-year-olds (27%) Women (33%)	College+ education (25%) HHI > \$75,000 (27%)
Use Twitter	18%	18-29-year-olds (31%) No significant differences by gender, household income, education	Blacks (29%)
Use Instagram	17%	18-29-year-olds (37%) Women (20%)	Blacks (34%) and Hispanics (23%) Urban (22%) residents

MARKETINGCHARTS.COM

Source: Pew Research Center's Internet & American Life Project

SOCIAL IMPACT

Connect with People

- Helps keep up with social ties - family and friends
- Online social support
- Political engagement
- Revives dormant relationships
- Connect with people similar hobbies
- Read comments by celebrities, politicians and athletes

-Pew Institute



- 19-29 yr. olds
- 10 minutes a day
- 40% more than once
- 69% income 75k+
- College grads
- 71% of online users




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WHAT WORKS?

- Images
- Fun
- Relevancy



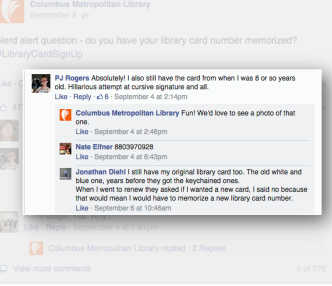
WHAT WORKS?

- Questions
- Shorten links
- Comments and Conversations



WHAT WORKS?

- Questions
- Shorten links
- Comments and Conversations



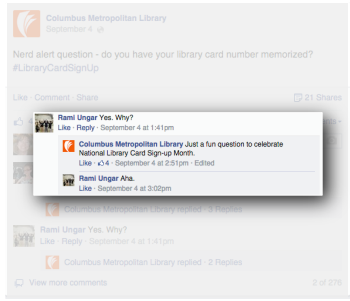
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WHAT WORKS?

- Questions
- Shorten links
- Comments and Conversations
- Being there



NOT ALL POSTS ARE CREATED EQUAL.





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twitter




- 18- 29 year olds
- 46% use daily - multiple
- 5 minutes a day
- 23% under 30K income

WHAT WORKS?



- Reason to click
- Short URLs
- Retweets
Leave 20 characters to add comments
- "Favorites"

WHAT WORKS?




- Images
- Fun
- Relevancy


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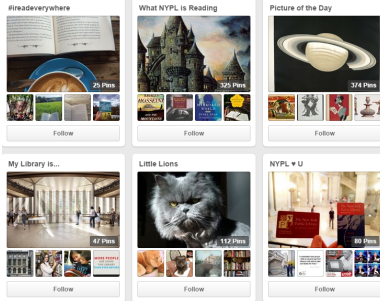


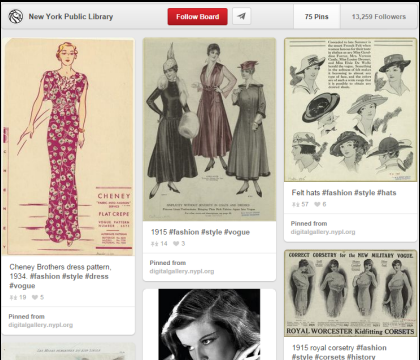
- 18- 29 year olds
- 46% use daily - multiple
- 5 minutes a day
- 23% under 30K income





- Mostly women
- 50% have children
- 15 minutes a day
- 100K income

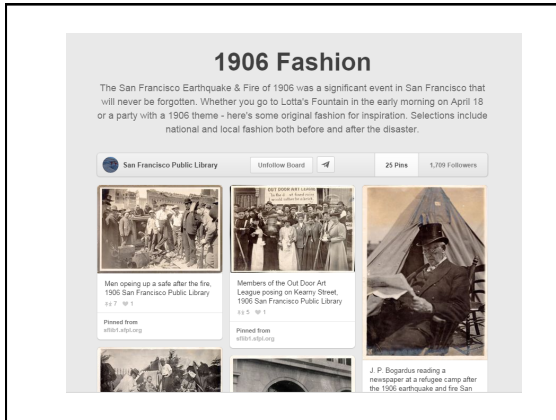


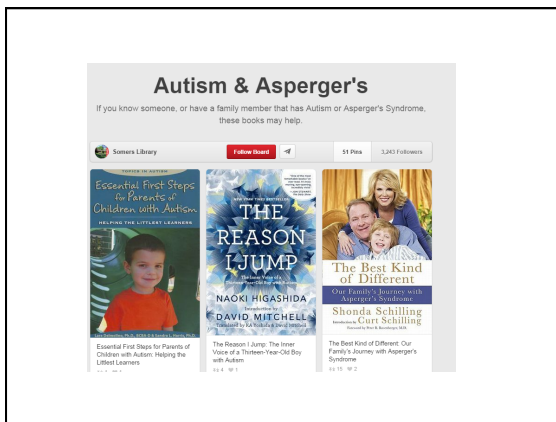


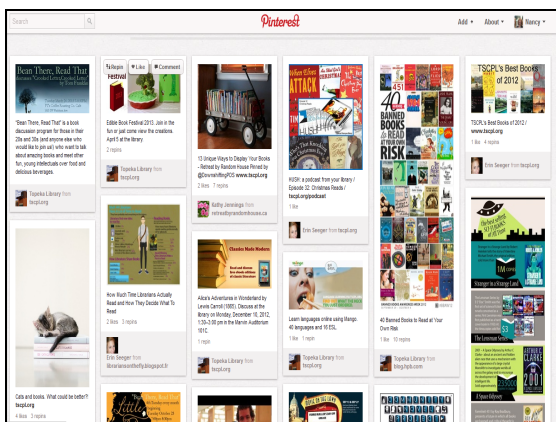
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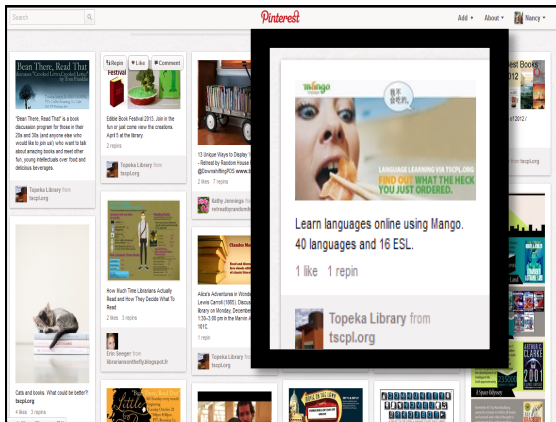





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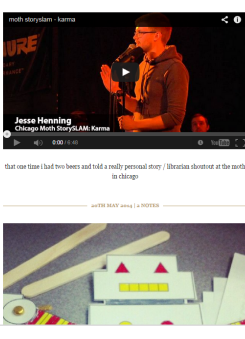
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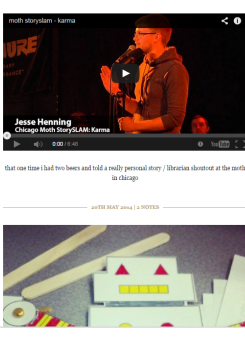


- 16- 24 year olds
- 33% have children
- 35K and less - college/YA
- 14 minutes a day
- Men and women
- Videos and Gifs work well





- GenX and Millennials
- Home of the "Selfie"
- 35K and less - college/YA
- 14 minutes a day
- All about me, me, me
- Teens say it's "most important SM"

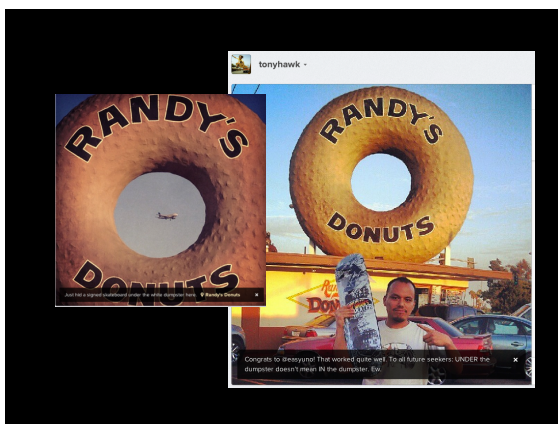


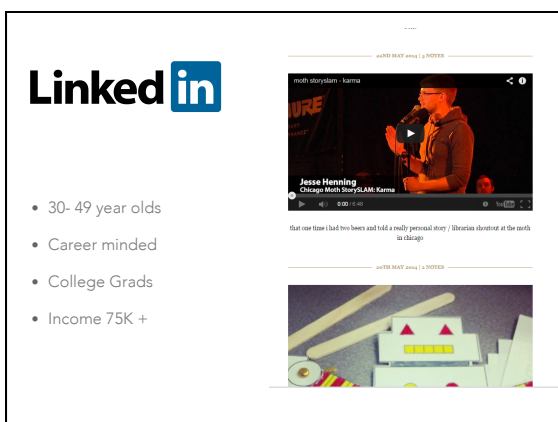
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- Teens - early 20's
- Girls
- 60 Million users
- 400 Million made per day
- 12% shared with multiple recipients
- 5% selfies shared on SM come from Snapchat






- 40 Million users
- 18-20 year olds
- Shared through Twitter (1 in 5)
- Weekends are very popular
- Musicians love this platform - they get 3 of 5 most retweeted
- 16 minutes per month watching online commercials


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- Video
- 1+ BILLION users
- 1 Billion views every day
- 100 hours of video uploaded per minute



We read. We listen. We watch. We game. We share.



Email



Summer Fun!
I love Summer, do you?
This is the season when our beautiful library overflows with energy from the sun we open our doors until we say goodnight. We will be having over 200 programs this summer and give the kids a way to think & all play, it really is working hard to make sure your children keep learning. Of course, don't tell them!

I hope to see you sometime soon!
Your director, Daye Smith

Summer Reading
Don't miss this summer's great programming.
View our calendar here.

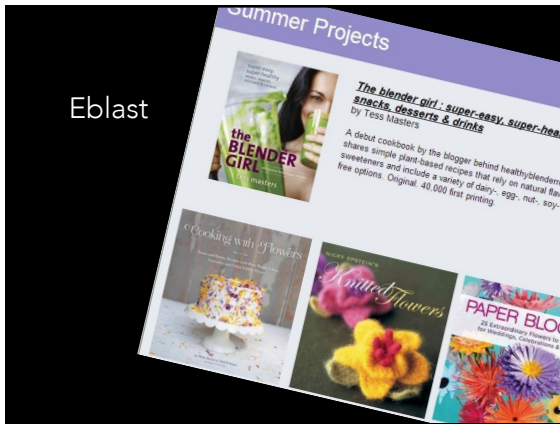
Science Fun
Exploding volcanoes, balloon rockets, underwater fireworks...
Science is fun!
Tuesdays at 11 am

Kid Gardeners
Want you know your garden?

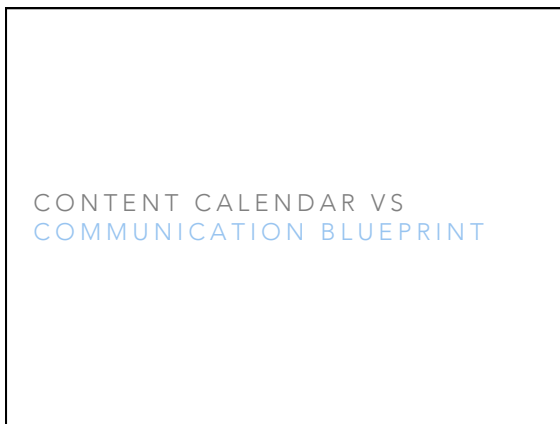
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Eblast



THE COMMUNICATION BLUEPRINT

PRINT	SOCIAL	EMAIL	MEDIA	WEB	Personal
PRE-PRODUCTION					
POST-PRODUCTION					

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THE COMMUNICATION BLUEPRINT
AUDIENCES: UNIVERSITY PARENTS AND ELECTED OFFICIALS

PRINT	SOCIAL	EMAIL	MEDIA	WEB	Outreach
pre-program					
Bookmarks at circulation Flyers at Partner Locations TJ Maxx, Gymboree, Baby Gap, preschools	Facebook Announcement FB Fast Facts FB-Post Photos Links from Mommy bloggers	E-Blast Announce Blast - Picture Link and next session EO Invite EO Invite	Photo-Op Media Advisory	Announcement Calendar Posting	Check Out Centers Book drops Fitness Mobs
post-program					
Send printed picture to EO Survey at program	FB- Post Survey	Thank You to EO with links to photo and media Include in Monthly Newsletter	Post Release captioned photo	Pictures Include quotes	





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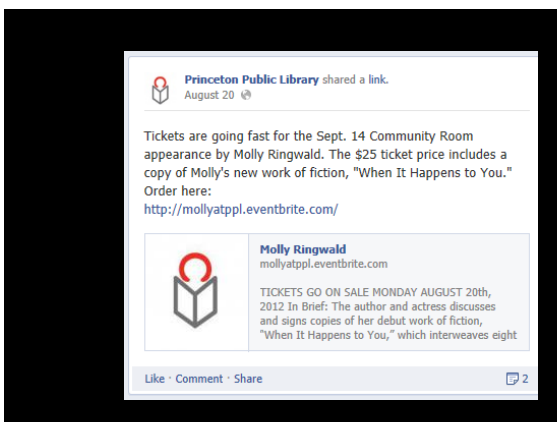
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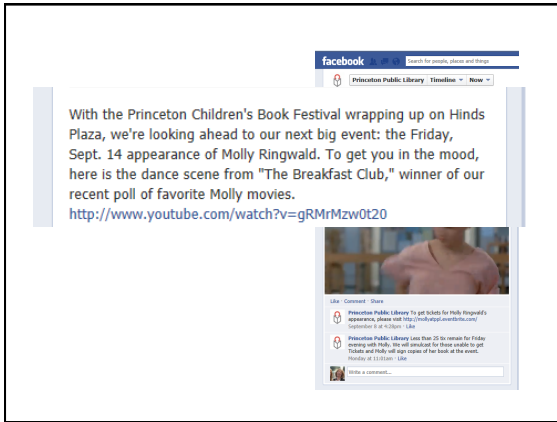


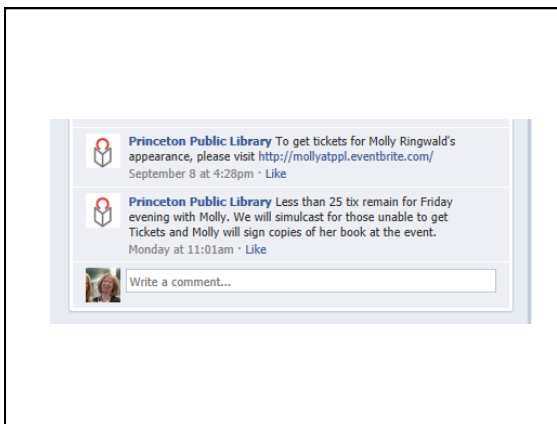


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Stakeholders:

- Email
- Invitation to attend
- Invitation to welcome audience
- Sponsorship Opportunity

Molly Ringwald to Speak at PPL

Register Now, Tickets are Going Fast!

Friday, September 14

Tickets are going fast for the Community Room appearance by Molly Ringwald.

The \$25 ticket price includes a copy of Molly's new work of fiction. When it happens to you." Order here: <http://mollyatppl.eventbrite.com>

In Brief
The author and actress will discuss and sign copies of her debut work of fiction, "When it Happens to You," which interweave eight stories of people.

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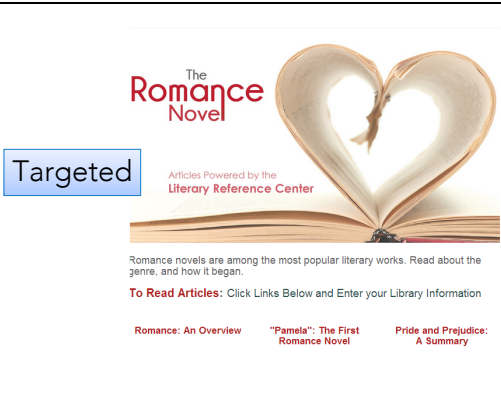
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Cross Promote



RESOURCES

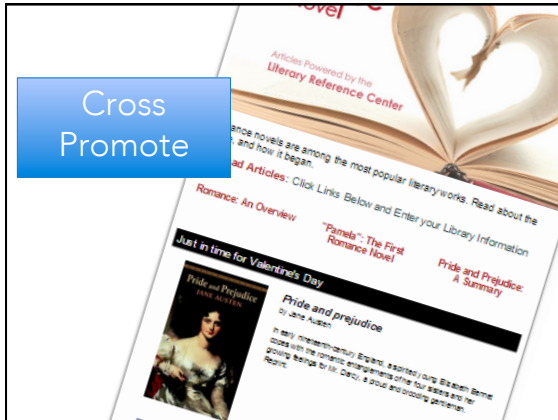
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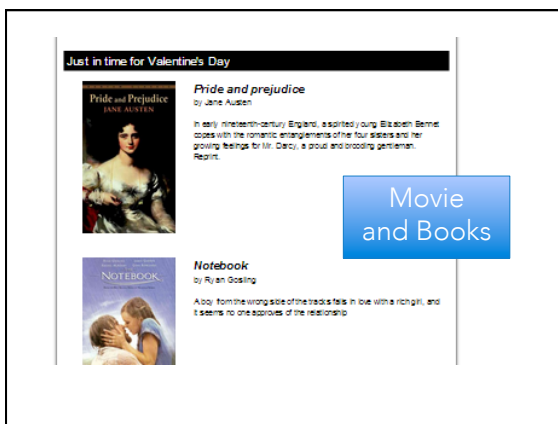


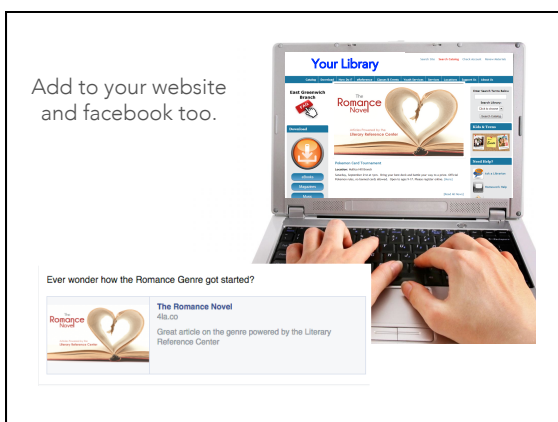
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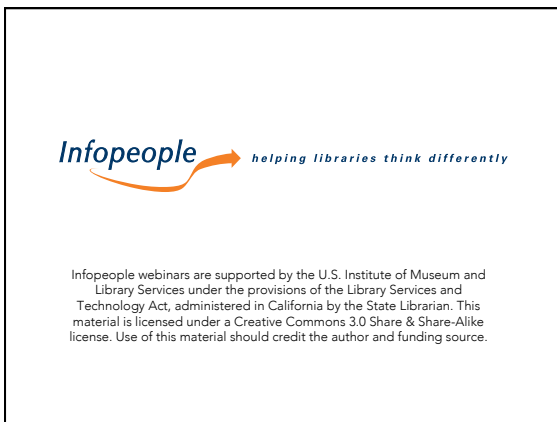


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