Marketing in the NDIS – webinar 3

# Tactics for your marketing plan

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# Slide 1:

## Housekeeping

# Slide 2:

## This webinar will cover

All right. Look, you know, I don't think I've ever been in a webinar or anything without a bit of a technology glitch. It keeps the blood running, you know, shows us that we're all alive.

Thank you very much for your patience. I believe we're back on communication etcetera.

So we're going to start looking at what makes a successful marketing campaign, you know, what are we doing and why, and then we're going to - the lion's share of what we talk about today is just going through the tactics of that marketing plan, so looking at different actions you can take, channels, why you'd choose them and what their benefits are. Then we're going to look at the resources required to implement that, and then a bit of a chat about producing content and why that's important.

# Slide 3:

## What makes a successful marketing campaign?

So what does make a successful marketing campaign? I think, you know, as with all things, never underestimate the value of planning. Like, the success of something is really governed by the effort that you put in the day before, right? So you really need to define what you are doing, who you're talking to, and the environment that you live in. Communications is sort of broadly summarised as a message that you are sending, the audience that you are looking to send it to, and the channel through which you are sending that message. So it is really valuable to sit down - and we went into this in sort of depth in our last session - but, yeah, it's really important to sit down and define exactly who you're talking to and why. You know, good marketing is really reflecting the best of what you're doing. Obviously, you know, you are looking to advertise a service or product, market that, teach people who you are, what your value is and encourage them to come back and purchase from you or create a relationship with you. You know, you think about it. You can't do that without understanding sort of what you are doing, what that value is. So you're not looking to create - particularly if you're building a marketing practice from the start, and if you are in an environment where you don't have an enormous amount of resources - this is not about building a big shiny marketing campaign from the ground up that's, you know, glitzy television advertisements fed by virtual reality experiences or anything, although if you want to do that that's cool. That sounds awesome. But it's about finding the unique and interesting things that you're doing and just finding ways to take advantage of those opportunities and send those messages.

Once you know that, you want to look at establishing the metrics and the benchmarks that you can capture, which we'll talk through as we look at the different tactics, and have a firm idea what your success looks like. You know, there's no - you just want to think about, if we - all right, if we start our marketing practice today, in three months, six months, a year, when we look at how we've gone, how are we going to - what needs to have happened for us to be happy with what we're doing? You know, it may be an increase in sales, more visits to the website, a bigger social media following, more compelling feedback from stakeholders, more understanding on behalf of government partners. There's any number of business objectives that this might - that you may be marketing to try and achieve. It's important to understand those at the beginning and make sure it all links together.

And then obviously defining your target market. Again, who are you talking to? Who are you looking to market to? And then figuring out your costs and your timelines.

So marketing is often seen as sort of the fuzzy bit you do off to the side, you know, a bit of weird attention-seeking stuff, sharing a picture of a sandwich on Instagram, but you can see here that it is a - it's a pretty essential business practice, particularly if you broaden it out to communications, and as such it demands clear strategy, clear planning, and costs and a timeline, as well as accountability as who's going to do it.

# Slide 4:

## What are tactics?

So what are, when we talk about tactics, what are we talking about? We're talking about the actions that you take to drive the promotion of you as a service, and to influence your specific goals, as it says there. These are the things you're doing, the buttons you're pressing, the messages you're sending, the calls you're making. These are the crunchy actual bits and bobs that you will do. And in our previous session talking about strategy, that's about, you know, these are the tactics that feed into that strategy to achieve your goals, but this is how you actually get it done.

# Slide 5:

## Above the line advertising

So in marketing, and particularly advertising, we sort of talk in this concept of above and below the line, because it's a good sort of sorting methodology to allow you to figure out who you're talking to and where you're going to put your resources. Above the line advertising is the big mass media broad messaging. So above the line is the big visual stuff. So if we look there, that's the mass media messaging: ads on television, media articles on the radio, things in the newspaper, billboards, sort of out of home advertising, so pictures on trains, that sort of thing. They're generally - you know, they're effective, because they're highly visible. You know, people see them a lot. They reach many people. Particularly television and radio are very good channels in terms of emotionally connecting with an audience, and for you guys in your sector that's a really big part of it. That building trust and an emotional connection is big.

But they're expensive. These are the sort of things - when we talk about marketing, people tend to think about this first. You know, it's putting a big shiny ad on a thing, and it's really effective. It's just very pricey. So if it's - that's generally what you'll be looking at. Like, is it worth the return on investment, and as we go forward we'll see that there's other ways. Particularly if you're getting started, you generally don't want to start here, because of the priciness, and there's a lot of wins to be had a lot quicker that use your resources a lot better. But as I said, like, if you look there in terms of, if you want to go to mass media, there's advertising. If you're looking to particularly sell a product, you're really looking at advertising, and, you know, it's going to reach a lot of people. You have full control of the message.

If you're looking to create a service which you can link to a social good, particularly at a community level, then you may be looking at generating, you know, a media relations program and looking to get editorial coverage from journalists. Important to articulate exactly what you're trying to do because you cannot go to a journalist with an advertisement. They're there to cover the news. So it really is if you genuinely have something newsworthy to talk to them about. It's a bit more difficult, but that is also a really valuable way of doing things, if it's the right fit for what you're talking about. So you know, if you are opening a new facility or providing a new service which is of benefit to the community, you may want to talk to journalists in your service area to see if they could do a story, because not only is that, you know, functionally free with the exception of your time and effort, it's a quite valuable way of getting messaging out if you can do it properly, because people are inherently more trustworthy of something that comes to them from a third party. So an advertisement from you is coming from you, the first party, and people will obviously view that as an advertisement. They understand that you have - there's a benefit to you in doing this and they'll treat it accordingly. Whereas if a journalist or a similar third party sends them that message, it just gives it that aura that, you know, someone else in the world has already looked at this, and someone I probably believe, and has decided that it is worth talking about. So that's something to think about as well.

# Slide 6:

## Below the line advertising

The other side of that equation is the below the line advertising. This is the more granular information sharing, so that is the - whereas last time we were talking about the big shiny expensive mass media, like "We want to talk to Australia, or the state, or our entire community with one message." Below the line is where we talk more as sort of community engagement, more one-to-one marketing. So this is where we are identifying a very specific audience, and what we're looking to achieve here broadly is that connection, you know, talking directly to them, trying to identify where they are in relation to their relationship with you and give them a message at that right time that matches who they are. So this can be incredibly powerful, and it's less expensive than that mass media advertising, but it is - you know, there's work in here, because to do it really well, it is about really segmenting those audiences and making sure everybody gets the message that is relevant to them, that's something they're interested in at the right time and it's the right person. And if we look there in that list, we're talking about - this is where we're talking about brochures or letters, telemarketing, you know, calling people, as well as emails and direct mail campaigns.

So, you know, emails is one where there are a lot of tools you can use out there to automate emails to people, depending on where they are in the customer journey. And that's where we start to look at this idea of segmenting of audiences. You know, one example is, if you have an online store and someone has put something in their cart but then left, you know, you can generate an email that goes to them saying, "We see that you did not make a purchase but you were interested in it. How about coming back and talking to us?" That's a very specific example, but it sort of enunciates that idea of really identifying which stage in that customer journey people are at and making sure that you're getting them at the right time. So you're going to want to segment this out, you know. A telemarketing campaign, which is contacting people and offering them some kine of benefit or discount for starting a relationship with you: you are going to want to try to not make that call to your existing customers if they're not eligible for it, so you want to be making sure that you're targeting these messages to the right people. And you can hear that that is cheaper on the face of it than those mass marketing campaigns, because it's effectively hitting the phones, but it is a lot of work to figure out who you're talking to and why. But you can - you know, it's a pretty broad brush. If we look at brochures and newsletters, they are probably hitting a demographic of people rather than individuals. And yeah, a lot of those are ways of delivering messages to that.

Had a question come in - and thank you, and yeah, a reminder that shoot a question through - that's asking if SEO and SEM is considered below the line? So that's search engine optimisation and search engine marketing. So that's the idea of obviously putting - when you are putting information online and to your website, making sure that it is search engine optimised, if you're not familiar with that, which is really just making sure your content is written in a way that if people use a search engine like Google to look for that type of information they will find it, and search engine marketing is the paid version of that. So it's similar to when we were talking about getting things in mass media, and you can either advertise or you can look for organic media coverage, SEO/SEM is a similar conversation in that search engine optimisation is looking to just make sure that you are findable and relevant to an audience so they will find you when they're looking for you. Search engine marketing is paying to help that. So when you google something these days you'll notice that probably the first couple of hits are clearly marked as an advertisement. That's search engine marketing, whereas when you google something and then the next couple that come out, which are just the most relevant things that Google's found, those results have been search engine optimised to make sure that they arrive at the right time.

I would consider that - no, I'm not really sure if that's above the line or below the line. I think it sort of smooshes in the middle depending on what you're doing. I tend to think of - like, SEO gets a bit of a bad rap because I think in the early days of doing it - there's a lot of sort of weird creepy tricks you can do to try and trick Google into finding your website. But in my mind SEO is really powerful as a discipline rather than a service, and it's really about just making sure that everything on your web - that your website is designed with a clear intent. Each page should have a purpose that it exists. So there's the page where people make a purchase. There's a page where people learn who you are. There's a page where people can get more information, for example - and making sure that each page is really clearly articulating what that purpose is. You want to think about it in terms of what are the things that someone would type into a search engine to find that specific page, and then you put content on there that has those words in it, and that's really what it is.

Search engine marketing is a way of paying so that when people put those words in you are more likely to rise to the top and be found. I would personally probably characterise it as a below the line thing, because it's really looking to carve off the different audiences and poke the right message into their eyeballs at the right time. But it is a really powerful thing to think about. But it's another one of those where Google has really good keyword planning tools which are free to use, and if you just go into Google and google "keyword planning", and they will allow you to get a lot of mileage out of SEO practice without having to spend any money, and the best way to do that is just to have a big brainstorm with your team about all the different words that people might be using to find us on the internet. And you're going to want to think about the service your'e providing. You know, if you provide, you know, respite accommodation in Bendigo, you're going to want to have "respite", "accommodation", "Bendigo", "Victoria", and then every permutation of that. And then you can put that into that keyword planner and it will show you how regularly people are using those words. And then there's a sliding scale between - obviously, the more common a word is, the more competition there'll be for you to show up when people use those words, whereas the most obscure word possible that describes you you can probably include that, and then if someone googles it you'll definitely be at the top, but they're much less likely to use that word. So you're trying to find that area in the middle, if that makes sense.

# Slide 7:

## Online Channels

Which takes us to online channels, which is a big - you know, the idea of sort of having digital communications as distinct from other communications is almost obsolete now because everything is so - you know, everything is digital to a certain extent. We talk a lot about now, you know, the idea of a physical letter or a newsletter being - there's almost sort of an odd value in that now as a communications channel, because it's a bit of a novelty. So much stuff is electronic now that when you actually get a piece of paper with your name on it you go, "Ooooh," and you open it up. But, you know, it's more expensive.

But online channels, we're really looking at, you know, most organisations will have sort of a website, which is the host of where they are, and some kind of social media presence. You know, it could be, as we've got here, the main ones, sort of Facebook, Instagram, Twitter, LinkedIn in Australia. Facebook I think is still - Facebook and Instagram are sort of where a lot of the traffic is. If you are just looking to start in social media, or consolidate, and you want to pick one channel where there's a big audience, then, you know, it's hard to go past Facebook in terms of the amount of people that are there. Particularly if you're looking to create a bit of a community or an emotional connection, Facebook's really good. LinkedIn is - you know, Instagram has been purchased by Facebook, and that's a really powerful platform as well, but obviously it's specifically photo sharing, so if you want to get into Instagram you would only do so if you had a pretty dependable content stream of good photography.

Twitter is, you know, it's popular in Australia, but I think it's really popular with politicians and journalists and the people that like those streams of content. So journalists love Twitter. They find a lot of information on Twitter. Politicians love Twitter. And then the people that like that sort of stuff, so political nerds, news junkies, that sort of thing. It's not as valuable a place these days for that genuine sort of direct marketing to customers, I would suggest. But if your strategy and what you're looking to achieve is a high level of media relations and engagement, if you're looking to build relationships with journalists that you can hope to later convert into publication, and if you've got government relations in there, it can be worth publishing to Twitter as a media relations exercise. Like, a lot of journalists will find and have communication there.

LinkedIn I think is growing quite rapidly, and that's where people come to learn about - like, it's there for peoples' careers. So people are on LinkedIn because they want to connect with people professionally, and they want to demonstrate their expertise. And they come there when they're thinking about the next step in their job and they're looking for some sort of expert advice on job stuff, I suppose. So I go on to - I am a marketing and communications nerd person, so I go to LinkedIn because I want to connect with like-minded people. But I'm also there following a number of people in that discipline and looking at the ideas that they have that I can use to improve myself. So LinkedIn in terms of a marketing practice is a good place to do some sort of thought leadership work if you're looking to engage professional stakeholders and peers. So I'd think of LinkedIn, if you're looking to engage professional bodies, like Human Resources Associations and that sort of network of stakeholders who engage with you on a professional level, LinkedIn's a good place to do that. And a good way of thinking about that is sort of short written and video thought leadership pieces by leadership. It's a good way - sort of opinion pieces from leaders in your organisation is a good way of demonstrating your expertise. And when we talk about marketing and wanting to build understanding and trust, demonstrating your expertise is a really powerful way to do that, because it shows people that you know what you're doing. So having a channel which is about sharing your opinion on weighty issues or providing advice is a really good way to do that, and LinkedIn's good for that.

Facebook is sort of the big omni channel. There's a huge percentage of, you know, a surprisingly big population on there in Australia, so it's a really good place to engage. The expectation from the audience of Facebook is that it's a two-way conversation, so you are not going into - any social media, but particular Facebook, you do not want to go in there just posting something once a week and then not paying any attention, because you're not getting the full benefit of the platform. And also you're exposing yourself to unnecessary risk. Obviously these are publishing platforms, so you're in the public square and you need to act accordingly. So you just need to make sure that you are comfortable with that, and that, you know, if you have a Facebook presence or a social media presence, what are you going to do if someone comes on and says something mean or spurious or complains. Which is not an insurmountable problem. Whenever you are entering social media, it can be a bit terrifying, because it feels always on. People have enormous expectations for getting immediate feedback. It just feels like something that cannot be done, but by - the answer to that is to proactively sticker it up with the boundaries of your relationship. So a Facebook page, for example, which says the hours at which you are there. So, "Hi, this page is monitored between 9 and 5, and so we will get back to you promptly within then. At other hours, you should get on to us with X, Y, Z." That just gives you permission in a relationship to behave accordingly, and if someone comes in at midnight and has a rant that's unfounded and you come back at sort of 10am and say, "This is the answer," you're conforming to the expectations of that group. You are setting a community standard for that, and so you'll be on safe ground.

The other thing I'd say about social media is that - and probably just online in general - is that people are increasingly looking at it on their phone. You are well advised if you are starting a practice of marketing, if you're building a website, if you're creating content, that you should probably create it primarily so that it works on a smartphone, because the percentage of people accessing the internet on their smartphones just continues to increase. There's a pretty healthy percentage of people now that only use Facebook, for example, via their phone, and there's a lot of websites and videos and stuff out there which are, you know, they're designed for a desktop and if you look at them on your phone it's a pretty miserable experience of squinting at a sort of infinitesimally small headline or something, and it'll turn people off. And part of this marketing, what you're looking to do, for example, if you're looking to engage people on Facebook to drive them to your website to convert them into a customer, you want to make sure that all the edges are sanded off that chain of conversation, so at every step when they're entering - when they're getting closer to you, they're enjoying it, so you want to get rid of any barriers or blockers, particularly ones on their phone.

[Inaudible] anything that moves - you know, people are, you know, we're all very highly advanced human beings, but any shiny thing that moves a bit and you go, "Ooh, what's that?" So Facebook video is enormously popular. Gifs work as well. Just like even a frame of movement is something that is more engaging. And a good tip I find in terms of figuring out what kind of content you're going to be putting on social media is just building the skill in your brain that whenever you are using it at home, if you do, when you're doing that sort of endless scroll through your social media feed, when you do stop at something, just start consciously considering what made you stop and why? Was it colour? Was it an image? Was it text? Was it an idea? Was it that it's your [inaudible]? You know, think about what it is and start to bring that into what you do professionally. Because a lot of us just naturally have our work brain and our home brain and we'll be on Facebook all night and we'll see stuff, like sort of corporate messaging that we'll go, "Get out of my Facebook. I didn't want you here. I'm here for my niece's blog," or something, but then we'll go to work and create that sort of content because we have messages that we need to deliver to drive our corporate thingamajiggy. But when you're on Facebook your message is appearing between sort of inspirational squares that someone's Mum's put up and the picture of the nephew that they haven't seen in two years. It's a personal platform of emotional connection, and so if you're just putting a standard sort of commercial message in there it's unlikely to get cut through.

So you really want to, you know, I'm a big fan of identifying the objective and the audience. What are we trying to tell them? What are we going to get them to do? And then identify the best platform to make that connection, rather than the other way around which is just like, "All the kids are talking about Snapchat. Let's do a Snapchat." You want to really be driving the right message at the right time.

Electronic direct mail is another thing that's quite powerful. So this is effectively email newsletters, and they are very good. People who sign up to email newsletters get really nerdy on email newsletters, like it becomes their favourite thing, and if you use a tool like Survey Monkey or something, which is free, you can get a lot of capacity out of it. They only start charging you once you're sending many, many emails, so it's a good place to get started. And they have really easy tools and templates which allow you to personalise those emails. So I'm getting an email that is directed to Stefan, and it's something that I've signed up for, I'm expecting and I'm interested. So that's a really good way to drive a relationship with somebody. And you can either have - emails are good for a single piece of content like an announcement or a video or a message from the president or something, or you can go down the route of a bit of a sort of summary newsletter, which is just giving people the headlines of new content on your website and they can click through. And again that depends on what's your objective? If you're trying to drive people to the website, you're going to want to have enticing stubs which drag people over there. If you're looking to get new people interested it might just be a big shiny picture that asks them to engage somehow. So again, think what's your objective, and that's what drives your tactics.

The thing that social media and EDMs have in common - and I think this may be in a subsequent slide - is that they are - you know, the fun thing about them is that the platform itself is free. So if you think of Facebook or Survey Monkey, some other weird American nerd has built all of the stuff, right? So you get into Facebook and you have to just worry about creating your content and the conversation. You don't have to build a whole platform. Someone else has already handled that for you, and that's really powerful in terms of allowing you to really focus on the message. And particularly if you're building a new practice or you're looking for the most cost-effective return on investment, it's hard to go past these channels because you don't have to host them. You don't have to design them. You've only got to worry about your bit, and that's really good.

The other side of that is a website, which is still an enormously powerful means of connection because it allows you to sort of own a corner of the sky and control the message that you're saying in totality. So it's good, you know, a standard sort of marketing practice is, you know, social media is where you reach out to people and you want to bring them to the website, which is where you convert them. And it would - you know, I think it's important to focus on - when you're building your website, or you may have one that you want to review, the two main things I would encourage you to think about is sort of the user experience, which, you know, people who are much smarter and nerdier than I describe as sort of UX, but that's just the idea of when you are putting your website together, make sure you're doing it from the perspective of your audience, and make sure you're doing it to map, to send them on a journey that leads to where you want them to go. So rather than just whacking a website up where you go, "We'll have a home page, and then we'll have an about us, and then we'll have one which has a picture of a couple of cute dogs and stuff," you really want to sit down and go, "All right, what are we looking to do? We want to drive people to contact our sales team" for example, or "We want people to fill out this form or sign up to the newsletter." So you really want to think about how do people get to the website, and then what's the chain of clicks and pages that they navigate through to make that action. And I think once you start thinking about that it can unlock some really fun things in the way your website is and probably may make some big changes in where you put stuff. For example, you know, there's very - if you think about - often when people think about this for the first time they go, "Oh, what we really want is for people to" for example, "sign up to the newsletter," and then when they look at that they find out that to sign up to the newsletter someone needs to click through about four pages or something. Whereas the fun thing about the internet is you can just chuck a button on the front page which says, "Sign up for our newsletter," and they can do it in sort of two clicks. So that's really sort of fun, powerful thing.

The next main concern I would encourage you to consider for a website goes into this idea of blogs, which is a website which has - and it gets to - we'll talk about content. You need to be producing content. So a static website is good and serves a purpose as the repository of information, and that's good, but somewhere, either on your social media or your website, you need to be producing regular content, because it's just enormously valuable. People crave new, interesting things, and each piece of content, if it's done well, is driving one of your goals and reminding people of your messages, and that's the way that you build a relationship with people, by regularly having a conversation with them. And good websites, and websites that people visit often, are ones where they keep coming back to because they can learn a new thing.

Apps is another sort of [inaudible] in the world in that they're really quite - like a lot of people - there's a lot of people that don't use apps, but again, the people that - similar to EDMs - the people that use apps swear by apps and they want everything in app form. And, as we've talked about, the amount of people that are accessing information purely on their mobile phones is growing, so apps are an extraordinarily popular way of delivering information. But, sort of similar to above the line, they can be quite expensive, and you need to make sure that your audience targeting has been done well, because an app - you know, the main drama with an app is that if you want to blast it out to everybody, you need to develop multiple versions. You would want to have one for iPhone and Android, for example, and then think about if you want one for Windows Phone, and then every time Apple updates the operating system you would need to think about updating your app. So there's a bit of overhead in apps, but it is worth it if you can sustain it, because, again, it's a little walled garden you can control on someone's phone.

The reason you would do an app is because it provides someone a service. And again, you think about what apps you have on your phone. I've certainly had a long history of downloading apps that sort of drive to a social good or are for an organisation I respect or I'm interested in, keeping it for a while and then getting rid of it, and the apps that I keep are ones that help me in my day-to-day life. So if you're - when you sit down and articulate who you are and what you're doing, if one of your messages or services suits that sort of load-out, then an app is far and away the way to go.

Just some other points about computer whizwangery. Online channels are cost-effective way of achieving great results, because they combine the above and below the line stuff of like, there's a big audience out there, but you can also use technology to really smartly target your communications. If we look at social media marketing, for example, you can use Facebook to create advertising, and you can do this within Facebook as a platform, and there is a free service called - I want to say it's called Facebook Blueprint, which provides free training in how to run social media marketing. There is a similar Google version which runs free training courses in how to do search engine marketing and online marketing in general. So if you're interested in these disciplines I would highly encourage doing those. You can just do them from your computer. You just create a profile and it'll walk you through it. I've done them and they're really instructive and they just take a bit of time.

But yeah, social media marketing is really powerful because you can target your audience in a really granular way, and then you are only paying for the people that see that advertisement. So for example, on Facebook you may create an ad which is asking, again, like maybe people in Bendigo that may need respite care and should be aware that there is a, some kind of information night happening in a particular suburb on a particular day. So you can create an ad which is about that that will - you know, you can define that audience based on time of day, where they live, that they've - you know, they're - every sort of analytical aspect of their life, and you can include their interests that they've demonstrated on Facebook. It all gets a bit sort of Orwellian and terrifying depending on your frame of mind, but it is an enormously powerful marketing tool. So you can target it down to Bendigo parents who are on the internet between 9pm and 10pm the night before the thing who have shown an interest in this sort of stuff in the past. And that's really valuable because it means that your ad is getting to the people that you want to attract.

You can also target it based on their online behaviour. So if you are looking - if your ad is designed to create a bigger social media following, or to get people to click on a website or view a video, you can target the ad at people who have demonstrated that behaviour in the past. So it really does get quite granular.

The real advantage of that is that you are not paying any money for anybody else. So you're paying money for the people that you want to see it, but you're not wasting any money on people who are not interested. Mass media is an obvious one, but most other advertising you're going to be sending it to a wide range of people hoping to attract the eyeballs of a few. In this you just really spend all your money on the few, and it is really financially effective.

And we talk here about being strategic. The advantage of these digital platforms is that they all come just out of the box with a really rich set of analytical tools and insights that you can get. So if you have a social media following, if you have Google analytics baked into your website and if you're using one of these email marketing tools, all of them will be able to give you quite rich reports into how people are interacting with your messaging, how they're viewing your marketing, and the actions that they've taken. And once you're comfortable with those tools you can start linking them all together so that you can really follow people all the way. You can understand, you know, an ad that you may put on Facebook, how do people follow that all the way through to sending you an email via the website, for example. And that's where you start to really be able to iterate your practice, map exactly those sort of - we talked last time about mapping the consumer journey, sitting down and thinking about who we're targeting and what are all the times where they'll be thinking about us. It'll be when they visit the website, see us on Facebook, think about our service, remember us, pass through town, all those sort of things. The more data you have, the more you can tailor that targeting and it gets really powerful. And sort of fun. You sort of feel like you're in Minority Report. It's really interesting.

I've had a question come through - sorry, that was my thinking noise - "with targeting on social media, Facebook can give you a warning if it's too narrow," and just if I had any suggestions about that. Yeah, I think one thing that immediately demonstrates is that the tools are quite helpful in terms of if it is - because what you're - again, it's a return on investment thing. You can target your audience down to a really fine degree, so, you know, if you want sort of every left-handed dad in a restaurant when the moon is at its fullest you can do that. It's just you're - it's a bit weird and nerdy, but you are effectively bidding for that audience, and the more distinct your audience is the more expensive it is per view of the ad. So the broader the audience, obviously the broader the ad, but it costs less per engagement. So Facebook will, yes, it will warn you if it gets too narrow, because it may be getting so narrow that it doesn't feel like there's going to be sufficient people for it, and it will also warn you because that can quickly become quite expensive. I think the thing to keep in mind is that it is, like Facebook is enormously powerful. Everybody uses it, but it is a private company and they guard their algorithm. That is the sort of golden goose on which their empire rests, so they're not telling anybody exactly how it works, and it can be a bit fickle and strange sometimes. But, like all marketing practices, a big key of your strategy should be iteration. You should never enter this space with an initial plan, execute that plan and then be done, or put a plan together for "Here's our next 10 years of marketing," because the best message that you can send in a marketing sense is one that's specifically your message, and you will only find that by a bit of trial and error. So you - like, you will take all of this sort of data that I'm providing you, but then by building your own marketing strategy you are turning that data into intelligence, and then you are turning that into knowledge by iterating a better practice. So yeah, if Facebook's coming back saying it's getting too narrow, I would just - it really is a case of getting that sort of creative and that ad set, running through a few different permutations of different audiences of different sizes and see which one gives you the benefits that you're looking for the best. And just being comfortable that that's just how everybody does it. There's no real way to get to a win than just having a crack.

Just another little sideways tip, a calendar to guide the timing of your communications is always just a dead cert, you know, particularly if you've got a few channels going. As I said, it's important to have a regular stream of content. A calendar is just a really easy way to keep your sort of mental health going, because you'll know what's coming up and what's coming next. And SmartSheet is just something we use internally because it's a handy program to develop a calendar and you can use a pretty decent amount of it for free, and it is effectively just a sort of shared spreadsheet calendar thing that you and your team can use to populate that content. Particularly helpful if you're looking for - if you're working in a place where you've got one or two people producing the content and then someone else who's approving it or overseeing it, like a shared document, like that is really beneficial.

Another question about updating the website, whether I was talking about updating every page or just the home page and news sections, for example. Yeah, I think the latter. It's about - I think in the days of sort of search engines and social media, the home page is less vitally important as it used to be, because a lot of people are coming in through these chains rather than just sort of organically stumbling across it. And I think, just in terms of return on investment, it's about finding a stream of content that you can be putting on the website. I'm a big fan of sort of having the news section and therefore the blog that gets updated and having that reflected on the home page as well. I'm a big fan of if you write something and it's good, chuck it everywhere. I think that's even coming from a slide. Yeah, I would not suggest updating every page of the website every day, if nothing else because you'd just have to sort of lie face-down on the ground after a while, and a lot of the corners of your website are going to be sort of your evergreen standard sort of rates and charges and who we are and what we do and stuff. And I hope that answered and was helpful.

# Slide 8:

## Events

Events are one, like when we talk about marketing and we're thinking about sort of going down a rabbit hole of digital whizwangery, we can forget about sort of the real world. Events are an enormously powerful way of marketing, because you are - you know, when we talk about messaging and engaging people we're sort of - there's the passive stuff which is sort of just random in the world. An event is a really nice way to reach out and grab somebody, and, you know, particularly business to business it's really valuable I find. And they're just good for that community engagement space and making people really think about where they sit within your messaging and that relationship. So they're really good for raising your awareness, getting your message out, promoting specific things. Yeah, they're really good activation points around a special date. So I think as we say there, awards and celebrations are a really good way of bringing people together and demonstrating that you're sort of a brand with a heart and a soul. And also awards - like, celebrations are good. Like, you know, sort of employee of the month is great. It gives you content that you can use to project. Awards, for example, are a good way of showing that you are the best. Like, if you are the one - like, it's cool to win an award, but, oh my God, those people who host the awards, they must know what they're talking about. Jeepers. So you could be that person. Events are also a way, you know, you get a couple of your stakeholders to come along. You get a couple of them to speak. You manufacture an opportunity to sort of have them in the room and to have a conversation, and that's really valuable.

Again I have to be, sort of, you know, you could hire a convention centre and have a full program of thing, but they don't have to be that. They don't have to be that big. They could be, you know, if you've got an announcement or a new product you could just have a quick media conference which is just down in the foyer. And also identifying opportunities such as exhibitions, trade shows, other peoples' events that you can use to send your messages. They're just a really good way to reach out.

But remember, just like everything, start with clear objectives. An event is another one which is - it's a big moving beast. There's a lot of different widgets and stuff. You know, you sort of start off with a big idea and then before you know it you're trying to figure out which colour chair, and it's easy to sort of freak out. So you just want to start with a really clear enunciation of why you're having the event and what you're looking to achieve. And to also, particularly when you're managing up, is - and we've just had a question. "How do you measure the success of events compared to sort of time and the resources?" Just ensuring those clear objectives. And you do have to be comfortable that it might take some time. It's hard to answer because it's mapped so clearly to what you're trying to achieve, but like, a super-broad event which is just about driving awareness of who you are, like, if you stand in the town square for a day and have an impromptu conference and hand out collateral, need to be comfortable that there's a pretty long time frame for when that investment's going to mature, because awareness is something that takes a while to permeate through. But if you're in an organisation which is really heavy on the ROI, which is legitimate because we have to be, I think our next last bit is about collateral, and that's a good way to try to start to link some tangible user journeys. If you're at an event, hand people something, that leads them to the website, asks them to take an action, get them to click on things. Maybe you've got surveys at the event. If you want an immediate sort of feedback mechanism, just build it into that event and link it to those objectives you're trying to do.

# Slide 9:

## Collateral

Yeah, collateral is the "stuff." So we've talked about the sort of functions, the channels and events. You may be in the town square or on the information superhighway, but you're going to have collateral, so this is the tools. So talking about printed material, social media articles, blogs on the website, case studies, a newsletter. Your annual report is one that's often sort of - you know, they're never that fun to create, but while you're doing it why not put a bit of a marketing lens over it? Business cards is an obvious marketing exercise because it's creating that connection. Profiles of who you are and why you're so awesome. Entering awards, which can be hard to do when you're busy doing award-winning stuff but it's worth doing, because again it's a third-party verification that you're great. And videos and presentations and that sort of thing. So it's all of the "stuff".

And it's important to think about collateral as you're doing this, because it takes time and expertise to do well. And again, I sort of hark on it a lot but have a clear objective about what you're trying to do and why. Don't do a video because videos are cool. Do a video because the message you need to convey is well-suited to video, like you have a message from your leadership that requires him to look in the eyes of people and convince them of something. Or if it's a fact sheet, it's probably best it's a fact sheet.

And then the other one which is a particular sawhorse of mine, but ensure brand consistency in all your materials. So if possible have a style guide that's shared around. This is particularly relevant when you're working in aplace where you've got volunteers, supporters, stakeholders, community members, because they will be united by their passion, and that passion may lead them to go and create a newsletter on the weekend, and when you see it it may break your heart because they've done it in Paintbox or something. So having a style guide up front is a way to mitigate that risk, because you're sort of - you can position that as, "Oh, hey, I've done the work for you. You just worry about the words." Because every bit of this collateral needs to work together to tell the same story, so it needs to have the same consistent brand message on each of it so people recognise it's you and the marketing work.

# Slide 10:

## Product Content

Content: You've got to produce content. That is like the bedrock of all this stuff that we've been talking about. Whatever it is, it's a piece of content. I'm an old newspaper journalist, so I used to talk about stories and now I talk about content, and I don't know how I feel about that but it's just the way things are. And it's because it works, right? It drives action. You're looking for something that interests people, you know, entertains them, which doesn't mean they have to be funny or anything, it just means it has to be something that they engage with. And then has it - like, the most important thing is that they're interested and that there's a very clear call to action in each piece of content. The call to action might just be that they leave it knowing, you know, "Learn more about us." "Like us," that sort of thing, but more often than not it's going to be, "Click here." "Share this." "Subscribe here." "Buy this thing." "Give us a call," that sort of thing. A lot of people worry about what's the best way to ask, and the answer is ask. Just ask. And yeah, when you're producing that content you want to project that you are the authority on what you're talking about. If people want to read it, they want to be assured that you're their leader, and in doing so it will drive your business.

I'm conscious of time, which is why every slide is faster than the last one and I apologise. Yeah, you want to try to find content that people are engaged in because you're hoping that they will share it with their friends. This is particularly big on social media. It's baked into how it works. If you can get something that someone's interested in and also they think their friends will be interested in, they'll share it. You are effectively broadcasting for free, and that's really powerful.

That second point there, like having that news sense of what makes an interesting story can be a bit of a hard skill to develop, but it really is just anything that makes you turn to the person next to you and go, "You'll never guess what I heard on the train this morning." Like, that's an interesting story, and if you can combine that with an understanding of what's interesting to your audience, then you are in a very good place and you just write that down, get it out the door, people will come in.

And importantly, you do not want all your content to just be a straight, "This is who we are and what we do and why we're great." You want to be talking about issues that affect that audience and putting your slant on them, because again it shows you that you're not here to sell something. You are here to connect with them and to help them, and then they will want you to help them.

In terms of people who do content well, I encourage you - and these slides will be available later, but this Beyond Blue Man Therapy campaign is really good, specifically in that sort of case study context, like using the stories of different men and how they are affected by this, just to show people - you know, because obviously the issue here is that men feel embarrassed if they have depression, and this campaign shows them that they're not alone. So I'd encourage you to have a look at that. Any good idea you find ever, steal it. Steal it immediately.

Yeah, case studies, very good. They put a human face on things. And this is that co-principle: create once, publish everywhere. Get a good case study, fling it everywhere, put it in a media release, chuck it on your website, chuck it on Facebook.

I think - things to remember. Involve everybody in the planning. The more that you can co-design with everybody the more buy-in you'll get at the end, and it will pay off in dividends. And yeah, make sure that at every stage - don't feel embarrassed if you do it and it doesn't work. It's about iteration. That's the only way to succeed, is to try. Have a look at World Vision. They're very good at taking what is - you know, people tend to disengage from a very heavy issue. World Vision do a very good job of humanising it and make people feel like they can actually make a difference. So again, steal everything they do.

# Slide 11:

## Recap and what’s next?

And we did it, you guys. That's it. To summarise: Think about at the beginning what you're trying to achieve. Really clearly identify the tactics and why, why you want to do it. Start with the message that you want to tell. Choose the channel from there. Make it about content. And yeah, that's the thing.

I think we have another webinar coming up in the not too distant future which will be about aligning these tactics back to your business objectives, and that's sort of that last step. So now we know why we're doing it and what we're doing. In the next one we're going to sort of summarise it all, tie it up in a bow and just generate unlimited high fives made of business success.

That's it. Webinar achieved. Thank you very much again for your time. I really appreciate it. I hope it's been helpful. These slides will be made available. I'm really nerdy about this stuff, so if you have any other questions or you'd like to have a coffee or a chat about it do feel free to contact me. And you are now free to go back about your lives. Thank you.

# Slide 12:

# National Disability Services

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