

Marketing: Telling Our Stories and Engaging Our Constituents

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Services are Provided Under Grant Number  
2004-WT-AX-K007 – Office on Violence  
Against Women (OVW), United States  
Department of Justice

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Intro to Marketing

Marketing  
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the activity, set of institutions, and  
processes for creating,  
communicating, delivering, and  
exchanging offerings that have value  
for customers, clients, partners, and  
society at large  
(American Marketing Association)

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4 P's of Marketing

<b>Product</b> Refers to tangible, physical products and services (e.g., shelter, support group, volunteer program, training)	<b>Price</b> Pricing strategies which include seasonal pricing, volume discounts, price flexibility, etc.
<b>Place</b> How are we going to get the products or services to the customer? (e.g., crisis line, counseling, materials available on website)?	<b>Promotion</b> Represents the various aspects of marketing communication. Communicating about who we are and what we have to offer with the goal of generating a positive response.

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Promotion

Creating messages to communicate with our stakeholders (e.g., participants, volunteers, staff, potential donors) and determining the best ways for the messages to be delivered.

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Map of Training

Current environment: SWOT or situation analysis

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Objectives: Clear about what we want to accomplish

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Tools: Communications tools and their benefits

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Messaging: Messages reflecting the spirit of organization

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Evaluation: Measuring your success

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SWOT Analysis

<b>Strengths</b> <ul style="list-style-type: none"><li>o A long history in the community</li><li>o Central location to education centers and bus line</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>o Limited resources</li><li>o Limited number of volunteers</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>o Need for the program in the community</li><li>o Opportunity for collaborating with other community organizations</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>o Other nonprofits</li><li>o Bad economy</li></ul>

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SWOT Analysis

- o What differentiates my organization?
- o Are we redefining the sector or following the trends of others?
- o How does the organization build relationships with our participants/clients?
- o What factors in the internal or external environment are most likely to affect our success?
- o Are there other organizations with similar missions and programs in our same community?

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SWOT Analysis

Activity

<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>

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Setting Objectives

What do you want to accomplish?

**Realistic**  
Based upon what I want to accomplish, am I choosing the right marketing communication tool?

**Target**  
It is important to know the precise target audience. Without this information, objectives are impossible to assess.

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Setting Objectives

**Task**  
What are my goals? What do I want my target audience to do? This can be a behavioral objective, such as making a donation or calling the crisis line, or it can be non-behavioral – I want my target audience to know more about domestic violence, or I want them to feel differently about a topic.

**Time**  
It is important that you specify the time period during which you anticipate the accomplishment of the objective. The more specific the time period (e.g., "within the next 60 days," "by the end of fiscal year 2011"), the better.

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SMART Objectives

<b>Specific</b>	Be precise about what you are going to achieve.
<b>Measurable</b>	Quantify your objectives.
<b>Achievable</b>	Are you attempting too much?
<b>Realistic</b>	Do you have the resources to make the objective happen (people, money, machines, materials, minutes)?
<b>Time-specific</b>	State when you will achieve the objective (Within a month? By February 2012?).

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**SMART Objectives**

**Goal 1 – Integrated Marketing Communications:** Utilize integrated marketing communications in a deliberate and targeted fashion to build a national brand.

- **Objective 1a – Print Newsletter:** Increase national readership of newsletter by 20% in fiscal year 2010.
- **Objective 1b – Website:** Increase unique visits to the website by 10% for the time period starting July 1, 2009, and ending December 31, 2009. Increase unique visits to the website by another 10% for the time period starting January 1, 2010, and ending June 30, 2010.
- **Objective 1c – E-newsletter:** Increase readership of e-newsletters by 20% over the course of fiscal year 2010.

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**SMART Objectives**

**Activity**

Create 3 SMART marketing communication objectives for your program or organization.

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**Marketing Communication Tools**

Marketing Communication Tool	Objective
Website (direct marketing)	<ul style="list-style-type: none"> <li>○ Knowledge</li> <li>○ Public relations</li> <li>○ Selling</li> </ul>
Publicity (public relations)	<ul style="list-style-type: none"> <li>○ Knowledge</li> <li>○ Feeling</li> <li>○ Action</li> </ul>
Events (public relations)	<ul style="list-style-type: none"> <li>○ Visitors/action</li> <li>○ Image</li> </ul>
Sponsorship (public relations)	<ul style="list-style-type: none"> <li>○ Image</li> <li>○ Knowledge</li> </ul>
Branded emails	<ul style="list-style-type: none"> <li>○ Knowledge</li> <li>○ Action</li> </ul>
Print materials	<ul style="list-style-type: none"> <li>○ Knowledge</li> <li>○ Feeling</li> <li>○ Action</li> </ul>

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Marketing Communication Tools

**Exercise**

Casa de Esperanza wants to

- o Provide information about a research project that we've started with Latin@ youth to our donors and key stakeholders.
- o Promote a workshop led by our *lideres* about legal remedies for immigrant survivors of domestic violence.
- o Challenge false stereotypes about domestic violence in local communities.
- o Sell our children's workshop and bilingual flashcards.

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Social Media

Social media is using the Internet to instantly collaborate, share information, and have a conversation – powered by social media tools – about ideas, causes, and organizations we care about.



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Social Media

**Some things to consider:**

- o Social media should not be your only plan.
- o Social media will be successful if used in coordination with other communication tools.
- o Social media can consume a lot of resources.
- o Social media requires long-term thought and dedication.
- o Social media requires good content.

\* From NNEDV Safety Net Training

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Effective Messaging: Audience

Who is the audience?

- What do I know about them? Be specific.
- Think about how to connect with them, what interests them, what will hold meaning for them.



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Effective Messaging: Goal

What is your goal?

- o Your goal statement should start with "To..."
- o Deciding on the goal is your opportunity to strategize. You decide what's important. You're the expert!
- o Write it out.
- o You may have a primary and secondary goal.
- o Examples: To change attitudes about domestic violence, to raise money for my organization, or to promote my organization's work in the community.

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Effective Messaging

What are the primary messages that will allow me to achieve my goal?

- o Picture someone in your target audience. What is it that you really want that person to understand?
- o Choose three or four messages.
- o Write them out.

Evaluate the messages

- o List the pros and cons for each message and decide which message will be most effective at achieving your stated goal.



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Evaluation

Tool	Possible Measurement Options
Website/webpage	Visitors, visits, clicks, time spent on page, location of visitors, referring websites, new subscribers
Branded email	Opens, forwards, clicks, new subscribers
Event	Attendees, money raised
Publicity	Mentions, articles, types of publications, increased website traffic
Print materials (newsletters, postcards, solicitations, etc.)	Money raised, increased participation, informal conversations

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Evaluation

More Resource Intensive Ways to Evaluate

- o Surveys
- o Focus groups
- o In-depth and longitudinal analysis of website analytics



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