

# COMMUNICATION & MARKETING IN A DIGITAL AGE

## WORKSHEETS

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# Why is your **BRAND** so important?

- Creates **CLARITY** for you.
- Differentiates you from the **COMPETITION.**
- Allows you to build your **COMMUNITY.**
- It defines the conditions for **SUCCESS.**

# Do we know our **BRAND**?

What is the story of your organization? **Why do you exist?**

What does your organization do that **no one else** does?

# Do we know our **BRAND**?

What are your organization's **CORE** values?

1.

4.

2.

5.

3.

What **experience** does your organization promise?

**Do we know our BRAND?**

How does/will your organization **deliver** this experience?

“

Strategy without tactics  
is the slowest road to  
victory.

Tactics without strategy  
is the noise before  
defeat.

*~Sun Tzu*

# What is the Organizational Strategy?

- ❑ Growing Market Share
- ❑ Diversification Strategy
- ❑ Integration Strategy
- ❑ Retrenchment Strategy
- ❑ Stability Strategy

# Which Marketing Strategy?

- ❑ Brand Building – *awareness/perception*
- ❑ Public Relations – *reputation*
- ❑ Community-building – *friends & fans*
- ❑ Market Research – *knowledge building*
- ❑ Customer Service – *retention*
- ❑ Leads/Enrollment/Donation – *acquisition*



# Why do we need a **Target Audience**

- **We cannot serve everybody, every time.**
- There is no such thing as ‘one-size-fits-all’ messaging.
- Identifying who you **DON'T** serve can often go a long way towards helping you to identify who you **DO** serve.
- A well-defined target audience will give you clarity around:
  - **What** to say.
  - **How** to say it.
  - **Where** to say it.

# Target Market – **Who** do we serve?

**Who** is our program/service for? (be as specific as possible)

What do **THEY** value most?

**What influences** their decision to use our services?

# Target Market – **Who** do we serve?

**Who else** offers them similar services?

Where do/would **THEY** search for services like ours?

How are you **SHOWING UP**?

What **IMPRESSION** are you making?

What **EXPERIENCE** are people having of/with you?

# Design the **MESSAGE**

What kinds of information would your **target audience** find relevant/useful at each stage?

- See – *just starting their research*
- Think – *comparing options*
- Do – *ready/willing to commit*
- Care – *thanking your repeat customers (retention)*

# **LEVERAGE** existing Content

How can you make your existing information more **accessible** to your audience?

What content do you have the could be **repurposed** or **reformatted** and relaunched?

# Building **NEW** Content

- Frequently Asked Questions
- Should Ask Questions
- Guest posts from stakeholders – i.e. Board Chair
- Reviews of partner products, programs or services
- Testimonials
- Case Studies
- Surveys
- Relevant News Postings... etc.

# Where do you **SHOW UP**?

- Make a list of all the channels your organization is currently using to connect with your community across all four of the segments: See, Think, Do, Care
- Prioritize this list based on the impact you believe each touchpoint is delivering for your organization.
- Where do you feel that you have the greatest strengths?  
What could/should you stop doing?



# How will you **MEASURE**?

1. How does your organization currently measure success in marketing and communications?
2. **Who** in your organization is responsible for aggregating, evaluating, and reporting on marketing and communication activities?
3. What metrics do you think your organization could/should use to effectively measure its marketing success?

# Create the **ACTION PLAN**

<b>Objective #1</b>	<b>Deadline</b>
The <b>WHY</b>	by <b>WHEN</b>

<b>Action Step – WHAT</b>	<b>Resources Required - HOW</b>	<b>Potential Challenges</b>	<b>RESULT</b>
<b>What</b> will we do?	<b>How &amp; Who</b> will it get done?	What obstacles?	How will we know we are successful?

# ACTION PLAN - SAMPLE

<b>Objective #1 – Brand Awareness</b>	<b>Deadline –</b>
Raise awareness in our community of our programs and services to engage our existing membership and reach new members.	December 2023

<b>Action Step – WHAT and WHERE</b>	<b>Resources Required - HOW</b>	<b>Potential Challenges</b>	<b>RESULT</b>
Convene a Working Group and craft a Project Charter	Board, Volunteers	- Expertise?	Project is OWNED and reported on.
Create a stakeholder map to identify champions and opportunities to cross-promote with partners.	Working Group, ED, Board	- Agreement on who is a champion?	A prioritized list for contacting for support and engagement
Develop key messages to be shared with staff, existing members, and broader community	Working Group	- Expertise - Consensus	Consistent messages being shared by all.
Create and deploy an integrated communication campaign calendar of activities.	Working Group, volunteers	- Expertise - Funds	Increased awareness and engagement