



# The National Association of Japanese Canadians

*Presents*

## Communications & Marketing in a Digital Age

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Led by: Andrea Sakiyama Kennedy

# The times have changed... **Forever!**

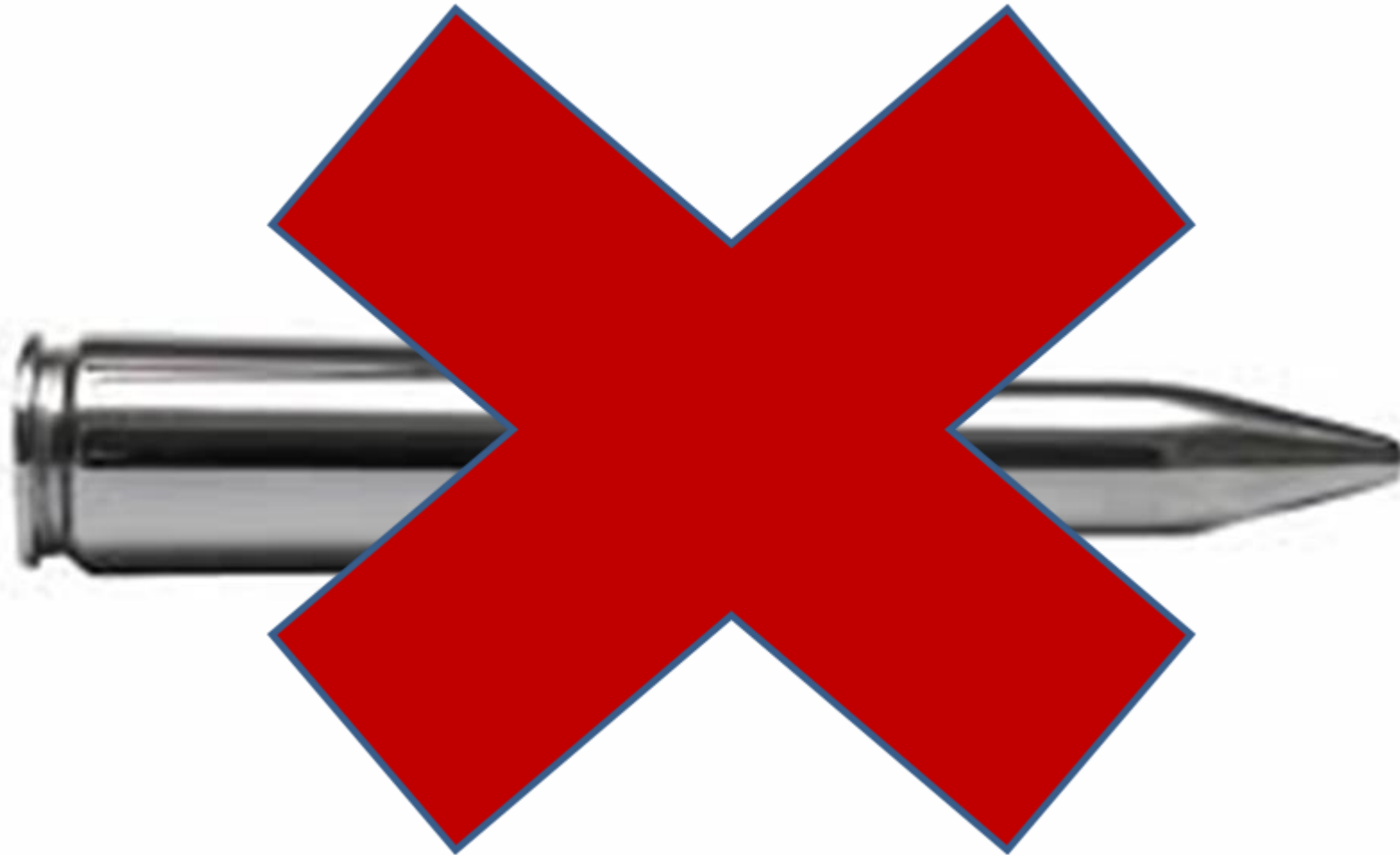
The shift to embrace and adopt digital marketing practices requires patience and a plan.

Not all shifts are created equal...

How do we get there?



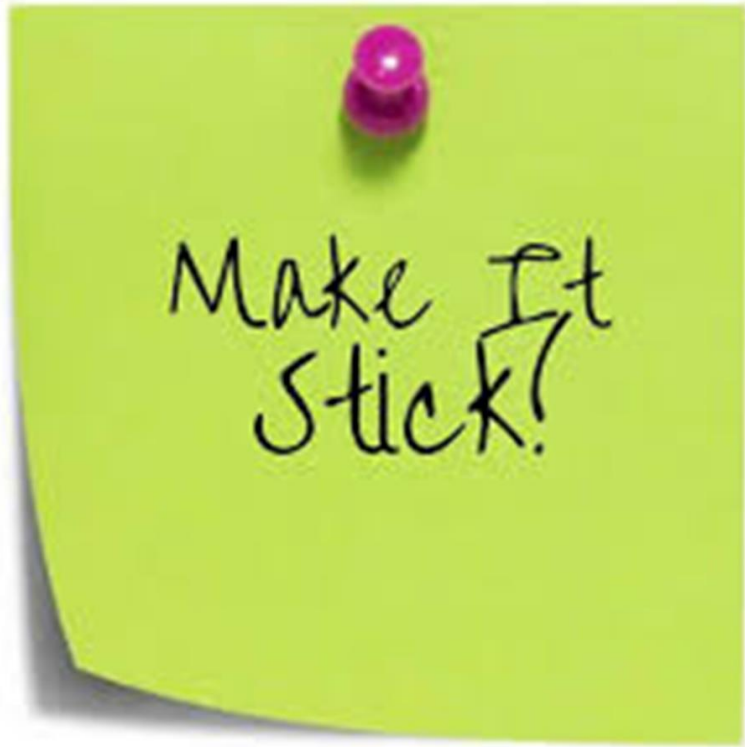
**I've got good news... but first the bad news...**



# Transformation is possible...



# To OPTIMIZE on your investment...



## You must get...

1. **Strategic**
2. **Targeted**
3. **Irresistible**
4. **Channel-specific**
5. **Keep folks coming back!**



# Why does Strategy Matter?

You don't have an  
**EVERYBODY**  
marketing budget!



# What is your Organizational Strategy?

## ● Growing Market Share

Expanding the scope or scale to capture a bigger share of the current market - younger generation?

## ● Diversification Strategy

Developing new products, services and offerings to penetrate a new market - anime workshops?

## ● Integration Strategy

Focus internally on optimizing efficiencies by reclaiming control - hire full- or part-time staff?

## ● Retrenchment Strategy

Bringing the organization back to its core competency to cut expenses - let go of some programs?

## ● Stability Strategy

Maintain current position, focus on incremental improvement - stay the course... if you can.



# What is the Marketing Strategy?

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





# How Strategies Flow Together



# 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.



# Do you Know WHO you are Speaking to?



TARGET AUDIENCE



# Build Targeted Content by Asking Questions

1. **WHO** are your prospective members or volunteers, or program users?
2. **WHAT** do prospects want or need that only YOU can provide?
3. **WHERE** do prospects currently go to fill that need?
4. **WHEN** do prospects begin to search for information about your program/service/offer? Seasonal? Age-related? Health?



# Build Targeted Content by Asking Questions

5. **WHY** do prospects begin to search for information about your program/service/offer?
6. **HOW** do prospects search for information about your program/service/offer?
7. **WHAT** have prospects tried that is not, or is no longer, working for them?

(Bonus question: Who is your **IDEAL** member?)



# Where are **THEY** at in their journey?

**See:** Who in your target audience might be interested in your offer, and what/where do they need to **see** you?

**Think:** Who in your target audience is looking for what you offer, and what do they need to know to **consider** you?

**Do:** Once your target audience is ready to **choose/engage** with you - register, buy, volunteer, attend - how simple is it for them to accomplish this?

**Care:** How are you engaging with, caring for, and nurturing the people who have **already chosen** your organization?



How are you **SHOWING UP**?

What **IMPRESSION** are you making?

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



# Quality Trumps Quantity... Always!

- The quality and content of all print and digital materials.
- The level of responsiveness to queries.
- Your organization's response to crisis.
- The attitude/engagement of your people, on **and** offline.
- The quality of each of your programs, services and/or events, on **and** offline.





# Invest in the Best that you can Afford...

- Graphic designer, graphic design software
- Photography, image banks, images
- Video, videography, video editing
- Sound, sound editing
- Ads and ad placement
- Marketing automation tools



# Which Channel(s) do you Choose?



# Shelf-life for Content by Platform...

<b>Facebook</b>	Approx. 5 hours, post will receive 75% of total views
<b>Instagram</b>	Approx. 48 hours, post will receive approx. 75% of total views
<b>LinkedIn</b>	Approx. 48 hours, but LI algorithm will also continue to push
<b><i>Twitter</i></b>	Approx. 18 minutes, algorithm is constantly pushing content
<b>Blogs/Article (on website)</b>	Approx. 1- 2 years depending on the topic. Ideal to create some amount of “evergreen” content.

<https://tactycs.io/creating-multi-purpose-content-to-save-100s-of-hours/>



# Audit Your Current Situation...

- **WHAT** are the questions your clients or customers, or program users typically ask?
- **WHAT** are the questions your clients or customers, or program users should be (or do you *wish* they were) asking?
- **WHERE** and **HOW** are you addressing their information needs right now?
- **WHAT** channels are your most effective, and what content is already working? What isn't?



# Kickstart Digital Content Creation

- TRACK the kinds of information your **target audience** currently engages with on their path to engaging with you.
- Consider what content you already have (print or digital) that could be **repurposed/redesigned**.
- Reformat your existing information to be more **interesting** or **accessible**. (Turn a blog post into a video?)
- **Leverage** - with permission - content from partners or stakeholders.



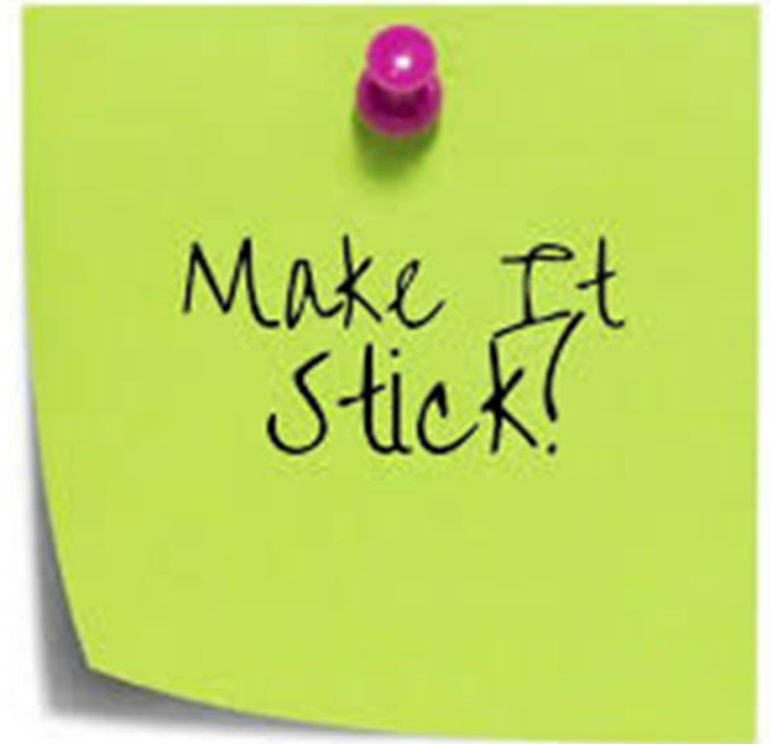
# Write Once, use a Myriad of Ways.

- From one long-form piece of content - blog or article – posted on your website, you can:
  - Create a banner or pop-up with links on your website homepage.
  - Identify three to four key messages to highlight from article to create posts w/graphics for your social platforms w/links out to the web page.
  - Create content for an email newsletter.
  - Link out to the article from signature lines in staff email addresses (updated in their signature setting w/links).
  - If possible/appropriate, create a storyboard with the key points, and shoot a video.



# REMINDER: Effective Marketing Planning

1. **STRATEGY** first.
1. Know who your **TARGET** audience.
1. Make a great **IMPRESSION**
1. Choose your **CHANNEL(s)** wisely.
1. **KEEP** your people coming back.



# REMINDER - Digital Marketing Best Practices

- Develop a consistent brand presence across all channels and **show up regularly (persistence)**.
- Create content that reflects your **audience's** needs/wants/interests.
- Add **visual** interest with photos/videos/graphics
- Evoke **emotion**, tell stories
- Encourage **engagement**
- Provide Social Media Policy to staff outlining “do’s, and don’ts”
- Outline Crisis Management Plan of Action





# REMINDER: 8 C's of Effective Content Creation

1. Be Clear

2. Provide Context

3. Be Concrete

4. Check for Correctness

5. Be Concise

6. Be Considerate

7. Be Coherent

**8. Check again...!**



# Best Practices for Content Creation and Sharing

- Establish editorial processes and procedures to ensure that quality and accuracy of your content.
- Engage with internal stakeholders, as well your target audience(s), in the creation and ideation of content.
- Create a library of 'evergreen' content that can be used to fill in if necessary (illness, staff change, etc.).
- Develop a plan, and have content queued up, in the event of a crisis - operational or otherwise.



# FINAL thoughts ...

- **Begin as you mean to go on.**
- Do **fewer** things, but to do them **better**.
- **Master** one platform at a time before adding on.
- Build your process around your **competence**.
- **Manage your expectations.**



Thoughts and Questions?





Checking In...



# Feedback Please

[andrea@spreadyourword.ca](mailto:andrea@spreadyourword.ca)

