

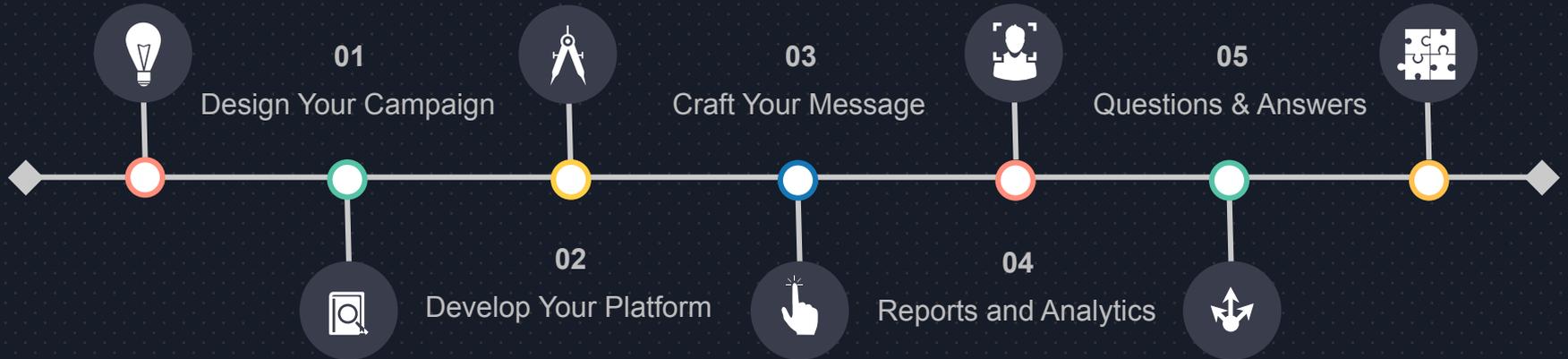
# Guerilla Marketing

*Strategies for Effectively Communicating Your Findings*

# Effective Communication

Ending homelessness requires targeted messaging to key stakeholders. Communication is the key to a well-functioning response system. By improving communication, community groups can better understand who the players are and create synergy around shared goals.

# Overview



# 1. Design Your Campaign

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Develop an integrated communications strategy to achieve a particular goal.



Have a clear understanding of your target audience

Determine what channels best connect you with your target audience

Build a consistent graphic identity across the campaign

Draft reusable content that is clear, compelling, and consistent

Ensure every element of the campaign is set up to drive traffic to your ultimate goal

# Identify Your Target

What Are Your Target Audience's

- Motivations?
- Preferred means of communications?
- Attitudes, interests, and behaviors?

# When and Where

- Don't need to be everywhere – not everyone needs to be on Facebook.
- What channels does my target audience use?
- Which channels best advance our strategic goals?
- Which channels can we effectively manage given our current staffing and resources?

# Develop a Style

- Be consistent! There should be an immediate visual connection between all campaign materials
- Develop a style guide with standards for the consistent use of logos, colors, typography and graphics.

# Stay on Message

It can take a few tries to get the message across. Speed up the process by being:

- **Clear:** Keep things simple. Avoid jargon and confusing phrases.
- **Consistent:** The message should be the same regardless of the channel—facebook, phone, email or web.
- **Compelling:** Content should be engaging and relevant to the target audience.

# Stay on Target

- Every element in the campaign should be set up to drive traffic to your ultimate goal (e.g., an event registration page)
- Use the same keywords and phrases throughout the campaign
- Keep URLs and usernames as uniform as possible. (e.g., @CCICH, CCICH.com, etc.)

## 2. Develop Your Platform

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Creating the infrastructure required to maximize your various communications channels.



# Email: Building a Great List

**Prioritize Quality Over Quantity:** Make sure everyone on your list wants to be there, and keep your list clean of bounces and unsubscribes.

**Drill-Down:** Divide your master list into segments to better target members based on interest, role, and other factors. More targeted emails get better results.

**Make It Easy to Subscribe:** Include a sign-up form or link on your website and social media, and bring a tablet to events to capture newbies.

# Web: Making the Most of Your Website

- **Content is King:** Content needs to be compelling, valuable, and accessible.
- **Keep it Fresh:** Regularly post accurate, timely information and update existing content as necessary
- **Understand User Flows:** How do people enter your site (which pages, sources, etc.), what are they trying to accomplish, and what do you want them to accomplish?
- **Track Performance:** Track traffic, behavior and the feedback of users who visit your website

# Develop a Style

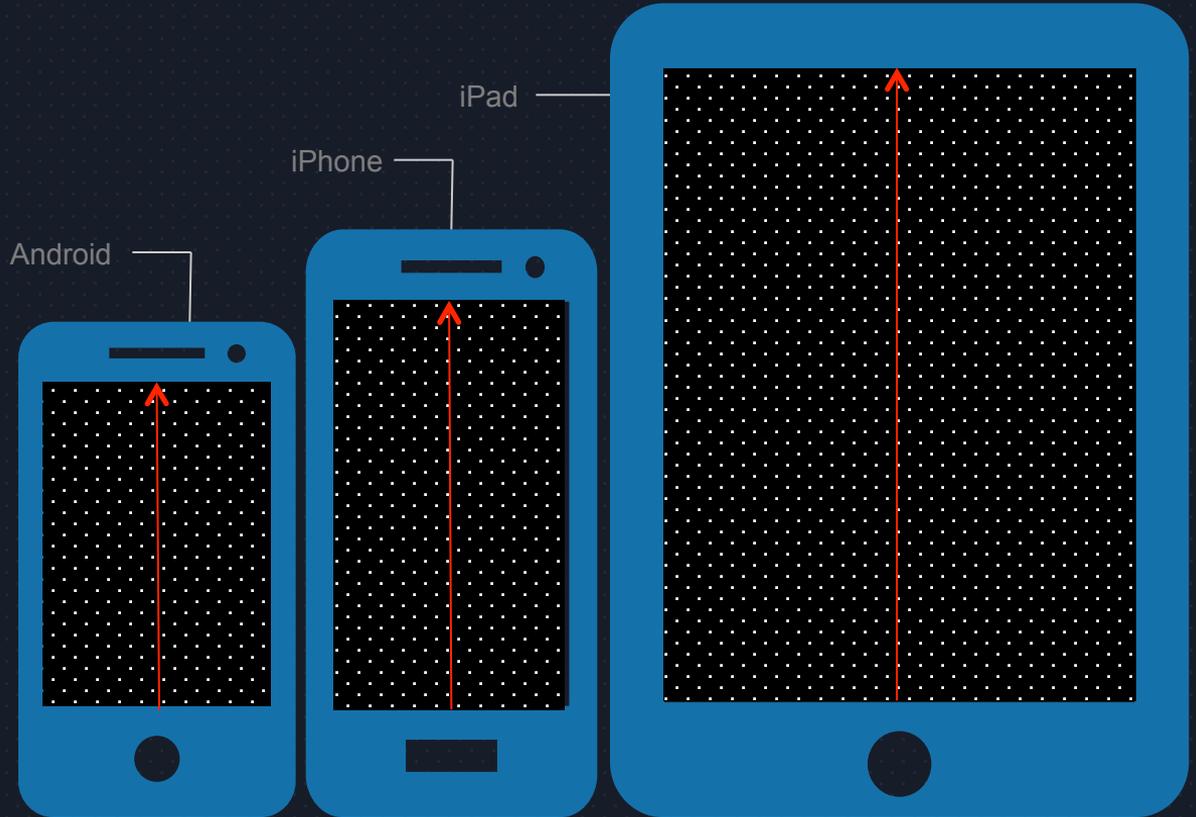
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## Same Page, Many Devices



- Scaling the same webpage to many different devices is key to audience engagement
- Website should work on a variety of platforms, browsers, and operating systems





## Social Media

Effective communication requires reaching your audience. Social media is one of the best ways to reach many people at once.



203,739  
Likes

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### Facebook

Facebook is great for building core community support and driving engagement with your grassroots supporters.



200,000  
Followers

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### Twitter

Twitter helps you stay ahead of updates, alerts, and announcements. It's also great for keeping your base updated.



19,865  
Contacts

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### LinkedIn

LinkedIn is great for professional engagement, networking and outreach, as well as for brainstorming.



111,036  
Impressions

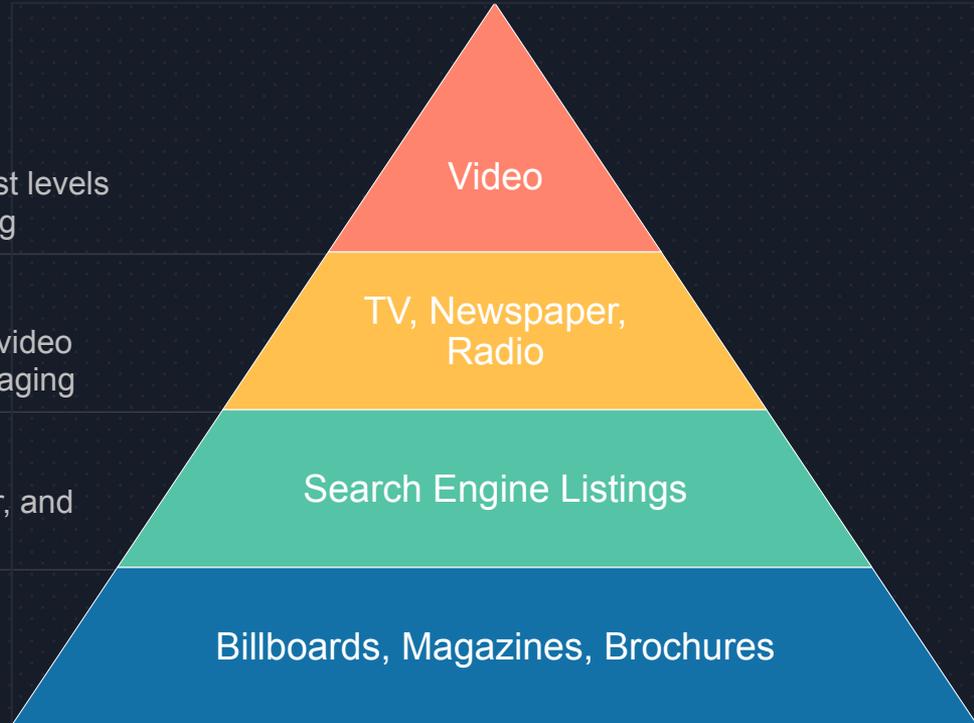
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### Other

Social media platforms will change over the years, keeping track of popular upstarts will help you stay ahead of the pack.

## Photos, Video, and Other Media

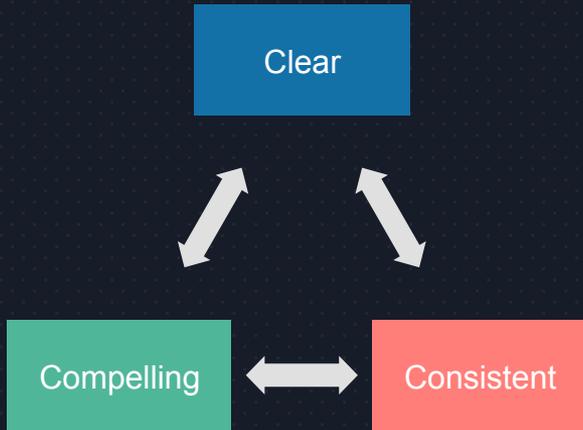
- Online video ads deliver amongst the highest levels of user engagement and effective messaging
- TV, newspaper, and radio ads follow online video ads in user engagement and effective messaging
- Search engine listings follow TV, newspaper, and radio ads in effectiveness and engagement.
- Billboards, magazines, and brochure are among the least effective ways of audience engagement.



# 3. Craft Your Message

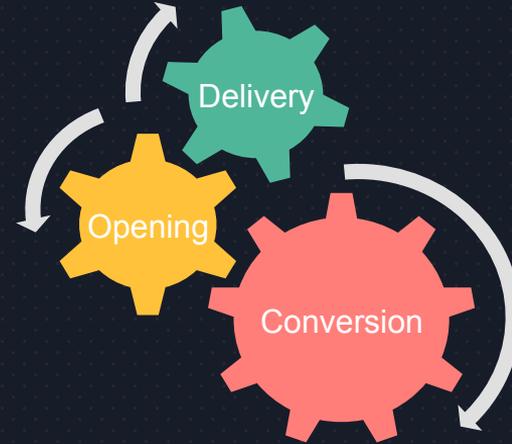
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Drafting content that drives delivery, opening and goal conversion.



### Qualities of Effective Messages

Effective messages are clear, compelling, and consistent.



### Goals of Effective Messages

Effective messages are purposefully crafted to accomplish 3 goals—delivery, opening, and conversion.

# 3 Goals in Drafting

## **Delivery**

Message defeats spam filters and is successfully delivered to the intended recipient

## **Opening**

The message is relevant and interesting enough for the user to read it

## **Conversion**

The content drives the to complete the intended goal (ex. Register for an event)

# Best Practices for Engaging Emails

## **Be Relevant**

Relevancy is not only important to engaging your audience, it also helps steer clear of spam filters

## **Be Useful**

We all get too many emails. Only send when you have something truly valuable or helpful

## **Be Personal**

Use merge fields to customize messages and send emails from an individual email account, not a generic one

## **Be Brief**

Edit your emails obsessively.

## **Be Human**

Write as if you're emailing a good friend. Let your personality shine through, and emphasize with your audience's struggles.

# Subject Line Do's and Dont's

## **Keep It Simple**

the best subjects are simple and to the point (Exception: highly targeted emails may call for detailed subjects).

## **Don't Be Generic**

Subject lines should provide a clear indication of what's of interest and give the reader a reason to explore further.

## **Taboo Words**

“Help” “Percent of” and “Reminder” significantly reduce open rates.

# Writing Online

## **Write with a purpose**

Users don't read text unless they want information. Start by asking, What does your user want to know?

## **Prioritize Prioritize Prioritize**

Use titles and bullets to put the most important information first.

## **Be Short and Sweet**

Use short, concise paragraphs and bulleted lists.

## **Provide Guideposts**

Use headings, subheadings and other visual clues to clarify what's what. Make it easy to skim.

## **Active Linking**

Provide direct, contextual links to relevant information and resources. If you mention an event or report, provide a link to it.

# Pro-Tips

## **Coordination**

Ensure consistency in your messaging, voice and visual identity across platforms.

## **Edit, Edit, Edit**

Continuously edit and refine your message.

## **Be Purposeful**

Ensure every element of the campaign advances its goals.

## **Remember Your Audience**

Always keep your target audience in mind, and learn from reader feedback whenever possible.

# 4. Reports & Analytics

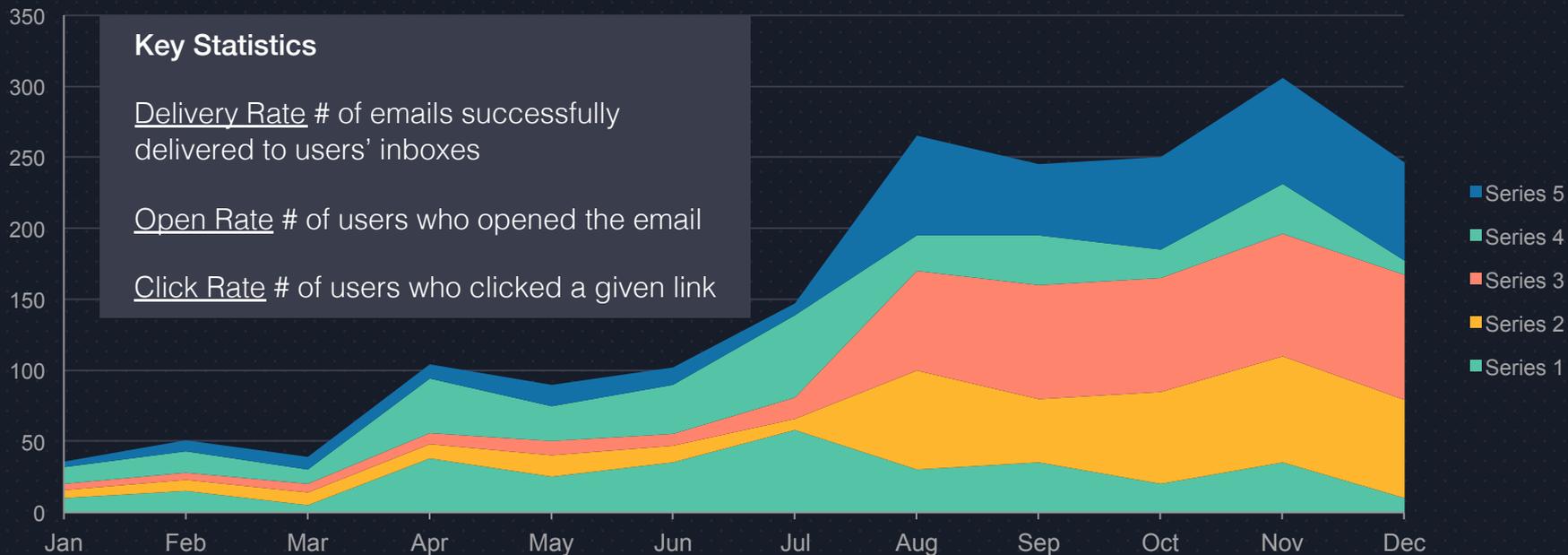
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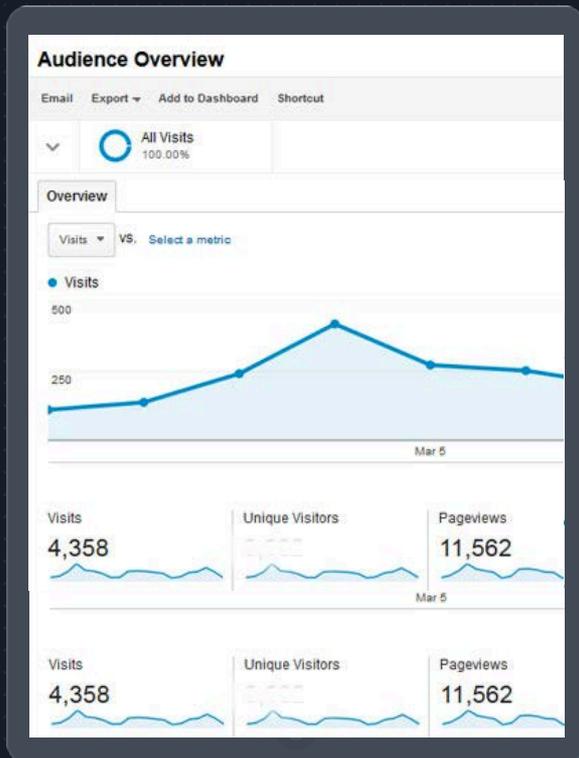
Understanding your impact and refining your approach.

# Tracking Progress Using Analytics

2.4 Million  
Weekly Users

1.5 Million  
Weekly Downloads





## Website Visits/Time on Site

How many people visit and how long do they stay?



## Traffic Sources

Where are visitors coming from?



## Referring Websites

What sites are sending people my way?



## Top-Pages Viewed

What pages do people view?

# Track Campaign Progress and Goal Attainment

Conversions measure the completion of an activity (ex. Sign ups for a newsletter)

Generally, conversions must be defined in order to track (so set up reporting before launching the campaign)

User conversion tracking to understand the extent to which you are succeeding in guiding users to your goals

# Document & Study User Reaction and Feedback

## **Multiple Sources**

Regularly solicit user feedback through surveys, focus groups, and other feedback.

## **Act on Feedback**

Identify changes made based on user feedback to demonstrate your responsiveness.

## **Utilize Technology**

Take advantage of A/B testing and other tools built into various platforms.

