ADVANCED MARKETING: YOU HAVE YOUR FOUNDATION, NOW WHAT?

Branding, Social Media, and Web
Who’s on Deck

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Sample Goals

- Increase awareness of, and attendance at, an event.
- Give longtime members a way to give back, stay connected, and leverage their experiences.
- Increase the number of people visiting your site and using it as a resource.
- Support emerging and new special educators.
How Audience, Stakeholders, and Targets Work Together

- **Audience**: The people you’re trying to reach to achieve a goal.
- **Stakeholders**: 5 I’s
  - Interested
  - Involved
  - Invested
  - Influencing
  - Impacted
- **Target(s)**: The people who have the power to connect, amplify, and engage towards your goal.
Your Goals, Your Websites

1. What are the goals of your website/webpage?
2. Does the layout/hierarchy reflect your goals?
3. Is the purpose/goal explicitly stated? Why not?
4. Who is the audience of your website or webpage?
5. How easy is it for users to convert (register, sign up, purchase, etc)?
6. Which design elements increase engagement/conversion, and which introduce clutter/distraction?
Using Keywords Unlocks and Opens Your Content to a Wider Audience

Organic search (search engines) is the primary method users find websites. Our site search is the top accessed page on our websites (besides the homepage and member sign in). How can we make our page's content appear in the results?

Answer: KEYWORDS

1. Keywords are how search engines function
2. Which keywords are important to your audiences?
3. Does your webpage contain the following?
   1. A descriptive title should be concise, direct, and contain keywords
   2. A descriptive introduction should describe your page's intended purpose, goals, and audience
Digital Campaign Examples

Benjamin Riden @BenRidenJMU · Jul 2
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Episode 5 - Politics and Bipartisanship with Dr. Mitchell Yell (@mitchellyell)

Behavior Now! Episode 5 - Politics and Bipartisanship by Behavior No...
In this episode of Behavior Now! Dr. Mitchell Yell talks to us about politics and bipartisanship in special education.

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CEC-DR will start to highlight recently published articles in the CEC-DR journal, the Journal of Special Education. Watch our first video highlight where Dr. Emily Sobeck describes a study on peer-educator training. For the full article, access:
https://journals.sagepub.com/doi/10.1177/0022456519856089
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Thank you!
Choosing Your Channels

Where are your audiences?

Where are you?

Campaign Channels

Where are your audiences?
Share

- How does it connect?
- How does it amplify?
- How does it engage?
Ways to Engage

- Post daily
- Use images
- Be personal
- Mention people
- Listen
- Encourage readers
- Monitor
- Run contests
- Build partnerships
- Pose a question
- Host a weekly/monthly Twitter chat
- Schedule

- **Focus on one thing at a time** outside of your website, if you have more bandwidth, great, but it’s best to start at one and do that well rather than do several not so well.

- **Be a Good Listener**

- **Check-in with allies and supporters.** Add to their conversations, or show support by sharing/resharing what they have that fits with your big picture.

- **Utilize the connections** in CEC web, the forums, and with each other to build, grow, and share your content, and then amplify online.
Let’s Keep in Touch

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