

# **Group C – Communications**

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# Shift Your Thinking

- Stop thinking about marketing your events, offerings, and resources as individual tasks
  - “I need to post on Facebook. I need to send an email.”
- Step back and think about your overall goal
  - “I want to drive registrations for this webinar.”

# Why Multi-Channel Campaigns?

- People get their information from many different sources
  - Meet them where they are
- Reinforce your messaging
- Different platforms → Different Strengths → Different Messages

# Mix Up Your Messaging

- Different platforms → Different Strengths → Different Messages
- Look at each platform's purpose and why people are there
- Different approaches can support the same goal

# Social Media

- Facebook
  - Widely used, multiple formats
- Instagram
  - Image, video-forward
- LinkedIn
  - Professional development, business-minded
- Twitter/X/Threads/Blue Sky
  - Bit-sized content
- TikTok
  - Videos, younger audience

# Email

- Segmentation
  - Break out personas
  - Don't get too in the weeds, start small
- Tailor messaging
  - Not everyone should receive the same message

# Website

- Central landing place – all information must be found here
- Utilize content to support your goals
  - Additional information, resources, blogs, videos, guides

# Build a Campaign

## What's your goal?

- Audience
- Key Message
- What is needed for the website?
- What emails need to be sent?
  - Can we segment the audience?
- Social media content
  - What's needed? What's appealing?
- Success Metrics

# Toolkit



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**Thank you!**