

The Marketing Series of ONEpages provides three levels for growing your marketing program. This ONEpage provides structure and guidance for those organizations starting their marketing efforts. We also recommend attending ONEplace's *Marketing Series* in the spring.

Audience Development

Everything begins with the question: Who's your target audience? Nothing can be written, designed, or distributed until you know who you're trying to reach: how they talk, what they watch, where they go, and what's important to them. You'll likely have more than one target audience (e.g., clients, client families, donors, and volunteers). So, consider your strategy for each audience.

Marketing is all about aligning your audience with your organization. Therefore, the effectiveness of your marketing effort will be highly impacted by how well you know your target audience.

Key Message

The next big step is understanding your organization – I mean *really* understanding it. This goes beyond listing off programs and strategies. Understanding your organization means that you can explain to various groups, in language they understand, how your programs and services employ strategies to fulfill a purpose that addresses a cause. You get it and want to connect your audience to it.

The key message (aka, motto or tag line) of any marketing campaign should make that connection clear. It also should motivate the audience to take a specific action. For example, *Practice What You Teach* was the key message to recruit public school teachers for Math for America's Master Teacher program.

Core Topics

Throughout the campaign, you communicate messages that first and foremost are relevant to the target audience. According to Kivi Leroux Miller (*Nonprofit Marketing Guide*) relevant messaging follows the Six R's: Rewarding (identifies benefits to following through on call to action); Realistic (addresses barriers to heeding the call to action); Real Time (makes sense for right now); Responsive (takes into account what we're hearing); Revealing (shares something new or interesting); and Refreshing (style and tone are authentic and maybe a little surprising).

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Editorial Calendar

Operationalize your marketing plan using an Editorial Calendar. This may be nothing more than a schedule (or calendar) showing all the due dates for your communications pieces. Of course, it includes more than just the drop date for the newsletters. It includes all the key dates: when things should start, critical milestones (e.g., send items to printer), and other deadlines. Integrating your Editorial Calendar with a calendar already in use (e.g., program calendar) will quickly make your marketing effort part of your standard operating procedure.

Look & Feel

By far the first thing to attend to relative to the look and feel of your marketing and communications is the pictures/images you use. The first priority with images is that they reflect the emotions you wish to evoke. Secondly, the majority of images should include living beings with eyes that are looking out at the reader. Faces (people, puppies, etc) engage and express emotion. Last of all, make sure the images you use will look good on all media channels you use.

Media Channels

The most effective – and most overlooked – channel for communicating your message is In Person. Relationships start and deepen only through face-to-face contact. Everything else is maintenance. So, make sure your In Person contacts hold a top priority place in your marketing. The remainder of a solid marketing platform includes: a website that is freshened every week; email that includes a monthly newsletter plus at least one other single topic blast; and print items (if needed).

Again, the entire marketing effort is all about aligning your audience with your organization. Therefore, make sure the media channels you use are ones frequented by your target audience.