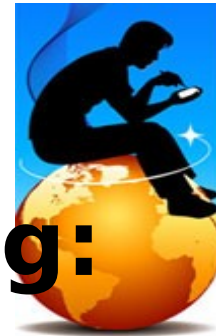
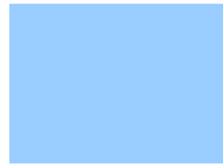


Integrated Marketing

101 Strategic and Unified Marketing Initiatives

By Julie LeFils, KPFP Coordinator



Integrated Marketing:

Understanding the Terminology

- **What is Integrated Marketing?**

Strategy aimed at unifying different marketing methods such as mass marketing, one-to-one marketing, and direct marketing. Its objective is to **complement and reinforce** the market impact of each method, and to employ the market data generated by these efforts in product development, pricing, distribution, customer service, etc. (businessdictionary.com)



Integrated Marketing:

Easy Steps to Success (Part One)

■ **Step #1: DOCUMENTATION**

- Take pictures and write-down stories of your clients, students, employees, etc. It's about the people you serve!

■ **Step #2: MEDIA PROMOTION**

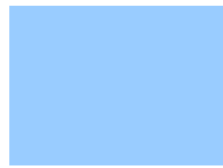
- Create awareness and opportunities through all media forms!

■ **Step #3: COMMUNITY INVOLVEMENT**

- Be involved in the ins and outs of your community!

■ **Step #4: EVENTS**

- Create small events are designed and implemented to allow the community to see who you are and what you do!

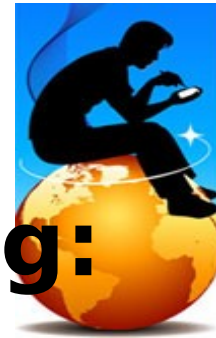
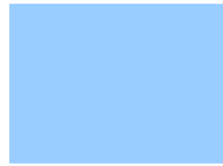


Integrated Marketing:

Step #1: Documentation

■ Take Pictures and Write Down Stories

- Don't forget to obtain a signed media release!
- *PICTURES are worth more than 1,000 words!* Pictures give a glimpse inside the efforts, convey emotion, and rally support
- A success story? A unique event? Write it down! In order to promote awareness you need to be able to personalize it
- Send out a memo! This is a TEAM effort – we must create a communications culture in our organizations. We are our own brand ambassadors; it starts with US!
- SHARE! Share the stories and the pictures! Put them on your website, get them up on social media, send them to KPFP! Submit them to the media! Write a newsletter to supporters!



Integrated Marketing:

Step #2: Media Promotion

- **Create Awareness & Opportunities through all Media!**
 - Media Relations is about being intentional. If we have a story that we want to be heard, we must be PROACTIVE and seek out various relationships and opportunities to promote it.
 - Not just about the Press Release! This is a GREAT and needed form of promotion, but it is only ONE form - must implement more
 - Your PRESENTATION is important! Is your website updated regularly? In order for your web presence to be effective it must be current - if not, you will not gain the reader's trust.
 - Fliers are a VERY big deal. Whether it is hung on a storefront, posted online, or sent via email - the more PROFESSIONAL the flier looks, the better!

Integrated Marketing:

Step #2: Media Promotion



Perfect Note Piano Studio

Group Lesson

5th graders 3:00
6th graders 4:00
7th graders 5:00

IMPORTANT!!!
Preschool children will come August 8.

Games!!!

July 27
3:00

Prizes

REFRESHMENTS

COME SHOW WHAT YOU KNOW!!

BE SURE AND BRING YOUR MUSIC!!

PARENTS: PLEASE PICK UP CHILDREN PROMPTLY!!!

Piano Persynal Trainer in Jazz and Contemporary Music

For self taught musicians and students with learning disabilities
who lack discipline

The hardest thing is believing its easy. It really is. The rest is commentary.

Are you creative, vibrant and talented?
Are you self taught and feeling stuck?
Do you have learning disabilities like adhd or autisms or your own unique nature?
Are you inspired but Is it unlikely you will ever go through the rigors of practice alone?
Are you tired of beating yourself up and ready to do this music thing from love not self-abuse?
Does holistic persynal piano training appeal to you?

Lets build from your strengths! From the heart! Lets prove to yourself that you can rock this.

I culled my method from several teachers and experience. Consider me a Music Persynal Trainer. Small and fast steps towards complete musical proficiency in several months at a level of basic professional competency guaranteed for adults and teens. Children gain self confidence and identity, as well as having fun. I don't push kids: at an early age, the main thing is love, identity, fun, joy of music, with some small amount of practicing, except for very rare situations.

\$40 per hour lesson 2x week.
35 per hour lesson 3x week.
(4th lesson free with regular attendance).

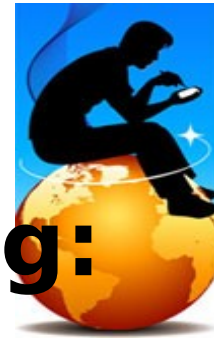
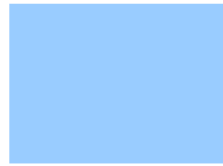
No practicing is required.
Call me. First lesson is free.

AE Leon

541 232 4609 spaceae@gmail.com
www.arijelisha.com

(persynal is a non gender specific spelling, allowing all to identify with the powers of music)

A photograph of a person playing a piano.



Integrated Marketing:

Step #2: Media Promotion

402.598.1427


"Music is love in search for a word"
-Sidney Lanier

PIANO LESSONS

Are you or your children interested in playing the piano? Do you have a passion to learn? Now is the time to put that interest and passion to use! Currently accepting new students of all ages to share in the love of music.

Reasonable Rates • All Ages
Mrs. Nan McCartney
Experienced Teacher

northwest omaha

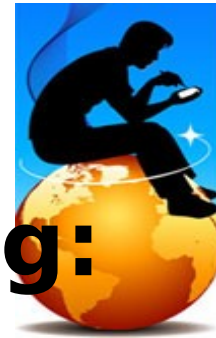
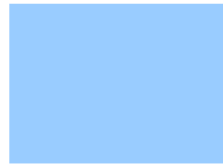


PIANO LESSONS

PIANO LESSONS BY EXPERIENCED MUSICIAN.
@ SINZA MORI, NEAR MLIMANI CITY
FROM CLASSICAL TO BONGO FLAVA,
YOU WILL LEARN THE BASICS AND THE STYLES
YOU LIKE!

20,000/- PER HOUR
1 LESSON = 2 HOURS
(TRANSPORT CHARGED IF IN YOUR LOCATION)

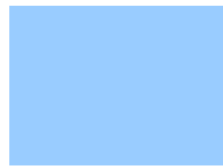
CALL 0713 524772 TO BOOK YOUR LESSON!



Integrated Marketing:

Step #2: Media Promotion

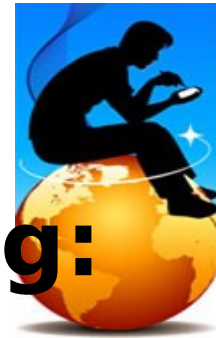
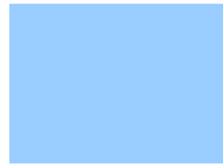
- **When Creating Promotional Material**
 - **Follow the natural flow of your eyes**
 - Readers read left to right, starting at the top of the page going to the bottom. Your publication should follow this model.
 - **Use simple and easy to read format**
 - Readers scan through page to find useful information. Laborious and heavy texts are tiring to read. Break up long sentences and difficult ideas.
 - **Avoid overlapping text and illustrations**
 - This helps the eyes isolate the lines and forms of the text from those of the illustrations behind it. Overlapping text is tiring for the eyes to read.
 - **Keep your logo formatted correctly**
 - Keep the CORRECT dimensions and the CORRECT colors



Integrated Marketing:

Step #2: Media Promotion

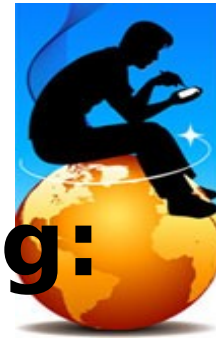
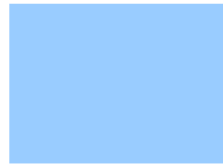
- **When Creating Promotional Material**
 - **Include eye catching graphics and illustrations**
 - Colors and images attract the eyes to ensure a good first impression
 - **Clearly display your message**
 - Creatively use placement, fonts, and images to direct the reader to the most important parts of your message.
Note: limit of 2-3 fonts
 - **Direct your customers to your website, phone, address**
 - The important part of marketing is a call to action. Your flyer should never neglect to include your contact information
 - *Note: most common fonts are Times New Roman and Arial.*



Integrated Marketing:

Step #2: Media Promotion

- **Create Awareness & Opportunities through all Media!**
 - Social Media outlets provide ways for users, just like **YOU**, to use **THEIR** voice and write **THEIR** own messages for the world to see. Social media is a dialogue where individuals discuss everything from the best cup of coffee to world peace. Social media has created a new normal because **EVERYONE is an author**. No longer is media just about listening; it is now about *engaging, discussing, and commenting* ourselves. Social media is a two-way street.
- ***Use Social Media Tools to execute your mission***
 - Share the great stories of your work, engage in conversation about the CAUSE, help the community understand the need for your programs and services, be proud of what you do!

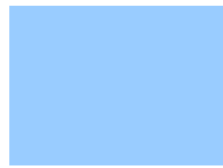


Integrated Marketing:

Step #2: Media Promotion

■ **Know Your Audience!**

- Who are you trying to reach? This is the **FIRST** question you must ask before you do anything. **EVERYTHING** must be catered to your target audience – including social media.
- **Facebook** is the first step to engaging in Social Media. This is still the **#1** form of Social Media. Primary audience is adults.
 - **FIRST STEP:** Making sure all staff ‘Like’ the your page and have them share it with friends! Staff, Volunteers, and Supporters are your **BRAND AMBASSADORS**
 - Find other community causes to promote on your page
 - Post regularly on the page (multiple times a week) and make sure people ‘like’ and ‘share’ the events, photos, and comments



Integrated Marketing:

Step #2: Media Promotion

- **Youtube** reaches more adults aged 18 to 34 than any single cable TV network. (*Business Insider, November 2014*)
 - VIDEOS take things to a whole new level! Now most phones have the capability to edit and create professional videos.
- **Twitter** was created to share thoughts in the moment
 - Twitter is a site for immediate interaction all across the globe. By inventing the 'hashtag' (#), a symbol used to virtually brand particular topic or event. Twitter has become an online world of its own. A great tool for creating social change and cause initiatives.
- **Instagram** enables users to add a stylized flare to pictures and share them with the world in a touch of a button.

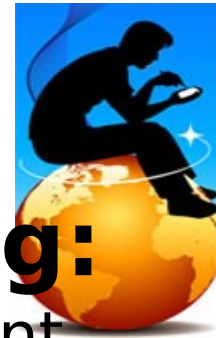
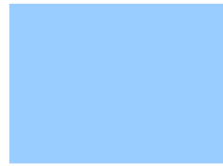


Integrated Marketing:

Step #3: Community Involvement

Increased involvement within the community through local interagency groups, membership organizations, and ties to a community-wide strategic plan can help organizations promote continued growth and collaboration in the communities in which they operate.

-SMART.ORG



Integrated Marketing:

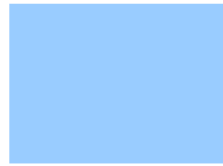
Step #3: Community Involvement

TWO PARTS:

Getting involved in the Community

AND

Getting the Community Involved

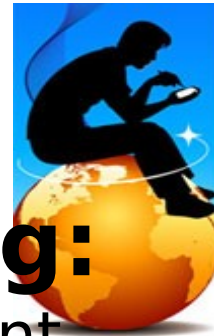
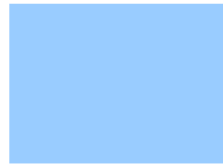


Integrated Marketing:

Step #3: Community Involvement

■ **Ways to get involved in the community:**

- Interagency groups (Such as KPFP!)
- Training/Workshops
- Non-profit networking
- Tabling at Events
- Professional groups
- Event Participation
- CAUSE opportunities

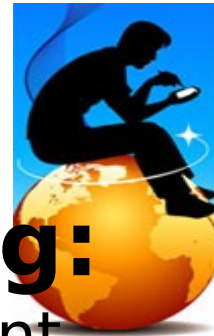
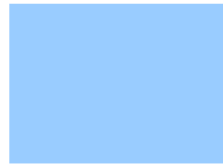


Integrated Marketing:

Step #3: Community Involvement

■ Ways to get the community involved:

- Open Houses (Invite local leadership and Stakeholders)
- Facility Tours
- Luncheons, Ice Cream Socials, etc
- Volunteer Opportunities
- Friends & Family Events
- CAUSE opportunities



Integrated Marketing:

Step #3: Community Involvement

- **Dictionary defines intentional as: “Done deliberately; on purpose”**
 - Integrated Marketing is not done naturally
 - Extra effort is involved in the beginning
 - BUT soon it can become habitual
 - You have to actively make it happen
 - DOCUMENT your program’s efforts
 - Analyze and Review



Integrated Marketing:

Step #3: Community Involvement

- **Key to Successful Friend-Raiser is Follow-Up**
 - Thank you letter from the event's speaker or organization leader
 - Call from staff member asking for participant feedback
 - Add participant to mailing lists for holiday cards, etc. (Note: Do not automatically add anyone to an email distribution list without their consent)
 - Invitation to a true fundraiser or other event
 - Prepare a year-long cultivation plan for each participant or group of participants

-Molly Schar, Suite101.com



Integrated Marketing:

Step #3: Community Involvement

■ **Saying Thank You goes a LONG way!**

- **1. Write a Greeting Card, Not a Business Letter:** The best nonprofit thank yous feel friendly, warm, and personal. And yet they are still relatively short.
- **2. Share Recent Progress, However Small:** Your supporters want to know that they matter. So give them little gems of progress that show that with their support you are bringing about positive change
- **3. Add an Invitation—But Not to Something That Requires Another Donation!** You want your supporters to stay on with you, so invite them to do so, without asking for another financial donation.

(Kivi Leroux Miller, NonprofitMarketingGuide.com)



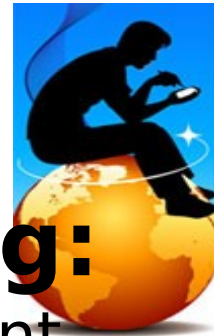
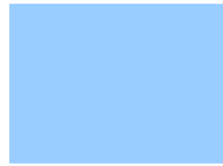
Integrated Marketing:

Step #3: Community Involvement

■ **Saying Thank You goes a LONG way!**

- **4. Use a More Creative, Personal Opening:** Forget "On behalf of" or "Thank you for" and start your letters with a more creative and personal opening. Try something like "You made my day" on one line by itself. Then jump into a story.
- **5. Include Results-Oriented Photography:** Including photos, either in the body of the letter or stuffed in the envelope, will make an instant connection between your donor and your work.
- **6. Record a Video Message:** Have the staff/clients/volunteers record a thank-you to electronically send- this thank you will also show the great work being done.

(Kivi Leroux Miller, NonprofitMarketingGuide.com)



Integrated Marketing:

Step #3: Community Involvement

■ **Saying Thank You goes a LONG way!**

- **7. Send a Postcard from Behind the Scenes:** What if your program staff took some photos during the course of their everyday work out of the public eye and turned those into personalized postcards for your supporters?
- **8. Be Specific about How the Gift Is Being Used:** Very quickly but clearly describe a specific program where the gift will be used.
- **9. Change Who's Saying Thank You:** If you have clients who benefit from programs funded by individual donations, ask a few clients to explain in their own words how your organization has changed their lives and to thank the donor for making it all possible.

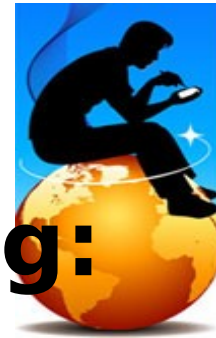
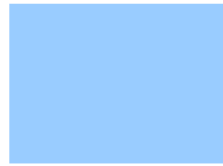
(Kivi Leroux Miller, NonprofitMarketingGuide.com)



Integrated Marketing:

Step #4: Events

- Events are the PERFECT way to allow the community to see WHO WE ARE and WHAT WE DO!
- In order to raise FUNDS, we first have to raise FRIENDS!
 - Open Houses, Walk-a-thons, Luncheons, Carnivals, Volunteer Opportunities, Health Fairs, Etc....
 - 'Friend-raisers' are just as important as 'Fund-raisers'
 - Small events can be as valuable/successful as large events
 - At every opportunity, get contact information! We want to the community to stay involved with WestCare!
- With each event you MUST ask yourself – what is the ACTION step? What do I want attendees to do, think, or feel? Let THIS drive your whole event!

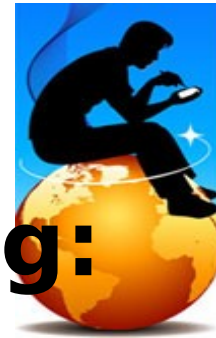
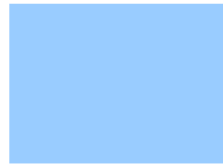


Integrated Marketing:

Step #4: Events

■ Getting Started

- What is the purpose? To raise funds? To raise awareness? To celebrate? To educate? To inform? To gather opinions?
- Who is on the team? A strong leader AND a strong team should be around the table. Depending on the scale of the event, the Steering Committee can include 3-10 people. Remember, building a team beyond just the staff and board is a good way of increasing awareness of the event.
- What is your timeline? From the beginning, a timeline is key. Set goals on when things should be accomplished. Document everything.

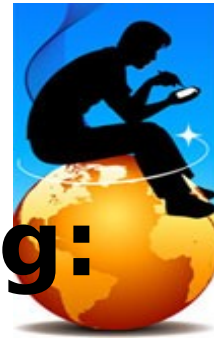
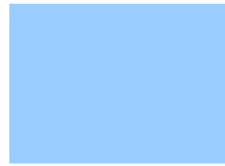


Integrated Marketing:

Step #4: Events

■ **Committee Responsibilities**

- Publicity – Responsible for publicizing the event both internally (preparing information for the newsletter, and website and other communications vehicles) and externally (the media and other outside organizations). This member or subcommittee might also work on obtaining a proclamation from the government for the celebration.
- Sponsorships/Underwriting – Responsible for generating corporate support of the celebration, which might range from sponsorship of the entire event to the purchase of special VIP tables.
- Awards – Responsible for determining who will be honored at the celebration. While you may honor any appropriate individual or organization, focus on the reason for the honor and determine the categories to be honored.



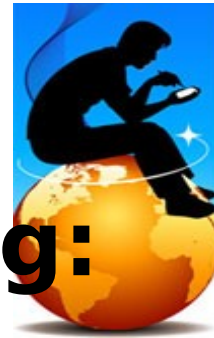
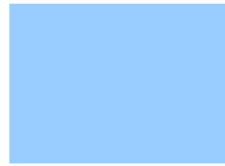
Integrated Marketing:

Step #4: Events

■ **Committee Responsibilities**

- Administration/Registration – Responsible for ticket sales (in coordination with the Sponsorships/Underwriting chair), registration and table assignments for the event. Usually responsible for event logistics, such as food, schedule and timing of the event, and other matters.
- Printed Materials – Responsible for the creation and purchase of awards, certificates, program, brochure, flier and other materials. This responsibility is sometimes merged with the Publicity function.

-Carol Davies, Davies and Associates



Integrated Marketing:

Step #4: Events

■ Suggested Timeline

7 months out

Planning committee with co-chairs
Recruit committee members
Announcement to staff and board of directors and other stakeholders

5 months out

Committee Meeting
Send out initial letters for proclamations
Confirm site, caterer etc.
Finish recruiting committee members

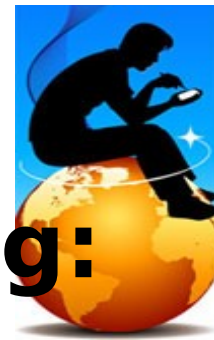
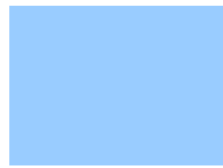
6 months out

Committee Meeting
(Two weeks later)
Clean-up mailing lists
Identify possible sites
Develop public relations/ marketing plans
Discuss education program components
Develop an event budget

4 months out

Committee Meeting
Awards Committee meeting
Two weeks later
Identify keynote speaker

-Carol Davies, Davies and Associates



Integrated Marketing:

Step #4: Events

■ Suggested Timeline

3 months out

Committee Meeting

Obtain special invitation lists from sponsors, underwriters, and honorees
Print invitations and return cards

4 weeks before

Committee Meeting

Mail invitations
Finalize arrangements at site

1 week before

Committee Meeting

Print Program and name tags

2 months out

Committee Meeting

Two weeks later
Request and secure congratulation letters
Secure complimentary tickets
Identify presenters/introducers

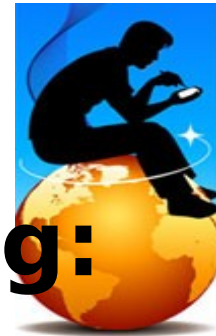
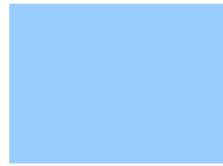
3 weeks before

Press releases
Plan committee luncheon

After the event

Mail thank-you letters
Follow-up publicity

-Carol Davies, Davies and Associates

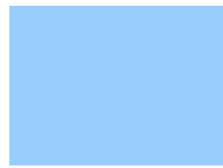


Integrated Marketing:

Step #4: Events

■ Building Up to the Event

- Get the Community Involved BEFOREHAND! (more than a flyer)
 - USE Social Media - start a contest! Give a tickets as the prize! Example for United Way: Submit your Prom Photo! Then give the winner tickets and hang all the submissions at the event!
 - ENGAGE Businesses and Schools- Ask Businesses/schools to get involved by helping with a portion of the event. Businesses provide the 'giveaway' prize with their logo. Schools create the backdrop with their logo, etc.
 - Create mini-events- Promote your big event with mini-events that the media can follow. Maybe volunteer opportunities, awards, flash mob, sign-ups, etc.



Integrated Marketing:

Easy Steps to Success

■ **Step #1: DOCUMENTATION**

- Take pictures and write-down stories of your clients, students, employees, etc. It's about the people you serve!

■ **Step #2: MEDIA PROMOTION**

- Create awareness and opportunities through all media forms!

■ **Step #3: COMMUNITY INVOLVEMENT**

- Be involved in the ins and outs of your community!

■ **Step #4: EVENTS**

- Create small events are designed and implemented to allow the community to see who you are and what you do