inspire & impact

RESULTS THROUGH MARKETING
We live in a complicated noisy crowded world.
The numbers are staggering.

In 2006, there was an average of 32.4 billion searches on Google in the United States. So far, 2012 has seen over 600 billion.
2012 & BEYOND
2012 & BEYOND

World of Mouth
SOCIAL MEDIA

By 2020, the mobile world’s primary connection tool.

MOBILE COMMUNICATION
To cut through that clutter, people get ANGRY, act as renegades, are controversial, or throw money at a MULTITUDE of communication channels until the message is heard...
The best causes, organizations and companies -- the best brands -- have connected through:

**VALUES**

Give the Multiplier Effect: Messages Matter More Than Ever!
The Good News:

You don’t have to connect with 500 million people to succeed. You need to start a ripple effect.
MESSAGE MATTERS MOST!
“This is your brain on drugs.”

“I have a dream.”

“Expect more, pay less.”

“Think different.”

“Got milk?”

“Just do it.”

“Change you can believe in.”
Facts

- Emotions drive 85% of decisions (any decision!)

- Values sustain relationships

- Rationale attributes are important, BUT they don’t trigger action.
Proof Every Day

- 10 proposals submitted
- 8 thought they followed directions
- 6 really followed directions & met the “criteria”
- 2 received funding
- Why?
  “I really believed in what they were doing. I saw the WOW.”
  – National Charter School Foundation
Foundation Example

• “I BELIEVED in you….”

• “I review 10 proposals a week; this one had the facts that proved they could succeed and the PASSION that MADE ME CONFIDENT the program would work”

• “It was one thing to prove what happened because of the school, QUITE ANOTHER TO SEE what wouldn’t have happened without them”
Which of your Messages Matter Most?
Emotional Drivers Trigger More than 85% of Decisions
X Charter School

Founded in 2005, X charter school is a public school that focuses on the whole child. We have some of the best test results in the state, an arts and music program, a unique literacy and reading program and high percentage of English language learners.
The Message

X Charter School

What's Wrong With That Message?
A Better Message

X Charter School

The Only Thing We Don’t Respect? Status Quo.

Anna Lopez couldn’t read last year. This year, she scored in the top 5% of the country. We’re not betting Anna will change the world, we’re making sure of it.
A Better Message

School + Students

Meets the Needs of the "World"
We Believe

- Every child has the ability to succeed.
- Education is the creation of scholars for life.
- Great education is about the quality of learning – success is more than just the scores.
- We must have courage and confidence in everything we do.
- There isn’t just one way to solve a problem.
- Every member of the BCSE family is responsible for its success.
We believe...

Education is teaching students to be "scholars of life."
Every child has the ability to succeed.
Great education is about the quality of learning.
There isn't just one way to solve a problem.
We can't be afraid to fail.
Every member of the BCSE family is responsible for its success.
"I can’t believe it’s free. I feel guilty, so I make a $100 donation every month."

- 2nd grade parent
BREAK-IN

• Key attributes
• Functional drivers
• Emotional drivers
• Key message
Emotional Drivers Trigger More than 85% of Decisions

Your School

MESSAGE

Emotional Driver:

Functional Driver:

Attributes:

Connect Your Messages!
What Are Your Goals & WHY?

- Raise awareness – why?
- Raise money – why?
- Increase recruitment – why?
- Solve a problem – why?
- Solve a crisis – what?

Determine strategy:
- Who do you need to help?
- How will you communicate with them?
WHO is Your “World”?

- Staff & Board
- Elected Officials & Community
- Corporations
- Foundations
- Parents & Students
- Media

Audiences - Ambassadors
• Goals

• 80/20 rule

• Prioritize audiences!
  ✓ Know where the value is from (and where it isn’t)

• Identify your ambassadors
  ✓ Online and offline influencers
  ✓ Those who have the power to influence at least 10 others

• Determine strategy
<table>
<thead>
<tr>
<th>Foundation (25%)</th>
<th>Individuals (25%)</th>
<th>Media (5%)</th>
<th>Parents &amp; Staff (25%)</th>
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<td></td>
<td></td>
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<td><img src="image" alt="Starbucks" /></td>
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## Insights Example:
**Values of the Affluent**

<table>
<thead>
<tr>
<th>Key Personal Driver</th>
<th>Unmistakable Afluent (14%)</th>
<th>Understated Afluent (20%)</th>
<th>Tasteful Afluent (8%)</th>
<th>Dependable Afluent (14%)</th>
<th>Economical Afluent (21%)</th>
<th>Practical Afluent (19%)</th>
</tr>
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<tr>
<td>Values</td>
<td>Suit my personality</td>
<td>Avoid unnecessary attention</td>
<td>Won’t cause me discomfort</td>
<td>Perform as intended</td>
<td>Value</td>
<td>Practical</td>
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*Note: The table above illustrates the key personal drivers and values associated with different segments of affluent individuals.*
Consumption Patterns

30.0

22.5

15.0

7.5
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<th>Media Consumption % of Executives</th>
<th>Digital Media Consumption % of Executives</th>
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<tr>
<td>Online media 75%</td>
<td>Use cellphones 91%</td>
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<td>Industry trade journal 43%</td>
<td>Use wireless internet connection 59%</td>
</tr>
<tr>
<td>National &amp; local newspaper 51%</td>
<td>Use digital cable 29%</td>
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<td>General-business publication 25%</td>
<td>Listen to webcasts 77%</td>
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<tr>
<td></td>
<td>Read blogs 58%</td>
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<td>Watch streaming video 56%</td>
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<td>Listen to podcasts 41%</td>
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<td>Contribute to blogs 25%</td>
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<td>Belong to social networking sites 20%</td>
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<td></td>
<td>Participate in virtual worlds 12%</td>
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<td>Own a blog 9%</td>
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- Heavy consumers of Print and Online Business and Lifestyle Media

Example: C-level Executives
Executing Success

- Goals & Budget
- Three Audiences
  - What triggers them to act?
  - Where do the readily (and credibly!) consume information?
- Theme & Messages
- 3 to 5 tactical executions
  - Bring the audience to the school & school to the audience
BREAK-IN

• Message
• Strategic priority (ies)
• Two key audiences
• Triggers & values
• Two key vehicles (how will you reach them?)
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The Big “Bang”

• Start with a Big “Bang” Idea
• Generate momentum around your campaign
• Excite audiences; ready audiences for information
• Video, school event, website, viral video
• Follow-up is critical!
Executing Success

- Physical environment is often most important!
- Communicate message visually
- Does it feel ALIVE?
- Student tours, performances
- Does the school represent your message?

“I want to see for myself the feel of the school; its success.”
- Tiger Foundation representative
Five horizontal banners
10 ft. x 2 ft.

One banner for each of the school's messages
Six vertical banners
2 ft. x 7 ft.

One banner for each character pillar
Photos can be in either B&W to highlight the artwork/pillar or be in full-color.
Ambassadors

• Board, staff, parents & community are your most effective ambassadors

• Create value & community for them to help ensure they help market the school
  o “Six degrees campaign”
  o Develop “tool kits” that highlight information & key messages
  o Cross-functional parent/teacher/staff communities
  o Public speaking – formal and informal
  o Social networking
Media Ambassadors

- Simple, engaging press kits; video
- Create “news”
- Ensure events include news & media-worthy partners
  - Elected & education officials
  - Artists
  - Celebrated individuals
  - Strong parent and community contingent
- Consistent
Social Media Strategy
Social Media Strategy

- Consider your approach
  - WHY social media?
  - Tell one story
  - Contests work!
- Engage, Engage, Engage!
- Connecting to links and other sites will raise your “popularity”
- Fansite vs. non-profit site
- Student blog
Simple, Consistent Contact

• Constant Contact is a great resource
• Very simple, monthly updates
• Look & feel must be consistent
• A picture is worth a million words
• Video clips are even stronger, but be careful of size requirements
Lavelle Prep Charter School

Please Join Us!
Wednesday, Nov 12 from 6:00 – 8:00pm
SI Community Board 2, Sea View Hospital
460 Brielle Avenue
Staten Island

We hope you can join supporters of Lavelle Prep Charter School as we hear Ed Knight's personal and inspirational journey of recovery from mental illness. Ed serves as a model to all those affected by mental and emotional disabilities, as well as those who stand by them. An evening not to be missed.

Fulfilling the College Promise
Website & Online

• Home and team page most viewed
• Clear, simple, “mobile-ready”
• Very simple video on home page
• Easy to navigate, support, give & engage
• Rule of thumb: 2 clicks away
• Where’s the WOW?!
Executing Success

• Ambassadors
  – Arm them with the messages & goals
  – Keep them informed; Solicit feedback

• STRATEGICALLY Launch Campaign
REMEMBER

• Message Matters Most

• Determine Goals

• Identify & Analyze Audiences

• Start with The “Big Bang”
  - Trigger the Emotion

• Follow-up is Critical
  - Build and Sustain the Value
THANK YOU!

Kennedy Spencer