

THE EFFI BARRY TRAINING INSTITUTE

Digital Marketing

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Sammy Jurado

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The Effi Barry Training Institute

WHAT IS IT?

- Regional trainings
- Individualized technical assistance
- Current & prospective HAHSTA grantees
- Community-based organizations

AUDIENCE

HOW?

- Group-level trainings
- Boot camps
- Community forums
- Individual consultation
- Fee-for-Service business process
- Basic HIV service competencies
- Advanced skills in health care systems
- Data and health informatics
- High-impact prevention programs

TOPICS

The Effi Barry Training Institute

THE EFFI BARRY TRAINING INSTITUTE

Attend regional trainings through the Institute to advance your organizational sustainability.

2024 2023 2022 2021

HIGHLIGHTED RESOURCE
HAHSTA: Annual Epidemiology & Surveillance Report

The Annual Surveillance Report for the District of Columbia presents a snapshot of the District's most heavily transmitted diseases (STDs), hepatitis, and Tuberculosis (TB) complex syndromes. These data provide insight into the risk (or) Department of Health (DC Health) is partnering with community organizations to make progress for the health of District residents. The ... Continue reading "HAHSTA: Annual Epidemiology & Surveillance Report"

COMING SOON: CONTINUOUS LEARNING SERIES

Modules for HIV/AIDS Providers

These self-paced learning modules will provide knowledge and skills completion for District of Columbia DOH HAHSTA subrecipients, and community members. Sign up for updates, and visit our [Resource Directory](#) for access.

Stay up to date on capacity building trainings and technical assistance opportunities with The Effi Barry Training Institute. Sign up for notifications here.

[Sign Up Now](#)

STAY INFORMED

THE EFFI BARRY TRAINING INSTITUTE

A project of DC HEALTH | HealthHIV

EffiBarryInstitute.org

- Provider Modules & Webinars
- Ryan White HIV/AIDS Program Policies
- Tools & Resources
- Training Calendar

Pulse-Point TA Needs Survey

The screenshot shows the 'Technical Assistance Request Form' on the Effy Barry Training Institute website. The header includes the institute's name and navigation links. The main content area is titled 'Technical Assistance Request Form' and contains the following text:

Technical Assistance Request Form

Thank you for your interest in receiving technical assistance (TA) from HealthIV through the Effy Barry Training Institute. Please submit this brief online TA request form.

If you have any questions or concerns related to submitting a TA request, please contact Michael Shalke (Michael@HealthIV.org, 202-807-4700).

Once your information is submitted, a HealthIV staff member will contact you within five (5) business days to conduct an initial assessment of your training or TA needs.

7. Please select the training and technical assistance areas that your organization currently needs related to FISCAL ADMINISTRATION. (Select all that apply)

- Developing and/or Managing Funding Streams
- Developing and/or Implementing a Budget
- Fundraising
- Developing Finance Staffing Infrastructure
- Developing and/or Implementing a Finance Process
- Applying for/Managing Grants
- Developing a Unit Cost/Model to Pay for Service Model
- Managing Billing/Implementing Third Party Billing
- Other (please specify):

HIGHLIGHTED RESOURCE
Coming Soon: Continuous Learning Series

The Continuous Learning Series curriculum will be a repository of online, self-paced training modules that provide knowledge and skills competence for current and prospective clients of Columbia Department of Health (DHG), HHS/ACS, Hepatitis, B2C, and TB Administration (QAHS/TA) subprograms, and community members. Module topics include HIV Basics 101, Epidemiology Social Determinants of Health HIV Care ...

COMING SOON: CONTINUOUS LEARNING SERIES
Modules for HIV/AIDS Providers

Technical Assistance Request Form

- Organizational Infrastructure
- Fiscal Administration
- Data Collection, Management, and Reporting
- Service Provision

E-Marketing/Do It Yourself

SAMUEL JURADO COACHING NETWORK CO. PRESENTS

E-MRKTNG DO IT **YOURSELF**

A SEMINAR TO UNDERSTAND THE
TOOLS AVAILABLE ON THE WEB,
AND HOW YOU COULD USE THEM TO
PROMOTE YOUR ORGANIZATION'S
MISSION, YOUR WORK AND IDEAS
FOR AN SPECIFIC AUDIENCE

TUESDAY, NOVEMBER 12TH

E-Marketing Today

WHO WILL BENEFIT...

PROGRAM DIRECTORS
SOCIAL WORKERS
ORGANIZATION
COMMUNICATIONS TEAM
CLIENTS
COMMUNITY



FIND 'EM



TEACH 'EM



TEST 'EM



LINK 'EM



KEEP 'EM

The Goal

GOAL

TO BE SUCCESSFUL

We want all organization's teams to understand the tools available on the web and how they could use them to, locate, inspire, educate and service a specific audience.

**SJ
CN**

This Morning

CONTENT

- **SUPER BRIEF INTRODUCTION (ME)**
- **WHAT ARE WE DOING HERE...**
- **WHAT IS MARKETING? (OH... IS WHAT WE DO EVERYDAY)**
- **THE EVOLUTION OF MARKETING (THE COMMUNICATION REVOLUTION)**
- **TRADITIONAL VERSUS DIGITAL (THE PERSONAL MICROPHONE)**
- **DIGITAL PROPERTIES (WEBSITES, BLOGS, LISTINGS, SOCIAL MEDIA)**
- **THE PERSONAL MICROPHONE (THE SOCIAL MEDIA)**
- **ORGANIC VERSUS PAID**
- **OTHER TOOLS (SMS, APPLICATIONS, WEB-APPS, EMAIL)**
- **THE STRATEGIC COMMUNICATION PLAN**
- **NO BUDGET, LOW BUDGET, SOME BUDGET**

Let's Define Marketing

“**MRKTNG**”
“**CONSIDER THIS...**

IF MARKETING IS THE RIGHT COMBINATION OF THE TOOLS TO IDENTIFY A **NEED IN A GROUP OF PEOPLE (TARGET GROUP), DEVISE A PRODUCT OR SERVICE FOR THEM. CREATING THE CONDITIONS TO MAKE IT **ACCESIBLE WITH** THE LOCATION WHERE THIS GROUP AND THE PRODUCT OR SERVICE MEET...**

I THINK WE ALL DO MARKETING OR AT LEAST WE KNOW HOW TO DO IT!

Marketing

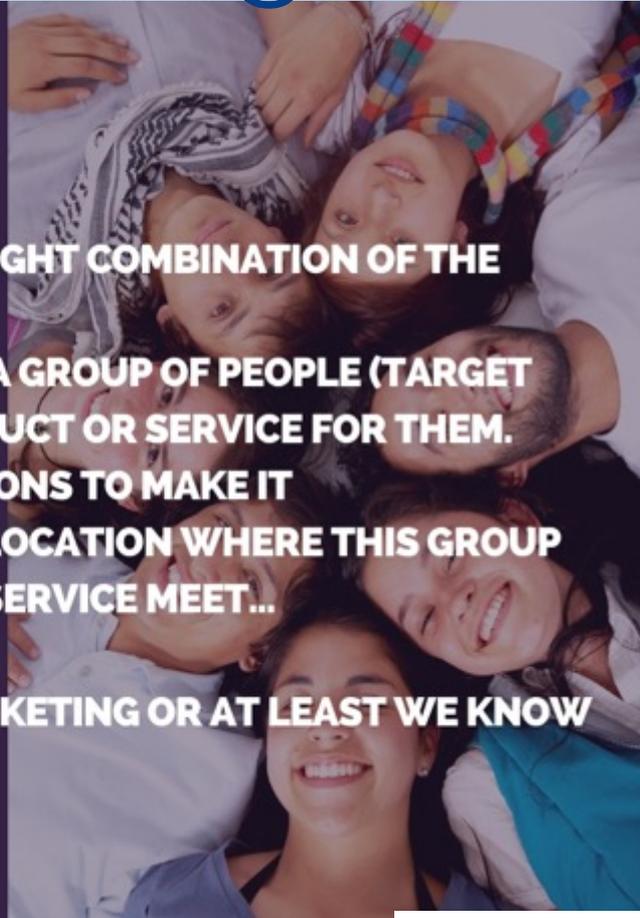
MRKTNG

“

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I THINK WE ALL DO MARKETING OR AT LEAST WE KNOW HOW TO DO IT!



Marketing

“MRKTNG”

BUT THERE IS STILL ONE MISSING PART HERE...

**HOW WE GET THE TARGET GROUP TO KNOW ABOUT ME,
MY PRODUCTS, AND MY PLACE OF SERVICES?**

AND NOT ONLY THAT...

**HOW THE TARGET GROUP WILL KNOW THAT THEY
ACTUALLY NEED MY SERVICES?**

**SO THAT'S THE IMPORTANT PART THAT IS MISSING AND
IT IS CALLED:**

“MARKETING COMMUNICATIONS”



The Evolution of Marketing

From the baby boomers, to generation X to the Millennials...Communication have changed dramatically

- **Personal computers**
- **Internet**
- **Information technology**
- **Steve Jobs (iPhone) Music -banking- traveling-movies**
- **Social media**
- **CRM**
- **Data Management**

Marketing

TRADITIONAL TO DIGITAL

THE THINGS THAT REMAIN THE SAME



NEED OF
COMMUNICATION
THAT ADDRESSES A
NEED, A PROBLEM, OR
AN OPPORTUNITY



RAISE AWARENESS OF
A PRODUCT, SERVICE,
OR A CAUSE



DIRECTING MESSAGES
TO A SPECIFIC
POPULATION OR
AUDIENCE



CALL TO ACTION



KEY PERFORMANCE
INDICATORS



TRADITIONAL ADVERTISING

BUY THE SPOT

Early forms of advertising were priced and measured by volume. What is that newspaper's readership? How many listeners does that radio station have? What is the viewership for that TV station? The answers to these questions led businesses to purchase ads based mainly on how many people they could reach, rather than necessarily how many of the right people they could reach. They had to deduce when, where and how to get their message in front of their target audience – and then buy an ad in the physical space that best matched their assumptions



DIGITAL ADVERTISING

BUYING THE MATCH

Targeting with digital advertising today is more advanced than anyone have ever imagined. Instead of creating a blanket message for a blanket audience, you can tailor your message and get it in front of the exact audience you believe your products or services are right for. Then, you can literally follow them around the Internet with retargeting, geo-targeting and other tools.

But still the most important aspect of digital advertising is the opening of a two way communication channel between you and your target group. It commits you as an advertising to maintain, nourishes and grow this relationship.



**DIGITAL
PROPERTIES**

**BLOGS.
WEBSITES.
LISTINGS.
SOCIAL MEDIA
OUTLETS.
VIDEO CHANNELS.
PODCASTS.
APPLICATIONS.
WEBAPPS.**

What do we need and what role each would play?

**“If your prospect is looking for you, and your info doesn’t show up
You don’t exist”**

SEO

DIGITAL PROPERTIES

The game of finding you

Website design

Domain name

SEO capabilities

Hosting

Maintenance

Content versus traffic

Google analytics

Influencer Marketing

WHAT IS AN....

INFLUENCER

INFLUENCER MARKETING (ALSO INFLUENCE MARKETING) IS A FORM OF MARKETING IN WHICH FOCUS IS PLACED ON INFLUENTIAL PEOPLE RATHER THAN THE TARGET MARKET AS A WHOLE. IT IDENTIFIES THE INDIVIDUALS THAT HAVE INFLUENCE OVER POTENTIAL CUSTOMERS, AND ORIENTS MARKETING ACTIVITIES AROUND THESE INFLUENCERS

Organic Versus Paid

Organic + paid



THE COMMUNICATION PLAN

Where to start?

Mission

Objectives

Define your audience

The message

The Channels

Metrics

Evaluation



The Hi-V Communication Strategy For [Insert Company Name]

The Communications Team

Name	Title	Responsibilities

Mission Statement

Our Mission Statement is:

- Our organization exists to provide [benefit] [benefit], and [benefit] through [product or service].

Identify Our Organizational Objectives

- Objective One
- Objective Two
- Objective Three
- Objective Four
- Objective Five

Identify Our Audiences

- Audience One
 - One or two sentence description
- Audience Two
 - One or two sentence description
- Audience Three
 - One or two sentence description

Audience One

- Demographics
 - Age range
 - Gender
 - Educational- professional profile
 - Location
 - Income
- Interests (5)
- Hobbies (5)
- What problems are they facing? (Open)

Persona One Avatar

- Who she/he/other is?
- Name
 - Age
 - Gender
 - Job Title
 - Location
 - Income
- Interests
- Hobbies
- What problems she/he/other is facing?

Audience Two

- Demographics
 - Age range
 - Gender
 - Educational- professional profile
 - Location
 - Income
- Interests (5)
- Hobbies (3)
- What problems are they facing?(open)

Persona Two Avatar

- Who she/he/other is?
- Name
 - Age
 - Gender
 - Job Title
 - Location
 - Income
- Interests
- Hobbies
- What problems she/he/other is facing?

Audience Three

- Demographics
 - Age range
 - Gender
 - Educational- professional profile
 - Location
 - Income
- Interests (5)
- Hobbies (5)
- What problems are they facing? (Open)

Persona Three Avatar

- Who she/he/other is?
- Name
 - Age
 - Gender
 - Job Title
 - Location
 - Income
- Interests
- Hobbies
- What problems she/he/other is facing?

Our Unique Selling Proposition

- Include a description of what makes your organization unique and what that uniqueness can do better for the audiences.

Our Call to Actions

- Audience One
 - Call to Action
- Audience Two
 - Call to Action
- Audience Three
 - Call to Action

Channel Selection

- Channel One
- Channel Two
- Channel Three
- Channel Four
- Channel Five

Publishing Frequency

Content Type	Frequency

Messaging Matrix

Message	Frequency	Channel	Target Audience	Call to Action	Problem They're Facing	Solutions We Offer

Tools

Tool	Who Has Access To Tool

Campaigns and Events

Jan	Feb	Mar	April	May	Jun	July	Aug	Sept	Oct	Nov	Dec

Goals & Metrics

Objective One	Objective Two	Objective Three	Objective Four	Objective Five
Metric	Metric	Metric	Metric	Metric
Metric	Metric	Metric	Metric	Metric
Metric	Metric	Metric	Metric	Metric
Metric	Metric	Metric	Metric	Metric
Metric	Metric	Metric	Metric	Metric

Measurement

Objective One	Objective Two	Objective Three	Objective Four	Objective Five
Progress to Goal	Progress to Goal	Progress to Goal	Progress to Goal	Progress to Goal
Progress to Goal	Progress to Goal	Progress to Goal	Progress to Goal	Progress to Goal
Progress to Goal	Progress to Goal	Progress to Goal	Progress to Goal	Progress to Goal
Progress to Goal	Progress to Goal	Progress to Goal	Progress to Goal	Progress to Goal

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