THE EFFI BARRY TRAINING INSTITUTE

E-Marketing

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The Effi Barry Training Institute

WHAT IS IT?

- Regional trainings
- Individualized technical assistance

AUDIENCE

- Current & prospective HAHSTA grantees
- Community-based organizations

HOW?

- Group-level trainings
- Boot camps
- Community forums
- Individual consultation

TOPICS

- Fee-for-Service business process
- Basic HIV service competencies
- Advanced skills in health care systems
- Data and health informatics
- High-impact prevention programs

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The Effi Barry Training Institute

EffiBarryInstitute.org

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

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Pulse-Point TA Needs Survey

Technical Assistance Request Form

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

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Branding

<iframe width="560" height="315" src="https://www.youtube.com/embed/sQLIPC_alT8" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>

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What is a brand?

- **A brand is the way in which a company, organization, or individual is perceived by those who experience it.**

THE PERSONALITY OF A BUSINESS
Think of your business as a person. What attributes make up its personality?
What's its name?
What does it wear? (ie design)
How does it communicate? (ie positioning)
What are its core values and what does it stand for? (ie brand promise)
Who does it associate with? (ie target market)
Is it well known? (ie brand awareness)

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Branding

- The definition of brand building is to generate awareness about your business using marketing strategies and campaigns with the goal of creating a unique and lasting image in the marketplace.
- User Experience (i.e. your website)
- SEO & Content Marketing
- Social Media Marketing
- Email Marketing
- Paid Advertising (PPC)

How to create a brand

- **Understanding Branding**

Branding today means knowing who **your ideal customer is**. It combines **messaging**, **values**, and **visual elements** to target the exact demographic you're trying to reach. It's a **promise** to your customers that they can expect a certain level of service and quality when they choose your brand. You need to understand the importance of brand identity before you begin creating your own

Determine your audience

- If you're trying to talk to everyone, nobody can hear you. Your target audience can't be everyone. A lot of new businesses make the mistake of casting the widest net when trying to attract new clients and customers. It makes sense, but it doesn't work in practice. That wide net will just let everyone slip through the holes.

- Instead, you have to get specific. You can't be everything to everyone, so don't try to be. What are you trying to reach with your products and messaging? Dig deep into the specifics until you understand this audience and their lifestyle.

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Your target audience

- How does your audience spend their time?
- What do they want from their products or services?
- What would make their lives easier?
- Demographics
- Likes and dislikes
- What are they worry about
- What makes them interested

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Mission

- What does your company do?
- How does your company do this?
- Who is your audience?
- What is your value?

Research for brands in your industry

- Is the competitor consistent with **messaging and visual identity** across channels?

- What is the quality of the competitor's **products or services**?

- Does the competitor have **customer reviews or social mentions** you can read about them?

- In what ways does the competitor **market their business**, both online and offline?

Outline the key qualities & benefits your brand offers.

- *Your products, services, and benefits belong solely to you*
- Starting a brand that is memorable means you dig deep to figure out what you offer, and no one else is offering.
- Focus on the qualities and benefits that make your company branding unique
- Assuming you know exactly who your target audience is (see Step 1), give them a reason to choose your brand over another.

Create a logo & a tagline

Logo & Tagline

- Logo size and placement
- Color palette
- Typography and fonts
- Iconography
- Photography/image style
- Web elements

Taglines

It's finger lickin' good

Think different.™

Because you're worth it
L'ORÉAL PARIS

JUST DO IT.

open happiness™

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Form your brand voice

- Professional
- Friendly
- Service-oriented
- Authoritative
- Technical
- Promotional
- Conversational
- Informative

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Build a brand message

A brand message is an opportunity to communicate on a human level, making a direct emotional connection with your consumers.

"An elevator pitch"

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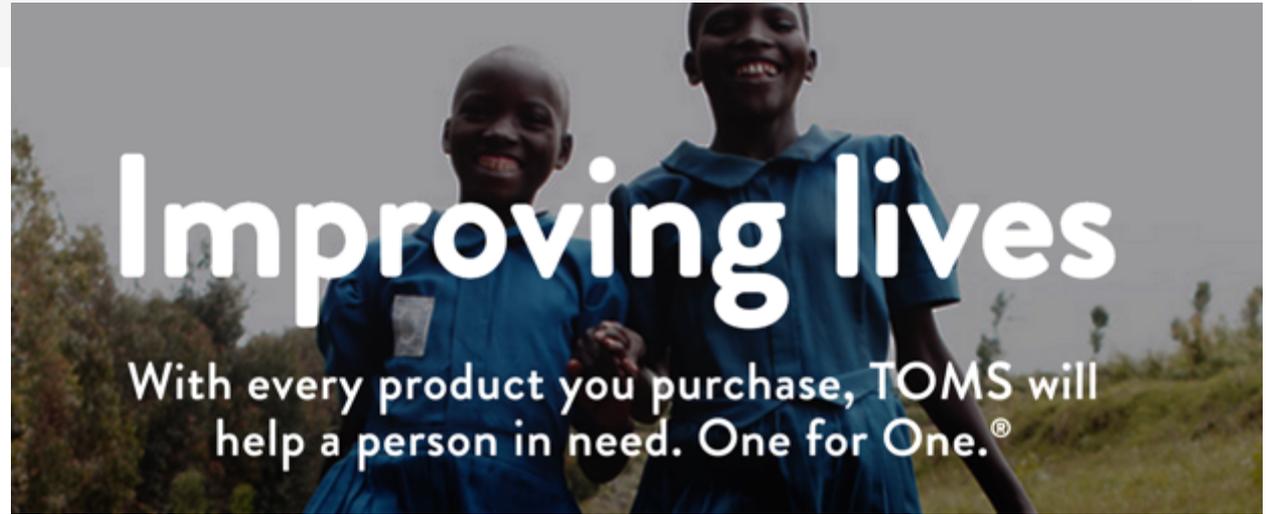
Let your brand personality shine

Brand Personality Spectrum

What is the personality of your brand?

Personable and friendly	Corporate, professional
Spontaneous, high energy	Careful thinking, planning
Modern or high tech	Classic and traditional
Cutting edge	Established
Fun	Serious
Accessible to all	Exclusive

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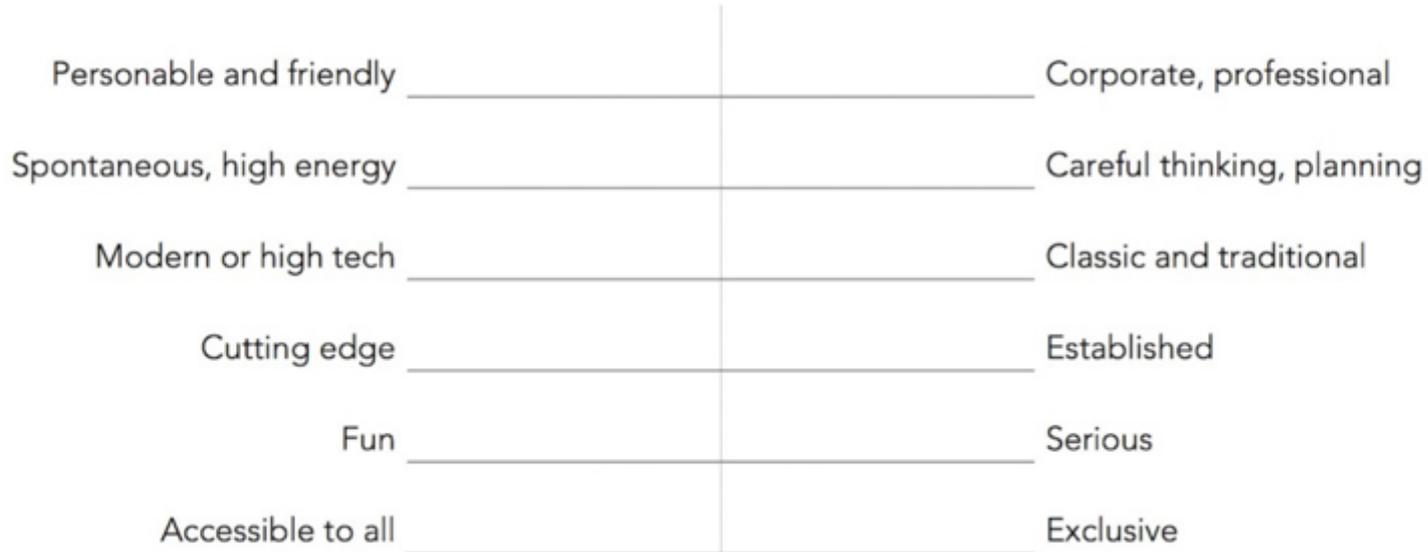
And stick with it

- Integrate your brand into every aspect of your business.
- Stay true to your brand building.
- Be your brand's biggest advocate

Community Mapping

Community Mapping

- **What is Community Mapping?**
  Community mapping is a process of **creating maps** to gain a visual representation of **community-specific** data organized by geography. For example, it is possible to track where you or other staff has performed outreach, or plan to perform outreach, by marking these sites on your community map. You can also track where your community needs you to be, allowing you to answer the question …where are the underserved individuals in my service area?

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Why do mapping?

- Many outreach programs can use community mapping to identify client housing areas, potential transportation barriers (such as a neighborhoods with little or no accessible bus lines), and to target and track prime outreach sites. Visually presenting this data is especially useful because:

- A- t is easier to identify and analyze patterns based on location

- it provides a visual way of quickly and vividly communicating those patterns to a broad audience

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Steps to create a map

STEP 1

- Determine key information that your map should include. For example, are you looking to map areas where the majority of you target population lives, works, congregates? Do you want to identify partner agencies? Do you want to plot areas in your service region that have a high concentration of food insecurity? Asking yourself questions such as these will help you collect the most useful information for your program.

Steps to create a map

- Determine the appropriate geographical scope to be covered in the process (e.g., countywide, statewide, organizational service area).

- Collect data (e.g., existing U.S. census data, primary research data from focus groups, survey information you have collected in the past).

- Create maps (e.g., maps with locations of client housing and community assets such as churches, social clubs, local grocery stores, laundromats).

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Lets create a map

- Locate geographical map (either physical or on the internet):These maps provide a detailed visual overview of your service area. You can also use Google maps to access a web-based map of your service area.

- Highlight sites where your target population congregates: Using pushpins, flags, color-coded pegs, or stickers draw attention to important sites and outreach areas with pushpins, or stickers.

- Highlight outreach program activities: You may want to incorporate specific elements of your outreach program onto your geographical wall map, like using different colored flags or dots to represent first-time visits versus follow-ups.

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Google map tool

- You can share and have others edit the map, allowing for multiple people to edit and update the map.

- You can color code and change the icons you use to mark locations or places of interest, for example sites where your target population congregates or important healthcare access points.

- You can color code and edit shapes to mark off regions of interest, for instance a neighborhood where you want to provide outreach services.

- You can get driving, walking, and public transport directions between important outreach locations.

- You can zoom in and out of the map and view the map via satellite and in a 3D view though Google Earth.

- You can print, send, and link the map as well as keep a comment log.

Google Maps

- Open Google maps. Go to maps.google.com. Click on My Maps.

- Click Create New Map.
  - You will need to sign-in with a Google account.
  - Enter a title and description for your map into the appropriate fields.
  - You can decide to make the map public or unlisted. Public maps are published in search results and available for anyone on the internet to see.

- Click the Save button when you are done.
  - You can create site makers on your map to indicate important locations of interest by clicking on the balloon icon.

- Enter a title and description of your site marker and click OK.
  - You can also edit the color and shape of the marker by clicking on the balloon icon within the pop-up bubble.

- You can also mark off regions on your map by clicking on the drop-down arrow within the line icon.

- Click on the draw a shape option.
  Enter a title and description of your site marker and click OK.

- You can also edit the color and shape of the region by clicking on the box icon within the pop-up bubble.

The communication plan

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

The Communications Team

Name	Title	Responsibilities

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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

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Identify Our Audiences

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

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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)

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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)

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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.

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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

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Publishing Frequency

Content Type	Frequency

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Messaging Matrix

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

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