Session Goals

• Communicate more effectively and efficiently with tools you probably have at your disposal
• Motivate your audience to act through the tone and style of your communications
• Know the latest in eCommunications to stay on top of trends and reach different levels of your audience
Session Topics

• Office is your friend
  – Templates
  – Styles and Formatting
  – Online Resources
• Design basics
• Newsletter strategy
• Mail Merge
• eEtiquette
• LinkedIn, Facebook, and MySpace oh my!
A Bit About Your Facilitator

• More than 15 years experience in integrated, global marketing
• Technology
• Consumer packaging
• Association work for the last 6 years
  – Building integrated marketing plans
  – Utilizing communications on extremely small budgets
Electronic Communications Defined

- Fax
- Phone
- Office Documents
- Email
- Web Sites
- Social Networking
- Video/YouTube
- Audio/Podcasting
- Online meetings – webinars
- eZines
- Text messaging
- Chats
Microsoft Office

1. Tutorials
2. Templates
3. Design
#1 Tutorials & Training

- Or microsoft.com and then click on Help and How to.
#2 Templates

- Go to www.microsoft.com
- Click on the drop down Office
- Click on Office templates at the bottom
Templates cont’d

Non-Profit Template Collections

Membership
- Templates to help build groups and reference information.
  - Membership Application Form
  - Club membership card
  - Membership database
  - Member directory
  - More membership templates

Fundraising
- Tools to create, track, and respond to funding.
  - Fundraising project proposal
  - Raffle ticket
  - Charitable contributions database
  - Fundraising thank you letter
  - More fundraising templates

Organization
- Systems to facilitate group structures and finance.
  - Proposal for small business or organization
  - Complex organization chart
  - Start-up capital estimate
  - Business account ledger
  - More finance templates

Communication
- Methods to relay important messages professionally.
  - Petition
  - Conversation call tracker
  - Press release (Professional design)
  - Press release (Email message)
  - Letter to legislator urging action
  - Freedom of Information Act request
Basic Design Rules

- Limit your fonts – 2 per piece
- Be consistent in how you stress words
- Color choices – keep in palette families
  - Earth tones
  - Primaries
- Group graphics and copy in simplistic ways
- Appropriate text and background colors
  - Ideally light background with dark text
  - Be careful with color if you go the other way
- Know your audience
eNewsletters

4. Define your goals for the newsletter
5. Communicate What Your Newsletter is About to Potential Subscribers
6. Establish a Voice and Have Consistency
7. Build Value
8. Scannable Content
9. Track Results
10. Subject Lines and Opening Lines Matter
11. Personalization
Examples
#12 Mail Merge

- In any mail merge, you'll deal with three different elements:
  1. The main document that you start with.
  2. Recipient information, such as each person's name and address that you want to merge with the main document.
  3. The finished documents, which include the information in the main document plus each recipient's unique information.

- Understanding these elements will help you get the merge results you want and expect.
Mail Merge cont’d

• The main document can be a letter, envelope, e-mail, or even a coupon. It contains:
  – Content that is identical in each copy, such as the main body text of a form letter. You only have to type this text once, regardless of how many letters you intend to print.
  – Placeholders for each recipient's information. For example, in a form letter, the address block and greeting name would be unique in each copy.
Mail Merge cont’d

<table>
<thead>
<tr>
<th></th>
<th>First Name</th>
<th>Last Name</th>
<th>Street Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nancy</td>
<td>Anderson</td>
<td>123 Main St.</td>
</tr>
<tr>
<td>2</td>
<td>Ann</td>
<td>Deebe</td>
<td>567 Country Rd.</td>
</tr>
</tbody>
</table>

Dear Nancy,

...
Mail Merge cont’d

• When you finish a mail merge, you have:
  – The set of individual finished documents, which you can print (for example, letters, labels, envelopes, or coupons) or which you can transmit electronically during the merge process (for example, e-mail messages).
  – The main document. This is the document you used as a starting point, which remains a separate document. It is not automatically saved after the merge. You should save it because Word will remember which recipient list you connected to it and when you open it again, you can quickly complete a new mail merge.

• **Note** Optionally, if you're creating letters, envelopes, or labels, you can also generate a "comprehensive document" that contains all the merged documents in one file.
Web Site Strategy

13. Design
14. Content Management
15. Just because you build it doesn’t mean they’ll come - SEO
16. Maintenance
17. Tracking
   – Web trends
   – Google analytics
Structural Lightweight Aggregate

Everywhere you live, work or play...

- LIGHTWEIGHT AGGREGATE PRODUCERS
- LITERATURE & TECHNICAL DOCUMENTS
- FEATURED PROJECTS
- SUSTAINABILITY • LEED
  - GENERAL INFO
  - LIBRARY
  - MEMBER LIST
  - CONTACT US

Industry Events

... structural lightweight aggregate improves your world!

Expanded Shale, Clay and Slate Rotary Kiln Produced Lightweight Aggregates, ESCS

MASONRY • STRUCTURAL CONCRETE • ASPHALT • GEOTECHNICAL • OTHER USES

ESCS Applications

Lightweight Concrete
- Masonry
  - SmartWall Systems
  - Energy efficient
  - Better Fire Resistance

Durable
Welcome to the Expanded Shale, Clay, and Slate Lightweight Aggregate Industry

ESCSI is the international trade association for manufacturers of rotary kiln-produced expanded shale, expanded clay and expanded slate lightweight aggregate. ESCSI promotes the extensive use of rotary kiln-produced lightweight aggregate in the lightweight concrete masonry and structural lightweight concrete markets, as well as use in asphalt, geotechnical and other applications. Based on research and development, educational material is disseminated to all phases of the building industry. The association works closely with other technical organizations, ACI, ASTM, etc. to maintain product quality, life-safety and professional integrity throughout the construction industry and related building code bodies.
Web Site Strategy

13. Design
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   – Web trends
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Search Engine Optimization

- Key words
- Registering your site
- Meta tags
- Pay per click
Google Analytics Example

- www.google.com/analytics
#18 Video

- YouTube
- Flickr
#19 eCom Etiquette

- **CAPS** - On the Internet, the use of capital letters is considered shouting. It's ok to use some capital letters and even some words in all capitals, but in moderation only.
- Check your spelling and grammar
- Remember whatever you write becomes public the second you hit “Send”
- Keep the size under 50K – check the size of attachments
- Respect the copyright on material that you reproduce. Cite all references, quotes and sources used.
eCom Etiquette cont’d

• Take care with sarcasm and humor. You may inadvertently put the wrong message across.
• When sending email to multiple addresses, and the people on the list do not know each other, respect their privacy by putting the list of names in the Bcc.
• Just because someone appears arrogant in a communication to you, it doesn't mean that you should reflect the tone.
Social Networking

20. The landscape
21. Why it’s important
22. How to get started
23. Building a strategy
#20 The Landscape
Impact of Social Networking

- Two-thirds of the world’s Internet population visit a social network or blogging site and the sector now accounts for almost 10% of all internet time. [Social networking] has overtaken personal Email to become the world's fourth most popular online sector after search, portals and PC software applications.
#21 Why It’s Important

Figure 3: The total amount of time spent on Facebook increased by 566%

Source: Nielsen Online, Global Index, December 2007 – December 2008

*Global* refers to AU, BR, CH, DE, ES, FR, IT, UK & USA only
Figure 5: Facebook’s greatest growth in global¹ audience numbers has come from people aged 35-49

Source: Nielsen Online, Global Index, December 2007 – December 2008. E.g. Between Dec 07 and Dec 08 there was a 3.7 million global increase in the number of 2-17 year old males visiting Facebook

¹ ‘Global’ refers to AU, BR, CH, DE, ES, FR, IT, UK & USA only
Figure 15: Social networks have the greatest mobile web reach in the UK and US

Unique Mobile Internet Audience (000s) Q4 2008

Source: Nielsen Online, Mobile Media View, Q4 2008. E.g. 23% of UK Mobile Web users (1.96 million people) visited a social network through their mobile phone in Q4 08
#22 Getting Started

- Pick one
- Join and play with it
- Create one for your coop – it’s easy, it’s free, if it doesn’t work it’s okay – you try something else
- Find out if your audience is already on a site and build a community there
# 23 Five Phases of Social Media Marketing

- Discovery
- Strategy
- Skills
- Execution
- Maintenance
#24 Make it Simple

- Take small steps
- Test your communication
- Ask for help
- Look for resources that already exist
- Don’t start from scratch if you don’t have to
#25 Don’t Forget In Person Communication

• It’s the most persuasive
• It builds relationships
• It complements any ecommunication you do
• It gives you feedback
Jeanne Sheehy
VP and CMO of Bostrom
jsheehy@bostrom.com

QUESTIONS?