Tuesday Tune-Up:

Impactful Communication Strategies

June 2, 2020

Featuring:

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Impactful Communications Strategies

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"Strategy without tactics is the slowest route to victory. Tactics without strategy are the noise before defeat."

Sun Tzu, The Art of War
Elements of a Strategic Plan

1. Situation Analysis
2. Goals & Audience
3. Positioning & Key Messages
4. Strategies & Tactics
5. Measurement & Evaluation
Goals

“If you do not know where you are going, it does not matter which road you take.”

– Lewis Carroll
Audiences

- Male
- Caucasian
- U.K. nationality
- Large family
- High net worth
- Born in 1948

Demographics alone don’t cut it.
WHY?

The key question that must be answered to develop a powerful segmentation strategy. This will allow us to group consumers according to the different reasons why they seek the defined solution.
The reference market distinguishes the part of the total market that offers the best advantages to the firm. It must be expressed, as is the company’s Mission, in terms of a **SOLUTION**.

**ABEL AXIS**

- **What** is satisfied?
- **Who** is satisfied?
- **How** is it satisfied?

Source: Lambin
Positioning

The perception, offered by the company, that resides in the consumer’s mind regarding the nature of the company, its products, and/or its brand relative to the competition.
Goals-Strategies-Tactics

- Goals = Desired outcomes
- Strategies = Ideas to accomplish goals
- Tactics = Actions to execute strategies
Marketing Communications

Just like in the private sector, nonprofit organizations must influence behavior in a wide range of target markets:

- Clients
- Donors
- Volunteers
- Staff
- Policy makers
- Media

The behavioral influence business is exactly what marketing communications is all about.
Communications Model

Sender

Encoding

Transmission Device

Decoding

Receiver

Noise

Feedback
Digital Communications
Marketing Communications

Advertising
Community Relations
Direct Marketing
Guerilla Marketing
Investor Relations
Point of Sale
Public Relations
Social Media
Telemarketing

Branding
Digital Marketing
Event Marketing
Interactive
Packaging
Product Placement
Sales Promotions
Sponsorship
Trade Shows
Case studies:
2019 Give a Hoot outreach tactics

- ASPEN
- Western Sustainability Exchange (WSE)
ASPEN July newsletter:

July 18th
Lunch & Learn
Livingston Food Resource Center
12:00 - 1:00 pm
Becoming an Ally for LGBTQ

ASPEN Farmer’s Market “alert” newsletter:

GIVE A hoot
Park County Community Foundation’s Giving Challenge

NOW is the time to GIVE a Hoot & Support ASPEN!
VISIT us TONIGHT (July 18) at Farmer’s Market!

ASPEN is participating in the First Annual Give-A-Hoot Giving Challenge and the site is OPEN FOR BUSINESS!
Please go to the button below and link to ASPEN’s page & make a gift before midnight on August 8th. Any amount will help us reach our goal.
Spread the word on social media using #GiveAHoot49
Thank you in advance for your donation!

GIVE-A-HOOT is LIVE!!
ASPEN is participating in the First Annual Give-A-Hoot Giving Challenge!
Please go to the button below and link to ASPEN’s page - all gifts must be made by midnight, August 8th!
Thank you in advance for your donation!

DONATE TO ASPEN - GIVE A HOOT

FOLLOW US ON SOCIAL MEDIA!
ASPEN social media posts:

Give-A-Hoot!
Help ASPEN reach its goal!

We have raised $17,576 of our $20,000 Goal!
Make a donation BEFORE midnight August 8th.
Every dollar adds up!

- Victim & Survivor Advocacy
- Emergency Shelter & 24 hour Support Line
- Support Groups
- Queer / Straight Alliance
- Educational & Awareness Programs

GIVE NOW — Click on LINK ABOVE!

THANK YOU!!!
WE DID IT!
ASPEN surpassed its goal and raised $20,342

Through
GIVE-A-HOOT!!
Western Sustainability Exchange postcard:

When YOU support WSE, YOU are:

- Protecting soil, water & air
- Strengthening rural economies
- Preserving agricultural heritage
- Increasing access to healthy food
- Preserving spectacular landscapes
- Reducing greenhouse gas emissions

You are protecting one of the last intact ecosystems remaining on the planet and some of the most important wildlife habitat in the world!

Please Donate
https://www.westernsustainabilityexchange.org

Personalized “QR code”
Questions?

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