



Marketing Public Health

Job Aid

What is a marketing brand?

- 1** A marketing brand is the expression of the value of the organization, product, or service. Branding creates a differentiated presence in the market.

What are the four pillars of an organization's brand?

- 2** The four pillars of an organization's brand are:
1. Messaging – how the program is talked about; needs to be compelling, concise, clear, and consistent
 2. Graphic Identity – visual brand; look and feel of communication materials (i.e., colors, font, imagery, logo)
 3. Marketing Communication – integrated plan to communicate the brand across touchpoints
 4. Behaviors – experience the target audience has based on the staff's actions

What is the process for building a strong marketing communications plan?

- 3** The process for building a strong marketing communications plan is:
1. Identify the organization's and program's mission
 2. Outline the program high level goals
 3. Define and research the target audiences
 4. Outline the core umbrella messaging
 5. Define sub-messaging by target audience
 6. Determine specific SMART goals and the communication tactics

How should programs and organizations manage multiple target audiences?

- 4** Instead of spreading out available resources to reach all potential target audiences, prioritize the target audience groups and focus resources on the top priorities.

What are the three key elements of umbrella messaging?

- 5** The three key elements of umbrella messaging are:
1. Elevator pitch – what do you do?
 2. Brand proof points – what are your strengths?
 3. Brand personality – what is it like to work with your team?

What should an effective communication plan look like?

- 6** An effective communication plan should be:
- Compelling – strong call to action
 - Integrated – reflected across all your touchpoints
 - Measurable – grounded in strategic goals and evaluated against those goals
 - Holistic – surround the target audience with a variety of media likely to reach them
 - Targeted – focused on your target audience

What are some questions to ask when considering using social media for marketing communication?

- 7** Some questions to ask when considering using social media for marketing communication are:
- Is your audience there?
 - How are they using the tool?
 - What content will you be able to generate consistently?
 - Who will manage that effort?
 - How will you know if it's working?

What are some guiding principles when using social media for marketing communication?

- 8** Some guiding principles when using social media for marketing communication are:
- Someone has to faithfully generate content and ensure a consistent voice
 - Repurpose everything – always look for ways to reuse content
 - Video and photos build engagement especially on a tool like Facebook where you need to differentiate your message on a crowded news feed
 - Although it is free to post to social media, there are a lot of hidden costs – especially staff's time

What are some best practices for ensuring an organization fully delivers on the promise of its brand?

- 9** Some best practices for ensuring an organization delivers on the promise of its brand are:
- Creating a high impact visual identity that is consistent with brand messaging, unique, high quality, easy to use, flexible, and enduring
 - Training your team to deliver a consistent message
 - Ensuring staff behavior creates a customer experience that is aligned with the brand

Why is tracking success important?

- 10** Tracking is critical to the long-term success of the program. You need to measure along the way to see if you are on track to achieving your specified SMART goals, and course correct if not. Regardless of if you are asked for the data, it is important to ensure that your staff, funders, and other key decision makers are aware of your efforts, and what is successful. Tracking will also help you know where to focus your energy and function in the future.

How can I learn more?

- 11** LPHI *On Your Time* trainings and resources
- <http://sites.bu.edu/masslocalinstitute/training/on-your-time-tranings/>
 - <http://sites.bu.edu/masslocalinstitute/resources>
- Manual of Laws and Regulations Relating to Boards of Health
- <http://www.mass.gov/eohhs/docs/dph/emergency-prep/board-of-health-manual.pdf>