Introduction

Learning Objectives
Welcome to the course, Marketing Public Health.

- By the end of this course you will be able to:
- Describe the four pillars of building a strong brand
- Outline the steps for developing an effective marketing communications plan which includes:
- Understanding the mission and goals
- Knowing the audience
- Identifying the core umbrella messaging
- Defining messaging by target audience, and
- Identifying and prioritizing tactics
- Describe the importance of educating the staff and other stakeholders on desired brand behaviors, and
- Identify and track success metrics.

Meet Maria
Meet Maria. Maria is a program manager with a Drug Free Community Organization, known as DFC, dedicated to ending opioid addiction. She has been tasked with creating a brand and marketing campaign for the program. Like many public health professionals, marketing is not her "real" job. Given everything on her plate, and the visibility of this particular project, she needs to create a high impact campaign in a very resource-efficient way.

During this course you will follow Maria's story as she learns more about developing an effective marketing communications plan. For the sake of simplicity, we specifically chose to feature a highly focused community organization in this module, but the principles, strategies, and tactics outlined in the course module can be applied universally.

Maria's Agenda
The course is broken into four key sections.

You will be asked to provide your insights and thoughts as you follow Maria's journey. To support you in this process, a job aid is available for you to print. The job aid is a valuable resource that can be used during the training and following the course as you implement what you've learned.

Pillars of a Strong Brand
Let's begin with the pillars of a strong brand.

Unsure where to start, Maria begins by contacting her long term friend and mentor, Jack, to get his advice. Click on Jack to view his thoughts.

What is a Brand?
Jack talked about the importance of a strong brand. But Maria wonders, what is "brand" anyways? Select the choice that best describes a marketing brand.

Brand Perception
Maria wonders about all of the things that impact brand. What are your thoughts? Which of the following impact the perception of an organization's brand? Select all that apply.

Pillars of an Organization's Brand

As she ponders branding for her program, she continues her research and learns there are four key pillars that make up an organization's brand.

Click on each to learn more.

Pillars of a Strong Brand Summary

Maria now has an understanding of the pillars of a strong brand. Take a moment to review her notes.

Developing an Effective Marketing Communications Plan

Maria is excited to jump in and develop the marketing communications plan for her program. Through research, Maria has identified a process to follow to build a strong marketing plan.

Mission and Goals

She begins by considering the first two steps.

These first two steps answer the questions "Why do you exist?" and "How do you define success?" What are your thoughts? Can you match the question that is answered with the step?

Maria's Mission and Goals

Take a moment to review the mission and goals that Maria had identified. Then click next to continue in the course.

Who is the target audience?

Knowing her mission and goals, Maria is ready to define and research her target audiences. In order to develop messaging that's compelling to her audiences, Maria and her team have to really understand them — who they are, how they are segmented, what they currently think of her program and other programs like it, and what they need & expect from a program like hers.

Maria calls a meeting with her team to gather their thoughts. She asks her team who they think the target audience of the communication plan is. Click to view responses.

Prioritize the target audience

After gathering input Maria realizes that given their current funding, marketing efforts could be stretched thin across these audiences. She decides to push the team to prioritize. Click to view their thoughts.

The team has agreed to focus on addicts, their families and first responders.

It is always a best practice to ensure that all of your marketing decision-makers agree on your audiences, and how you have prioritized them. Given limited resources, it's highly unlikely that you can market with the same volume to each audience. Prioritization enables you to effectively distribute resources.

Maria's team is ready to learn more about each of the three groups they have identified as a top priority.

Understanding the Audience

What are your thoughts? Which of the following approaches can the team take to learn more about the program's target audiences? Select all that apply.

Audience Message Matrix

Fast forward in time. Maria and her team have completed a good amount of research on each audience group. In order to organize all of the information, Maria begins an audience message matrix. The matrix includes:

- A brief description of each audience segment

- An overview of their key concerns around opioid addiction, and

- The audience's desired perception.

Later she will continue to build on this matrix adding targeted messaging and communication tactics for each group.

Click on each audience group to view Maria's matrix.

Steps to Building a Plan

Maria and the team have completed the first three steps and are ready to jump into messaging.

Effective Messaging: Four C's
Through researching best practices Maria has learned that effective messaging follows the four C's:
- Compelling
- Concise
- Clear
- Consistent

Click on each for additional information.

Two Types of Messaging

Every campaign should include two types of messaging – umbrella messaging and target audience sub messaging. Umbrella messaging is the core set of communications and brand for all audiences. This is the foundation from which all messaging is built. However, this alone is not enough to capture the attention of all audience groups. Therefore sub-messaging is also required.

Sub messaging is customized ….and while it is aligned with core messaging it is targeted in nature to the prioritized audience.

Umbrella Messaging

Umbrella messaging contains three elements – brand proof points, an elevator pitch and brand personality. See if you can match each element to the description.

Advice on Umbrella Messaging

Maria is ready to develop core umbrella messaging for her program. She again turns to her long time mentor for some advice. Click on Jack to view the advice he shares about building umbrella messaging.Maria's Umbrella Messaging

Following Jack's advice, Maria has drafted her elevator pitch, brand proof points and brand personality. While this is not all of her messaging, here are some excerpts. See if you can match each excerpt with the category.

Sub-messages

Maria knows that her sub-messages should speak to the audiences' key concerns while still aligning with the umbrella message.

Click to view the sub messages Maria has drafted.

Step 6 of Building a Plan

Maria and her team are well on their way to building an effective communications plan. They have arrived at step 6 – Determining SMART goals and communication tactics.

Communication Tactics

Maria gathers the team again to ask them their thoughts about communication tactics. Click to view the list they pulled together.

Prioritizing Tactics

Feeling a bit overwhelmed, Maria calls Jack to ask him for his thoughts on prioritizing the long list of communication tactics her team has generated. Click on Jack to view his advice.

Effective Communication Plan

Using Jack's advice as a starting place she continues her search to learn more about each characteristic Jack mentioned. Match the characteristic with the description.

Maria Drafts Three Goals
Maria has drafted three goals. Take a guess. Which do you think is most effective?

Maria's Revised SMART Goals

Maria has revised her goals to be SMART. Take a moment to review them again. Then click next to continue.

Tactics to Achieve Goals

Maria pulls the team together once again to gain agreement around the goals and begin talking about tactics to achieve those goals. She tells the team that given their limited budget it is important that the tactics are highly impactful, minimize waste and are within a cost spectrum they can afford. Using the list developed from their previous meeting the team begins prioritizing tactics by audience group goals.

Tactics by Audience Group Goals

Take a moment to review the communication tactics Maria and her team have identified to achieve their goals and then click next to continue.

Social Media

As the team continues to build their plan they recognize it is important to understand what it will take in terms of money and staff time to execute on each of their tactics. For instance, one of Maria's team members, Adela, expresses an interest in modernizing the program's marketing efforts by using social media. She offers to research social media best practices. Click on the computer to view Adela's research.

Social Media: Questions to Ask

Adela identified five key questions to ask when using social media (and in fact, most tactics), as well as three guiding principles. Take a moment to review the research and click next.

Is Social Media Free?

After having read Adela's research, what are your thoughts? Is social media free?

Social Media Summarized

Adela summarizes her thoughts about social media for the team. This type of best practice research should be done around each type of plan tactic. Review her thoughts and then click next to continue.

Steps to Building a Plan
Maria reflects on the six steps her team has taken to develop a communications plan. Review the steps again and click next to continue.

Effective Marketing Communications Plan Summary

Excited about the plan, Maria summarized the best practices she has learned. Take a moment to review Maria's notes and click next to continue.

Delivering on the Brand

Now that the plan is in place, it is time to implement it and begin delivering on the brand.
Maria turns back to Jack for some more advice on next steps. Click on Jack to view his response.

Best Practices

Jack mentioned three best practices for delivering on the brand:
- Creating high impact visual identity
- Training your team to deliver the message consistently, and
- Ensuring the behaviors of the team align to the brand.

Click on each for a description.

Delivering on a Brand Summary

Maria and her team have begun implementing the program and delivering on the brand. Take a moment to review her notes regarding the best practices she has gathered.

Tracking Success

Now that the program is in full implementation, it's time to think about how to track success.

Maria asks her team members about their thoughts on tracking success. Select the team member with the best advice.

Measure Results

Maria asks her team member to share more about tracking success. Take a moment to review his thoughts and then click next to continue.

Tracking Success Summary

Here are Maria's notes from her meeting on tracking success. After reviewing, click NEXT to continue.

Conclusion

You have followed Maria through her journey of learning about:

- The pillars of a strong brand
- Developing an effective marketing communications plan
- Delivering on the brand, and
- Tracking success.

Congratulations

Congratulations! Thank you for participating in this course.

Good luck with your next marketing communications plan.