



Getting the Word Out

Developing a Plan,
Making it Work!



ETHOS (n):

*the distinguishing character, sentiment, or
guiding beliefs of a person, group, or entity.*

How We Get Things Done



Think



Create



Execute



Measure

A Communications Plan

- Requires planning & homework
- Should be fun
- Effective and efficient!

Target Audience Identification

- Who is it that you most want/need to reach?
- Is there an internal audience?
- Moms?
- Kids?
- Other?

Target Audience Research

- Not formal
- Ask around
- Pay attention
- Ask questions
- Listen

Barriers & Motivation

- What keeps them from participating?
- What can be motivating?
- Fun, Easy, Popular

Brand Positioning

- Why it's important
- Collaborative process
- Uncovered
- Exercise

Brand Positioning

To _____
Primary Target Audience

_____ is the
Brand Name

_____ that
Category of Reference

Unique or Defensible Point of Difference

Key Message Development

Based on your target audience ID answer these questions:

- What do they want to know?
- What do you want them to know?
- Who will they listen to
- Where do they get their information?

Outreach

Vehicles to Consider

- Social
- Digital
- Print/Flyers
- Kids
- Other moms

An Exercise

Putting it all together

- Working in small group – come together
- Develop message concepts and outreach plans

An Exercise

Be prepared to share with the group:

- Here is our idea
- Here is who we are planning to talk to
- Here is what we are going to say
- Here is where we are going to say it

ETHOS

VONT