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
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