



Marketing Communications 101 Workshop

Presented by the Whitehorse Chamber of Commerce

Facilitated by: Aasman Brand Communications

Date: 5 classes - September 19th, 26th, October 3rd, 10th, 17th 5 classes (Thursdays)

Time: 8:00am - 9:30am

Location: Aasman Offices – 402 Hanson St, Whitehorse

COURSE OUTLINE:

Wouldn't it be great to have a clear idea on how to proceed with your marketing? Some kind of strategy to guide your decisions on what to say, to whom, and how? It turns out, that strategy has been around for a long time. It's called the "Right" strategy: getting the right message to the right audience in the right way and time. Figure out what those 3 rights are for your organization, and you'll focus your marketing.

OK, we don't want to be glib about this – coming up with your 3 rights will take some work. But once you start focusing your marketing efforts by applying this strategy – and monitoring results – you'll find it gets easier and more effective over time.

This series of workshops from the experienced team at Aasman Brand Communications, will provide you with the theory behind marketing communications plus numerous practical approaches and methods to discover and get your own "3 rights" right.

The right message is the one that's playing on radio station WIFM. If you've got something to say to somebody, make it all about what's in it for them connect what people need and want with what your brand promises to deliver, in a way that is engaging.

The right audience consists of that 1, specific person you really, really need to communicate with. If you want to reach everybody, then you need to talk to somebody (who represents what matters most to every-likeminded-body). If your audience is everybody, then you're talking to nobody. If you want to be successful, you'll talk with them, not to them.

The right way & time is to choose to be in the same time & space your audience chooses to be in figure out how and where you can be in touch with them – go to their house, their phone, their social space, their community, their newspaper, all the media spaces they occupy. Understand your customer's jobs, pains, gains and decision journey then map a relevant media strategy.

1. THE RIGHT MESSAGE

Foundational principles and tools to communicate meaningfully and effectively with your audience.

- How can I turn my business features into customer benefits? What's the most important question, the one they almost never ask?
- How do I write copy?
- What makes online audiences different?

RM 101

1. Put your Brand into Words – your meaningful differentiation
2. Turn your Features into Benefits – answer the WIFM question
3. Make a Message Map – your song sheet and road map

RM 201

1. A Copywriting Strategy – the 6 P's for copy that works
2. Write Right – how you say is as important as what you say
3. Writing for online is not the same as for print – different expectations and what to leave out

2. THE RIGHT AUDIENCE

Identifying and relating to those consumers who are open to your marketing efforts.

- If I advertise across the Yukon, won't I reach everyone?
- How does knowing my audience increase my return on investment in advertising?
- How can I figure out who my audience actually is?
- What's a brand community and how do I get one?

RA 101

1. Audience Segmentation – who is your audience?
2. Empathy Mapping – who is your customer?

RA 201

1. Tools for understanding my audience – research, testing assumptions, data and the right questions
2. An introduction to Brand Community – the relationship between your brand and its audience

3. THE RIGHT WAY

Identifying your relevant communications touch-points and capitalizing on them with purpose.

- Should I focus more on earned media or stick with paid media?
- Where does my audience live in the communications world?
- How do I get started with Social Media Marketing?
- How do I figure out what a sponsorship is worth – what's the ROI?

RW 101

1. Identifying Communications Touch-points – when, where & how your brand talks to customers
2. Choosing the right Touch-points – knowing where the conversation is happening

RW 201

1. Keep your Online House clean – going online with purpose
2. Creating and Activating a Sponsorship Strategy – make a business case (with ROI) for sponsorship

RW 202

1. Social Media Marketing – make the decision, develop a strategy, get started