Successful Digital Marketing Strategy
Overview

DIGITAL MARKETING

- Social Media
- Video Capturing
- Email Marketing
- Blogging
- Website Presence
What in the heck is digital marketing?

• Basically anything that’s consumed on a screen.
  • Emails!
  • Texts!
  • Websites!
  • Social media posts!
  • Billboards? Maybe if they’re the light-up kind!

• The world is becoming increasingly digital
• It’s crucial to understand how we fit in
• Soon the robots will take over
Being social and stuff
Pros

- Content is spread **instantly**
- You make connections you never knew you had
- It’s a whole lot of fun
- *Sharing* information is easier than ever
  - Think about accomplishing tasks when you were growing up v. now…
Cons

• It’s a significant amount of work to maintain
• People can say whatever they want
• It’s easy to get discouraged
• Will consume your life and suck your soul
Know your platform

• How many social media platforms can you name?
• Picking the right one is key to success
• The “Big Three”
Develop a voice

• Social media is very **fun**
• Be **yourself**
• Take **pride** in your posts
We all aspire to be as great as this fast-food restaurant is at nurturing its brand.

Ok, we goofed. We meant to tell everyone we had Chicken Tenders, we just weren't loud enough. So WE HAVE CHICKEN TENDERS. CHICKEN. TENDERS. WE HAVE THEM. THEY ARE VERY GOOD.

Landon @landonyoung
Yo @Wendys I'm low key offended you didn't tell me you started serving chicken tenders smh 😒. You just gonna act like I didn't need to know about this deliciousness?? I thought we were closer than that.
#Branding

- Look & feel MATTER
- Consistency builds trust
- Become a true *team*
Handout time!
Sharing is caring
This is where I share!

Show All ↓

Post ➤
What we do is powerful. Let’s share it with the world.
Know who’s watching

- Utilize insights
- Not all social media are equal
- **Experiment**
- No wrong time to post content
Just like your life...

It helps to have things organized on social media.

• Decide on types of #content

• **Edit** diligently

• Don’t overload your followers

• **Short & Sweet**
## Charts are our friend

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>Video Post</strong></td>
<td></td>
<td>Fall Sports update!</td>
<td><strong>Photo Album</strong></td>
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<td>Share SOI Post</td>
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<td>Take out the trash</td>
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<td>Single-Photo Post</td>
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<td>Dog-sitting!</td>
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<tr>
<td>Local athlete profile</td>
<td>Post inspirational quote</td>
<td></td>
<td></td>
<td></td>
<td>Dinner with Bob &amp; Diane</td>
<td></td>
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<tr>
<td><strong>Video Post</strong></td>
<td></td>
<td></td>
<td></td>
<td>Local athlete profile</td>
<td></td>
<td><strong>LIVE! from XYZ event</strong></td>
</tr>
</tbody>
</table>
Post all the time sometimes

- Everybody has that one friend who posts too much...
- Always leave ‘em wanting more

Don’t go overboard!
It’s 2018. Everyone is on their phone.

(even the guy taking this picture)
We’ll do it live!

- **LIVE** is so popular, Facebook is now allowing users to upload pre-recorded videos that the public can interact with in real time
- But wait, there’s more!
Filters

Essential for coffee  Really fun for photos

Original.  New!
Your Internet Friends!

- Facebook
- Canva
- Pixlr
- YouTube
Capturing video
Video is...
When to shoot

• Big events

• Public speaking engagements

• Even “normal” occurrences
Activity!

Take out your phones. You won’t get in trouble. We promise.
Who did this? =(
Bless who did this!
Email marketing

Special Olympics Pennsylvania
Email Marketing!

- Email marketing is a powerful tool that your program can use to further engage your audience while spending minimal effort online.

- You can easily thank your donors, attract more volunteers, and spread our mission to a wider audience.
How to get started?

Choose your e-newsletter/e-communication distribution software.

Example:
- Constant Contact
- FeedBlitz
- MailChimp

Choosing a solid software in order to maximize your email marketing potential is essential. And, if you use hard copy newsletters, you can always send them via email as a PDF!
Build your distribution lists

• Create multiple subscriber lists that include various constituents groups (athletes, donors, volunteers, coaches, families, etc.).

• Utilize your time at competition and fundraising events to capture email addresses.
  • Set up a sign-in sheet

• Tech savvy? Add a form to your website (if applicable) or set up a Google form
  • *Tip:* Segment your email lists to send effective, targeted messaging your audiences will enjoy.
Create a content calendar

- Look at your year in advance and choose the best times and audiences to send your e-newsletters/e-communications.
  - Be careful to space out your communications to avoid spamming.
  - Make sure your content is designed specifically for your target audience.
    - Ex. Don’t send athlete practice info to corporate donors.
  - You wouldn't send the same type of information to prospective volunteers that you would send to current volunteers.
Create a content calendar (continued)

• Set a goal of e-newsletter issues/e-communications per a year.

• Incorporate fundraising event emails per year which use concise messaging, impactful imagery and prominent calls to action.
Creating your e-newsletter content

DON’T FRET!

- Gather information on your program such as reports on events, schedules of upcoming trainings, competitions and fundraisers.

- Recycle information from the State and National office.
Creating your e-newsletter content (continued)

- Keep all of the e-newsletter articles brief. Post short teasers that link to in-depth articles on SOPA’s site or your website (if applicable).
  - Subscribers receiving electronic newsletters are typically looking for material that is quick and easy to read.

- Keep layout simple and easy to read.

- After you write and edit the materials, double check dates, spellings and accuracy of your information. Have one other person (in addition to yourself) proofread the newsletter.
  - Remember to reference the Special Olympics Language and Style guidelines.
  - Use the correct Special Olympics logo/branding.

www.TinyURL.com/SOPADropbox
Blogging... .com
Isn’t blogging soooo 2006?

Yes!

But, also no.
There’s a place for us

- A place to **collaborate**
- Share *stories*
- Dive in depth
In a matter of days...

- Brand new blog design
- Fresh content
- A home for anything...
- But only with your help
  - Yes, you!

This existing blog will get a facelift!
Website Presence
Your Local Program Presence

Local Program Tab on the SOPA website
Help Keep Your Info Up-To-Date

Email:

njones@specialolympicspa.org

Or

Contact your Field Director

Area P
Contact: Joe Lillis
Address: PO Box 188
Carbondale, PA 18407
Phone: 570-756-2314
Email: specialolympicsareap@yahoo.com
Facebook Page

Armstrong/Indiana Counties
Contact: Matthew Slee
Address: PO Box 255
Ford City, PA 16226
Phone: 724-763-1521
Email: mjslee2002@windstream.net
Facebook Page

Huntingdon County
Contact: Cory Sisko
Address: 12449 Sawmill Road
Hesstown, PA 16647
Phone: 814-599-1194 (cell)
Email: huntingdonolympics@gmail.com
Facebook Page

Beaver County
Contact: Jim Binz
Address: 200 Cedar Ridge, Suite 214
Pittsburgh, PA 15205
Phone: 724-888-3095
Email: beavercountyspecialolympics@gmail.com
Facebook Page

Lancaster County
Contact: Lynn Lopez
Address: PO Box 7442
Lancaster, PA 17604-7442
Phone: 717-299-2930
Fax: 717-625-4095
Email: traininglancastercounty@gmail.com
Website: www.specialolympicslancastercounty.com/
Facebook Page

Lawrence County
Contact: Cindy McCullough
Address: PO Box 5505
New Castle, PA 16105
Phone: 724-652-4747
Fax: 724-652-8078
Email: smccullough@windstream.net
Website: www.s奥林匹克shutterfly.com
Facebook Page
New SOPA Website – TBA!

- Local Program page will resemble existing website page
- Plans down the line for Vsys integration to expand program content.
- Potential website templates are being researched/considered as a future offering.
Have an Existing Program Website?
Consistency, Consistency, Consistency…

Two Words:
FOLLOW BRAND
Website Content Management

EXISTING PROGRAM WEBSITES

Take 30 minutes with a blank page and start writing. Answer the following questions:

• Is the branding correct?
• Who are our audiences?
• What information would they like to know?
• How can we minimize future website updates?

Don’t take too long to write this… just state the facts, keep it simple.

Your goal is to see what's working and to find the best, most efficient ways to ensure your website content is constantly updated… and that you are relaying informative to your constituents!
Website Content Management

USE YOUR RESOURCES

- [www.SpecialOlympicsPA.org](http://www.SpecialOlympicsPA.org)
- [www.SpecialOlympics.org](http://www.SpecialOlympics.org)
- Monthly Update News
- Content Tools via [www.TinyURL.com/SOPADropbox](http://www.TinyURL.com/SOPADropbox)
Questions?

Further Questions? Please feel free to contact us:

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