



SUCCESSFUL MARKETING STRATEGIES



TIPS FOR SUCCESS

- Create a marketing plan
- Define success for YOU
- Give yourself time



CREATING A MARKETING PLAN



Brand

What is our brand's personality and voice?



Messaging

What are communicating to our audience?



Goals

What do we want to accomplish through marketing?



Audience

Who are we trying to reach? Where and how can we reach them?



GOALS

Example:

Goal

- Grow brand awareness to establish CMAC as a leader within Fresno's creative community

Objectives

- Increase social media following across platforms by 5% (approx. 1,000) by December 2023
- Increase our mailing list (MailChimp) by 3% (approx. 100) by December 2023
- 17,500 unique pageviews per month to CMAC site (2022 average was 15,968)



BRAND

Ask:

- Who are we?
- What is the voice and tone of our organization?
- What is our personality?
- What is our relationship to our audience?

Example: "CMAC is a customer service organization at heart. Transactions don't just happen here. Relationships are formed, connections are made and the audiences vary. We aim to serve our members, guests and community with patience, care and compassion and believe that, in doing so, the services, training, and programs we provide to the community are that much more fruitful. Our brand is fun and inclusive and our messaging is warm, friendly and welcoming."





AUDIENCE

Ask:

- Who is our target audience?
- Where do they engage with us?
- What are their interests?
- What motivates them?
- What messaging do they want to receive from us?

Create customer profiles for target audiences including demographics, goals for reaching out to this audience, how they engage with us, and key messaging.



Example:

CASEY

CMAC member, joined through a program like Youth Voices/The Big Tell



Demographics (Background, Interests, Motivations):

- Female, Latina, Age 15-25, student, day job
- Learning/expanding filmmaking skills

Engagement (Communication preferences?):

- Active on Instagram and YouTube
- Prefers to email or message on social media

Key Messaging (What resonates most w/ this persona?):

- Low cost membership with unlimited access to resources
- Connect with local filmmakers to expand creative network
- Build portfolio/resume reel





MESSAGING

Ask:

- Is this message/communication mission-centric?
- What action do we want our audience to take?
 - Take a workshop/attend an event
 - Sign up for membership
 - Donate

Call back to the marketing goals and organization brand.

Example: "All messaging should be geared at sharing CMAC's impact in the community in an effort to build brand recognition, establish CMAC as an essential community resource, and encourage people to connect with us to learn more."





YOUTH VOICES

**Documentary filmmaking program
for local junior high and high
school students**

- **FOCUS:**
Raise awareness of program; recruit applicants, drive tickets "sales"
- **GOAL:**
Receive 40 applications





YOUTH VOICES MARKETING

Breakdown of time spent
on specific marketing
strategy

Direct Marketing
35%

Press/Local Media
10%

Email Marketing
35%



Social Media
20%





RESULTS

Compared to 2020 and 2021
campaigns

30%

Increase in applications

56%

Increase in ticket "sales"





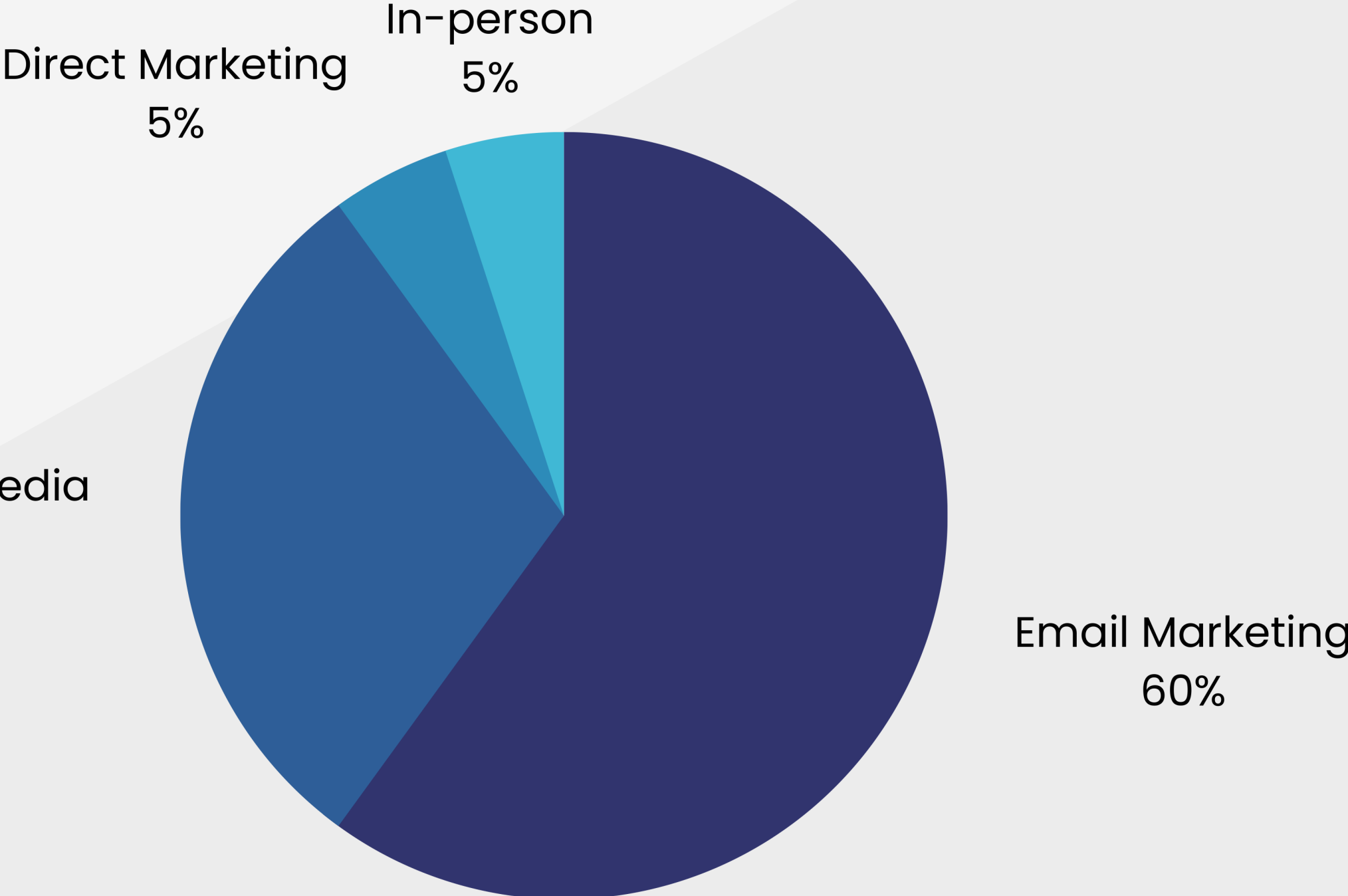
#GIVINGTUESDAY

National campaign to encourage giving following the Thanksgiving holiday

- FOCUS:
Share the importance of community media and media literacy education
- GOAL:
Raise \$1,000

#GIVINGTUESDAY MARKETING

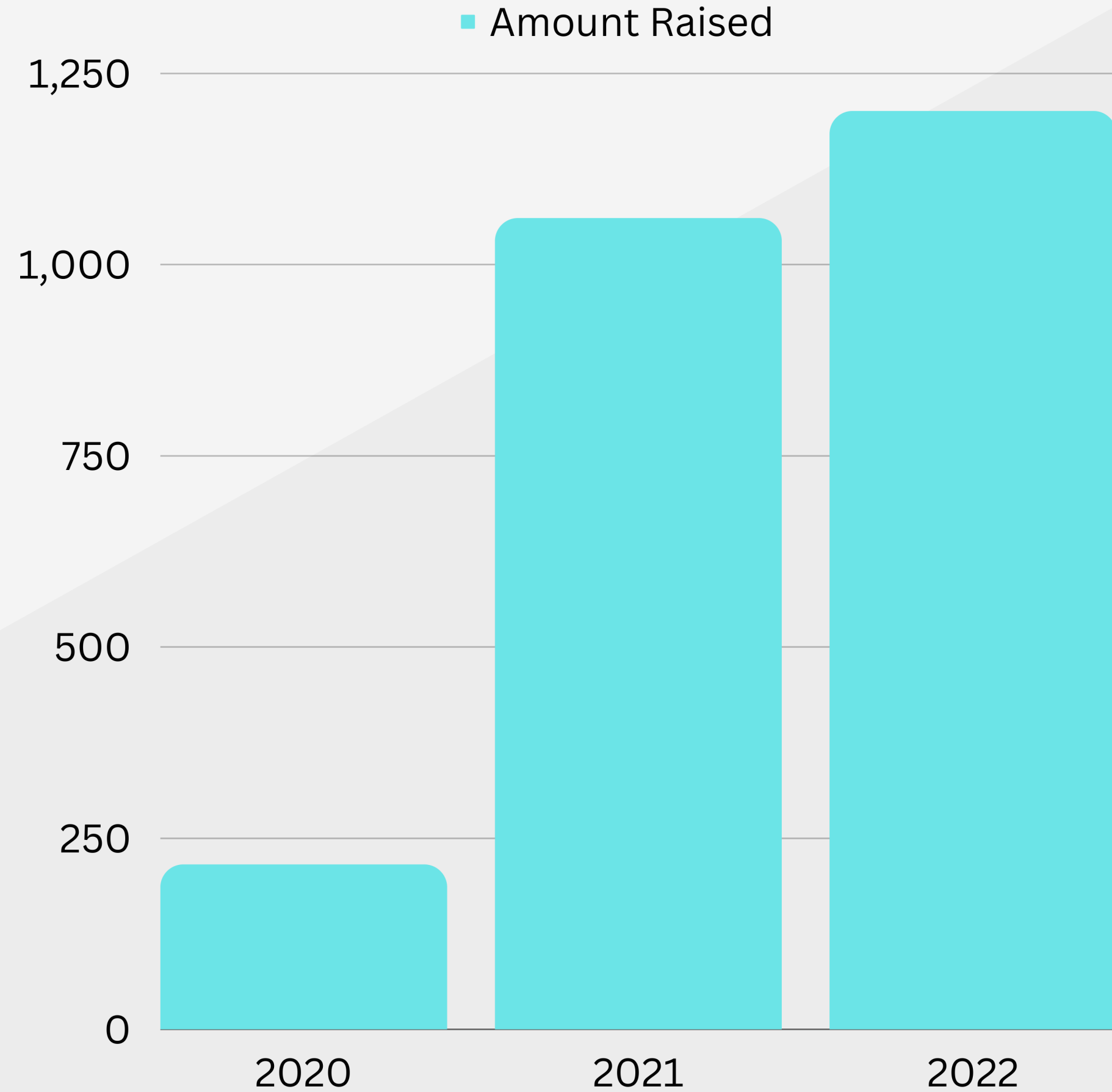
Breakdown of time spent
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strategy





RESULTS

Compared to 2020 and 2021 campaigns





YOUTH VOICES MARKETING TIMELINE



April 2022

Launch campaign
across all
platforms

September 2022

Promote screening
event

**February/March
2022**

Plan campaign
messaging and
marketing strategies.

June/July 2022

Highlight cohort start,
document
training/meetings,
plan screening promo

October 2022

Document screening
event to use in next
year's promo



#GIVINGTUESDAY MARKETING TIMELINE



November 2022

Launch campaign
across all
platforms

**September/
October 2022**

Plan campaign
messaging and
marketing strategies.

December 2022

Send thank you letters
to donors

TAKEAWAYS



Make a Plan

Identify your goals, brand personality, target audience and messaging.



Define Success

Decide what success looks like for your organization and each individual campaign.



Give Yourself Time

Make time to plan and prep and be ready to adapt as you go.



THANK YOU

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Scan me!

