SPREAD THE WORD

MARKETING GUIDE

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27 Marketing Strategies
for communicating our messages successfully

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Cause Marketing: Find a cause both your target audience and your organization care about. It can create magic for your projects.

Relationship Marketing: Focus on building relationships with you target audience instead of always exclusively trying to promote/sell them something (called transactional marketing). Target audience who love your brand and your projects more will also connect with your brand and your projects.

Offline Marketing: Utilize offline media channels to create awareness of projects' results. These campaigns can include radio and print advertising – including billboards, signs and pamphlets – telemarketing, and television ads.

Digital Marketing: Use various digital devices like smartphones, computers, tablets, or digital billboards to inform target audience and other stakeholders about your projects' results.

Word-of-Mouth Marketing: Create authentic word of mouth for your organization and the projects' results you present. Word-of-mouth Marketing is the passing of information from person to person by oral communication.

Call-to-Action Marketing: Convert more target audience on the web. CTA is a part of inbound marketing used on websites in the form of a banner, text, or graphic. The CTA prompts a person/target audience to click and move into the conversion funnel.

Undercover Marketing: Hide some of your projects' results best features. Sometimes not telling everyone everything can become a great source of buzz.

Transactional Marketing: Encourage engagement, awareness and action by using coupons, discounts, and promoting events.

PR Marketing: Work with the media to bring awareness to your projects' results and the benefits they offer.

Online Marketing: Discover ways to leverage the web. Most online strategic marketing efforts today are a mix of growth hacking strategies and a variety of awareness tactics that drive attention.

Email Marketing: Collect and organize emails for potential prospects and target audiences. Send them meaningful messages of value, while respecting their inbox.

Evangelism Marketing: Surprise, delight, and over-serve your target audiences so they will become voluntary advocates of what you offer and promote its features and benefits on behalf of your organization.

Event Marketing: Create events to engage, make aware and provoke action of your target audience.

Freebie Marketing: Provide your projects' results in a free informative form.

Newsletter Marketing: Write a newsletter that highlights some of the newsworthy things that have happened for the organization.

Content Marketing: Create and publish content on various platforms to give information about your projects' results to potential target audiences and to influence them.

Search Marketing: Make Google your business partner. These days, when people have questions they often don't ask their friends; they go straight for Google. Learn to master SEO-Search Engine Optimization techniques for your web pages.

Direct Mail Marketing: Communicate directly with the target audience, with advertising techniques that can include text messaging, email, fliers, catalog distribution and promotional letters.

Social Media Marketing: Engage your target audience through social media platforms such facebook, twitter, linkedin etc.

Inbound Marketing is the process of attracting the attention of prospects, via content creation, before they are even ready to "buy".

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Cross-Media Marketing: As the name suggests, multiple channels like emails, letters, and web pages are used to give information about projects' results to target audience in the form of cross promotions.

Promotional Marketing: Designed to stimulate a target audience to take action towards a certain goal, promotional marketing is a technique that includes various incentives, including contests, coupons, and sampling.

Mobile Marketing: Provides target audience with time- and location-sensitive personalized information that promotes goods, services, and ideas via mobile devices like smartphones and tablets.

Loyalty Marketing: Grow and retain existing target audience through incentives. It includes the use of point of purchase software that tracks transaction history or other forms of CRM to get to know individual target audience and provide them with the best service or products.

Guerrilla Marketing: Use unconventional and inexpensive techniques with imagination, big crowds, and a surprise element to market your projects' results. A popular example is flash mobs.

Influencer marketing introduces new content in the form of visuals and posts provided by influential people outside of the organization itself.

Community Marketing: Cater to the needs and requirements of your existing target audience (as opposed to using resources to attract new target audience). This promotes loyalty, trust and satisfaction and also gives rise to word of mouth within your organization's community.

Communication Channels
for communicating our messages successfully

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Digital Communications

- Website (organization and/or project)
- Blog (organization and/or project)
- Facebook
- LinkedIn organization page
- LinkedIn groups
- Instagram
- Flickr
- Twitter
- Google+ organization page
- Google+ circles
- Google+ communities
- Other Social Media Platforms
- Other Social Media Groups
- RSS Feeds
- Mobile: Text messages
- YouTube organization's or project's channel
- Advertising-Pay Pair Click
- Search Engine Optimization (SEO) Paid
- Search Engine Optimization (SEO) Organic

Public Affairs

- Briefings to educate and inform
- Formal Reports
- Connection with other projects
- Networking
- Publishing-Articles

Partner Communication

- Newsletter (print or email)
- Events such as trainings, workshops
- Roundtables or Forums
- Dedicated website

Media (online and offline)

- Newspapers
- Newsletters
- Magazines
- Local press
- TV
- Radio

Community Relations

- Board meetings
- Community meetings
- Networking
- Policy Briefs
- Publishing-Articles
- Events such as lectures, free workshops, exhibitions, fairs
- Roundtables or Forums
- Roadshows
- Street shows

Influencer Relations

- Digital engagement
- Content Marketing
- Networking
- Publishing-Articles
- Events such as workshops, trainings, fairs, conferences, seminars, lectures, speaking
- Roadshows

Internal Communication

- Intranet
- Newsletter
- Internal plasma screens
- Notice boards
- Posters
- Instant messaging

117 Content Types
for a Successful Content Marketing Strategy

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Main Content Types

- Articles
- Audio
- Blog Posts
- Case Studies
- E-Books
- E-Courses
- E-Magazines
- Email Marketing
- Infographics
- Newsletters
- Images-Photos
- Podcasts
- Presentations
- Social Campaigns
- Videos
- Webinars
- Website Content
- White Papers

Multiple Content Types

- Guides
- Worksheets
- Templates
- Checklists
- Research Reports
- Posters/Desktop Backgrounds
- Games
- Photo Galleries
- Mobile Apps
- Wordpress Plugins
- Testimonials
- Chrome Extensions
- Resource Library
- Guest
- Collaboration
- Interviews
- Q&A
- Quotes
- Testimonials
- Company News
- Product Announcements
- Comparisons
- Contests
- Search Engine Optimization
- interactive content/virtual reality

Website

- Forums
- News Releases
- Landing Pages
- Microsites
- Wikis/Dictionaries

Blog

- How To
- Lists
- Questions
- Why
- New Method
- Compiled Research
- Original Research
- Best Practices
- Transparency
- Personal Stories
- Customer Stories
- Opinions
- How I...
- Product Reviews
- Culture
- Metaphors
- Predictions
- Failures
- Republishing
- Comments
- Memes
- Animated gifs
- Hand-written notes etc.

Collaboration

- Syndication
- Guest Blog Posts
- Guest Podcasts
- Guest Webinars
- Referrals
- Pitch Packets
- Public Service Announcements
- Awards
- Polls
- Survey
- Quiz
- Curated Content

Audio

- Audio Blog Posts
- Interview Podcasts
- Segment Podcasts
- Solo Podcasts
- Audio Books

Video

- Vlogs
- Demos
- Live Streams
- Documentary Films

Social Media

- Forums
- Up-Vote Communities
- Social Networks
- Campaigns

E-mail

- Blog Post Emails
- Email Automation

Event

- Countdowns
- Workshops
- Conferences
- Meetups
- Twitter Chats
- Challenges
- Live Chats

Print

- Magazines
- Filers, Brochures
- Posters
- Newspapers
- Roll-up banners

Paid

- Sponsorships
- Social Media Ads
- AdWords
- Native Advertising
- Ads/Billboards
- Banners
- Radio-TV