



PARK COUNTY  
**COMMUNITY**  
FOUNDATION

**Tuesday Tune-Up:**

# **Impactful Communication Strategies**

**June 2, 2020**

Featuring:

**Eric Van Steenburg, Ph.D.**

**Assistant Professor of Marketing, Montana State University  
Jake Jobs College of Business & Entrepreneurship**



**GIVE A  
hoot**

Park County Community Foundation's  
Giving Challenge

Online skill-building workshop to enhance your Give a Hoot outreach.

# Impactful Communications Strategies



**Eric Van Steenburg**  
Assistant Professor of Marketing  
Jake Jobs College of Business & Entrepreneurship  
Montana State University



**"Strategy without tactics  
is the slowest route to  
victory. Tactics without  
strategy are the noise  
before defeat."**

Sun Tzu, The Art of War

# **Elements of a Strategic Plan**

- 1. Situation Analysis**
- 2. Goals & Audience**
- 3. Positioning & Key Messages**
- 4. Strategies & Tactics**
- 5. Measurement & Evaluation**

# Goals

*“If you do not know where you are going, it does not matter which road you take.”*

– Lewis Carroll

# Audiences

- **Male**
- **Caucasian**
- **U.K. nationality**
- **Large family**
- **High net worth**
- **Born in 1948**



**Demographics alone don't cut it.**

# Audiences

## WHY?

The key question that must be answered to develop a powerful segmentation strategy. This will allow us to group consumers according to the different reasons *why* they seek the defined solution.

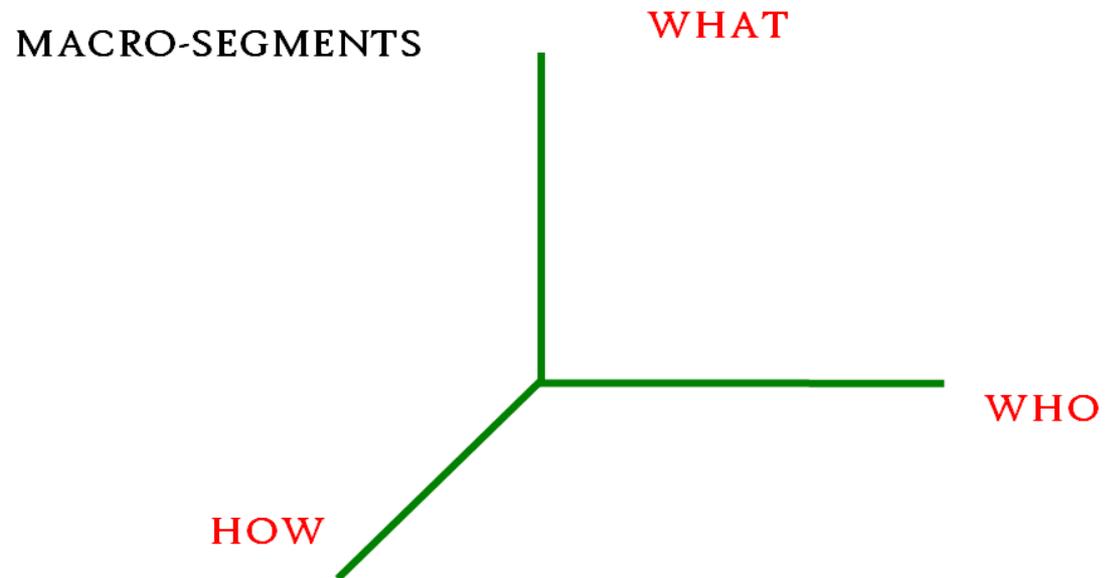


# Reference Market

The reference market distinguishes the part of the total market that offers the best advantages to the firm. It must be expressed, as is the company's Mission, in terms of a **SOLUTION**.

## ABEL AXIS

- **What** is satisfied?
- **Who** is satisfied?
- **How** is it satisfied?



# Positioning

**The perception, offered by the company, that resides in the consumer's mind regarding the nature of the company, its products, and/or its brand relative to the competition.**



# Goals-Strategies-Tactics

**Goals**      **→**      **Strategies**      **→**      **Tactics**

- **Goals = Desired outcomes**
- **Strategies = Ideas to accomplish goals**
- **Tactics = Actions to execute strategies**

# Marketing Communications

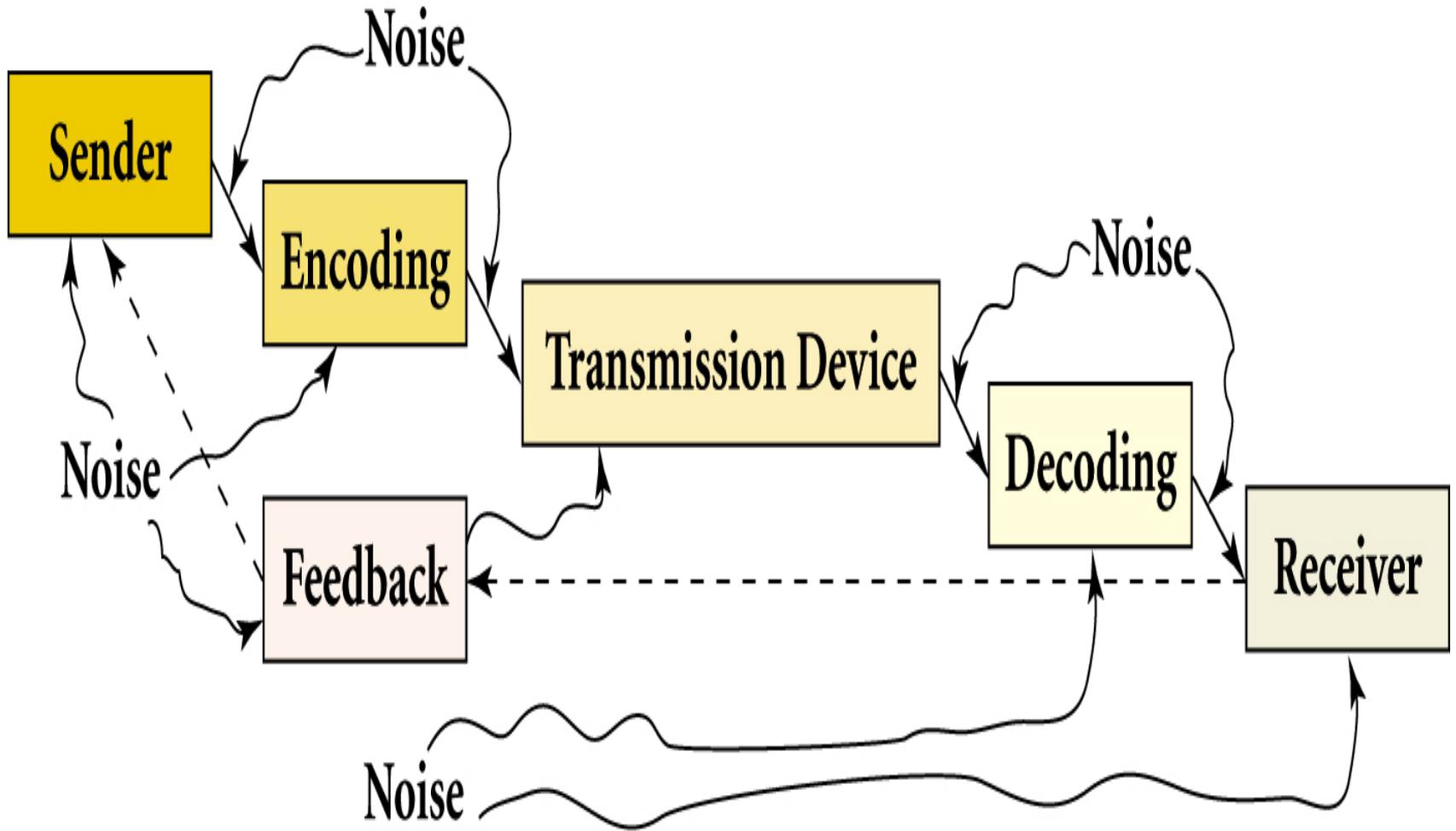
Just like in the private sector, nonprofit organizations must **influence behavior** in a wide range of **target markets**:

- Clients
- Donors
- Volunteers
- Staff
- Policy makers
- Media

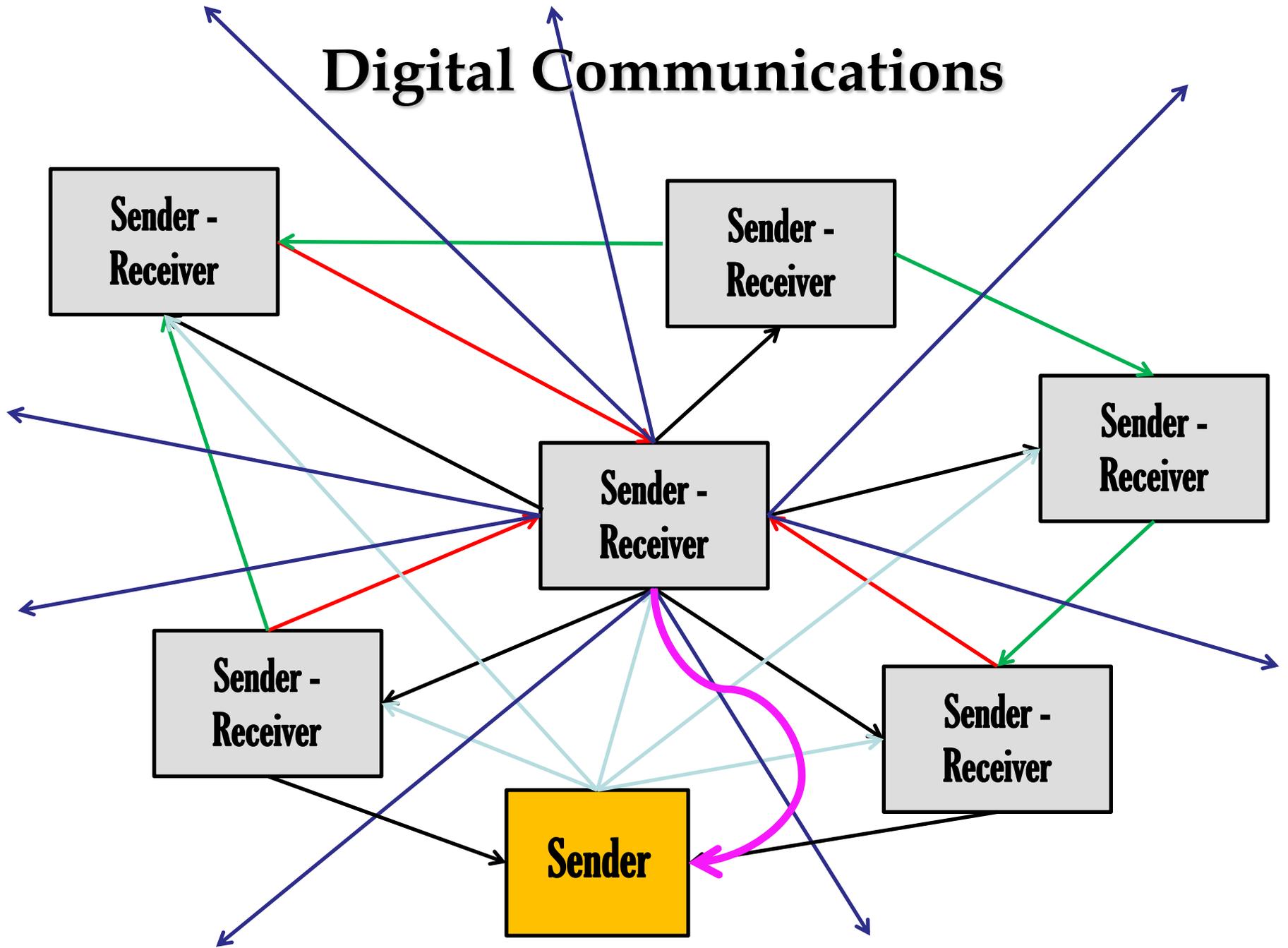


The behavioral influence business  
is exactly what marketing communications is all about.

# Communications Model



# Digital Communications



# Marketing Communications

**Advertising**

**Branding**

**Community Relations**

**Digital Marketing**

**Direct Marketing**

**Event Marketing**

**Guerilla Marketing**

**Interactive**

**Investor Relations**

**Packaging**

**Point of Sale**

**Product Placement**

**Public Relations**

**Sales Promotions**

**Social Media**

**Sponsorship**

**Telemarketing**

**Trade Shows**

## **Case studies:**

### **2019 Give a Hoot outreach tactics**

- ASPEN
- Western Sustainability Exchange (WSE)

# ASPEN July newsletter:

# ASPEN Farmer's Market "alert" newsletter:



## July 18th Lunch & Learn

Livingston Food Resource Center  
12:00 - 1:00 pm

### Becoming an Ally for LGBTQ

Join ASPEN and its discussion about becoming an ally to the community's LGBTQ members.

This discussion will be sure to engage members in a thoughtful and productive conversation about the best ways to engage.

The lunch is free but registration is required and can be done by following the link below.

You must register for this event.  
Free lunch with registration.  
<https://www.brownpapertickets.com/event/4273886>

[Register HERE](#)



# GIVE A hoot

Park County Community Foundation's Giving Challenge

**GIVE-A-HOOT is LIVE!!**

ASPEN is participating in the First Annual Give-A-Hoot Giving Challenge!

Please go to the button below and link to ASPEN's page-- All gifts must be made by midnight, August 8th!

Thank you in advance for your donation!

[DONATE TO ASPEN - GIVE A HOOT](#)

**FOLLOW US ON SOCIAL MEDIA!**

**FOLLOW US ON SOCIAL MEDIA!**

FIND US ON FACEBOOK AND INSTAGRAM FOR GREAT RESOURCES, INFORMATION AND INSPIRATION!

[f](#) [i](#)

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411 E. Colfax Street (Street)  
Livingston, MT 59001  
www.aspenmt.org  
Office: 406-533-3333  
Aspen Support Line: 406-533-8154



**FOLLOW US ON SOCIAL MEDIA!**






# GIVE A hoot

Park County Community Foundation's Giving Challenge

**NOW is the time to GIVE A HOOT & Support ASPEN!**

**VISIT us TONIGHT (July 10) at Farmer's Market!**

ASPEN is participating in the First Annual Give-A-Hoot Giving Challenge and the site is OPEN FOR BUSINESS!

Please go to the button below and link to ASPEN's page & make a gift before midnight on August 8th. Any amount will help us to reach our goal.

Spread the word on social media using #GiveAHoot491

Thank you in advance for your donation!

[DONATE TO ASPEN - GIVE A HOOT](#)

You are invited to attend!

## Media Literacy Training

with Tessa Jolls  
CEO & Director of The Center for Media Literacy



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**FOLLOW US ON SOCIAL MEDIA!**



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## ASPEN social media posts:

**Give-A-Hoot!**  
Help ASPEN reach its goal!



*We have raised \$17,576  
of our \$20,000 Goal!*

Make a donation **BEFORE** midnight August 8th.  
Every dollar adds up!

-  Victim & Survivor Advocacy
-  Emergency Shelter & 24 hour Support Line
-  Support Groups
-  Queer / Straight Alliance
-  Educational & Awareness Programs

**GIVE NOW** ~~ Click on [LINK ABOVE!](#)

**THANK YOU!!!**



*WE DID IT!*  
*ASPEN surpassed its goal  
and raised \$20,342*

**Through  
GIVE-A-HOOT!!**



# Western Sustainability Exchange postcard:



**GIVE A  
hoot**

When YOU support WSE, YOU are:

- Protecting soil, water & air
- Strengthening rural economies
- Preserving agricultural heritage
- Increasing access to healthy food
- Preserving spectacular landscapes
- Reducing greenhouse gas emissions

*You are protecting one of the last intact ecosystems remaining on the planet and some of the most important wildlife habitat in the world!*

Please Donate



Western  
Sustainability  
Exchange

<https://www.westernsustainabilityexchange.org>



Personalized  
“QR code”

# Questions?

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