



# NAP Marketing Webinar

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## About Me

- Janae Nkansah
- Mayoral Fellow, current Master's of Public Policy student at University of Chicago
- BBA in Marketing, McCombs School of Business at The University of Texas at Austin
- Hometown: Houston, TX; family is from Ghana
- Artistic experience: elementary school art club, stage manager in 8<sup>th</sup> grade production class



# Agenda

Goals for Training

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Marketing vs. Outreach

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Marketing Vocabulary

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Types of Marketing

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How to Build a Marketing Plan

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Group Exercise



# Goals for Webinar



# Goals for Webinar

- Differentiate between marketing and outreach
- Become familiar with marketing jargon
- Understand different types of marketing
- Develop marketing plan

Disclaimer: We do not expect you to go into this much detail on your applications!






# Marketing vs. Outreach



# Marketing vs. Outreach

- **Marketing:** action or business of promoting and selling products and/or services
  - Primary goals: increasing audience, generating interest and awareness
  - Ex. Attending a neighborhood meeting to tell residents about your event
- **Outreach:** providing services to any population who might not have access to those services otherwise
  - Primary goals: community engagement, building relationships
  - Ex. Attending a neighborhood meeting to listen to what the community is lacking

For NAP, **outreach is extremely important** and should be top of mind when planning your project. Marketing is a useful tool for promoting your event but should **NOT** act as a replacement for outreach.





# **Marketing Vocabulary**





# Marketing Vocabulary

- **Content:** any piece of information that's created to be viewed by an audience. Ex. blog posts, email newsletters, social media posts, videos, print brochures
- **Call to action (CTA):** a prompt that encourages consumers to take a certain action. Ex. "click now" button
- **Engagement:** a connection and relationship marketers build over time with their customers. Ex. clicking a link, commenting on a social media post





# Marketing Vocabulary

- **Platform:** tool or location used to market your product or service. Ex. Instagram
- **Unique selling proposition (USP):** what exactly makes your product stand out in comparison to the competition around it. Ex. Local artists





**Pop Quiz!** What do USP and CTA stand for? Can you think of CTAs or USPs that apply to your project?




# Types of Marketing



# Digital Marketing

**Digital marketing:** use of digital channels (ex. Internet) to market products/services to potential customers

- **Paid ads**
    - Can be bought on any social media platform and websites like Google
    - “Sponsored” posts
  - **Email and Text**
    - Great if you have access to a group of people’s contact information or newsletter
    - Reminders
  - **Social Media**
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# ★ Social Media Platforms



## Instagram

- Photo, video, Reels, stories
- Great for youth, young adults, parents



## Twitter

- Short text
- Humor and memes
- Great for youth and young adults



## Facebook

- Events, long text
- Great for adults, parents, seniors



## Tik Tok

- Short videos
- Viral-ability
- Great for youth



# Print Marketing

**Print Marketing:** use of physically printed media to market products/services to potential customers

- Flyers
- Posters
- Public art
- Business cards
- Local news outlets
- Swag
- Content marketing





# Word of Mouth Marketing

**Word of Mouth:** use of personal experience and dialogue to market products/services to potential customers

- Cheapest form of marketing!
- Ask each person in your network to share with 2 other people
- Community leaders can be a great resource
  - Alderpeople
  - Religious leaders
  - Community activists
  - School officials
  - Local businesspeople







**Pop Quiz!** I want to market my after-school arts program to parents. Name one digital marketing platform and one type of print marketing I should use.



**Pop Quiz!** I want to market my after-school arts program to parents. Name one digital marketing platform and one type of print marketing I should use.

- Instagram and Facebook
- Flyers at the school



# **How to Build a Marketing Plan**



# Audience

- The first step in creating a marketing plan is **establishing your audience**
- Your **audience determines everything** that goes into your marketing plan – platform, location, frequency, type of marketing, etc.
- You want your audience to be as **specific** as possible
  - Some marketers create a **customer profile**. A customer profile is just a detailed description of the exact person you intend to attend your event.
- Ex: Englewood youth with disabilities ages 10-12, elderly Logan Square residents interested in painting



# GOST Framework





# Goals

- What is the **overall goal** you hope to achieve by marketing your event?  
What are you trying to achieve?
- General “**how**” you will market your project
- **Aims** of your marketing
- Ex. I want to increase the number of followers interacting with my social media posts





# Objectives

- What are the **measurable outcomes** you hope to achieve through marketing? What is your **specific target**?
- Specific **“how”** you will market your project
- This is where your **audience** comes in!
- Ex. Increase social media engagement by 20%





# Strategies

- What are the **intangible, broad ideas** you have for? How will you achieve your objectives?
- General “**what**” you will do to market
- Ex. Include a call to action in every social media post







# Tactics

- What are the **tangible actions** you will take to market your project?  
Which techniques will you implement?
- Specific “**what**” you will do to market
- **Activities and jobs** to be done
- Ex. Add a poll to my Instagram story, encourage TikTok followers to like posts for more content, ask a question at the end of my Facebook post





**Pop Quiz!** What is the first step in creating a marketing plan?



**Pop Quiz!** What is the first step in creating a marketing plan?

- Establishing your audience




# Group Exercise



# Help Aliya Build a Marketing Plan

Aliya has applied for a NAP grant and after receiving funding, now wants to start marketing her project. Her project is a 4-week creative writing workshop for Bronzeville residents age 60+. At the end of the program, Aliya would like the participants to have a showcase for the Bronzeville community.

- Who is the audience for the creative writing workshop? For the showcase?
  - What platforms would be best for marketing the creative writing workshops? For the showcase?
  - Provide an example of Aliya's creative writing workshop marketing plan using the GOST framework.
  - Provide an example of Aliya's showcase marketing plan using the GOST framework.
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## **What We Learned**

- Difference between marketing and outreach
- Became familiar with marketing jargon
- Understand different types of marketing
- How to develop a marketing plan





**Thank you! Any Questions?**