



HAGER SHARP

IDEAS THAT MAKE A DIFFERENCE

HOW TO: PLAN YOUR CAMPAIGN

Presented by Trish Taylor
ttaylor@hagersharp.com

An **approach** to communications planning that **focuses actions** on the accomplishment of **clear goals & objectives**.



Gives you a clear path forward

HAGER SHARP



Keeps the end goal in mind



Ensures a well-coordinated approach

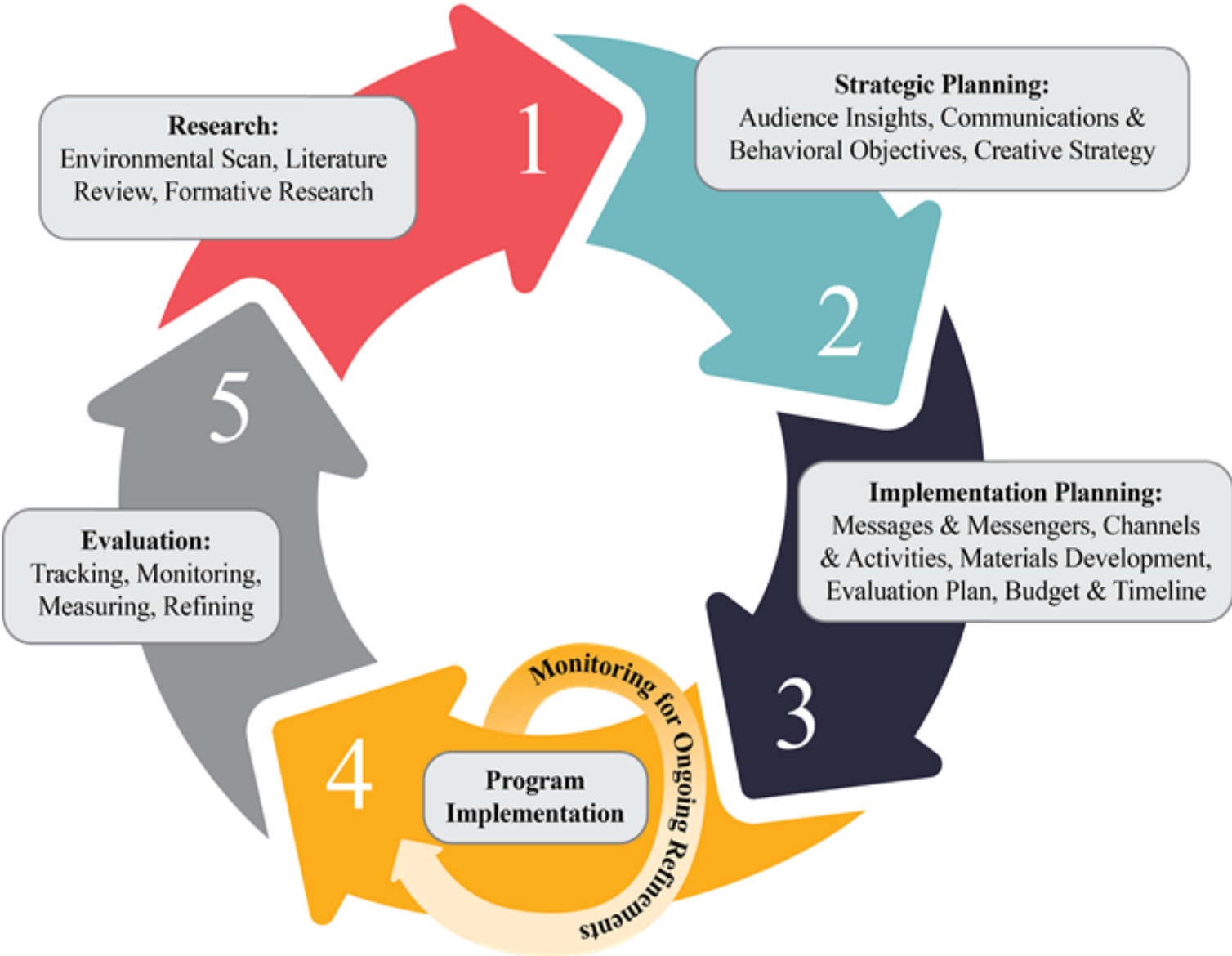


Provides a roadmap to guide all communications efforts

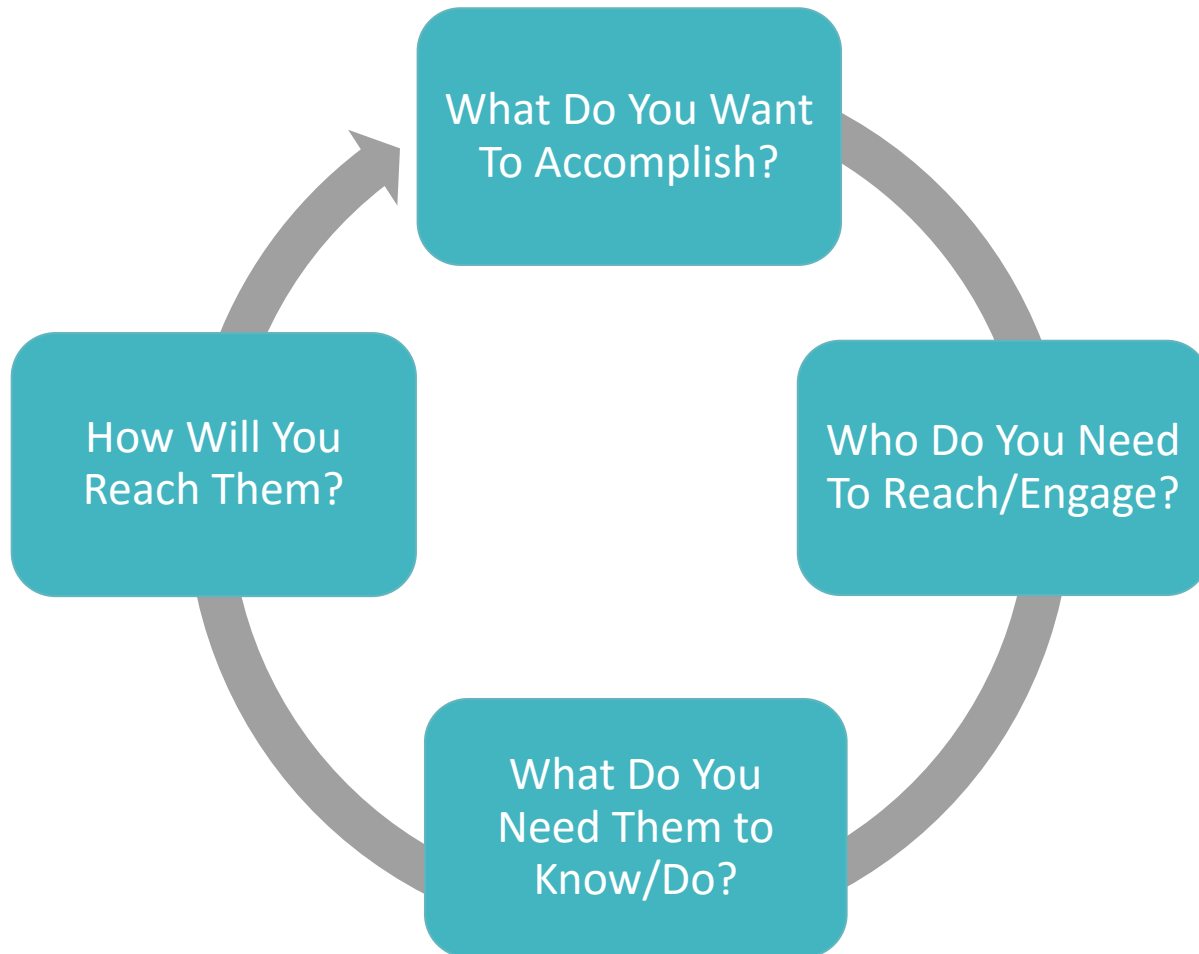
What does it entail?



CAMPAIGN LIFECYCLE



4 KEY “QUESTIONS”



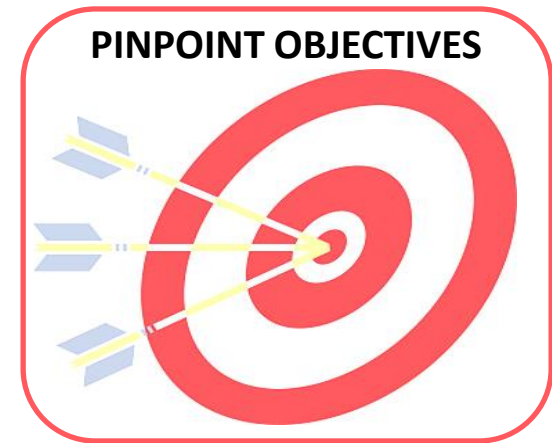
WHAT DO YOU WANT TO ACCOMPLISH?

Setting Clear Goals and Objectives

WHAT DO YOU WANT TO ACCOMPLISH?



Provides overall direction



Specific measurable statements of what needs to be accomplished to reach the goal

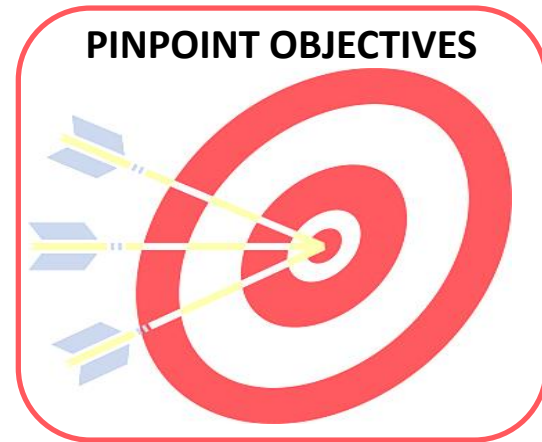
MEANINGFUL OBJECTIVES ARE SMART



GOALS VS. OBJECTIVES



Reduce Opioid Use



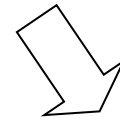
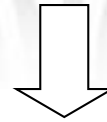
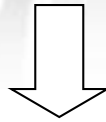
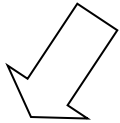
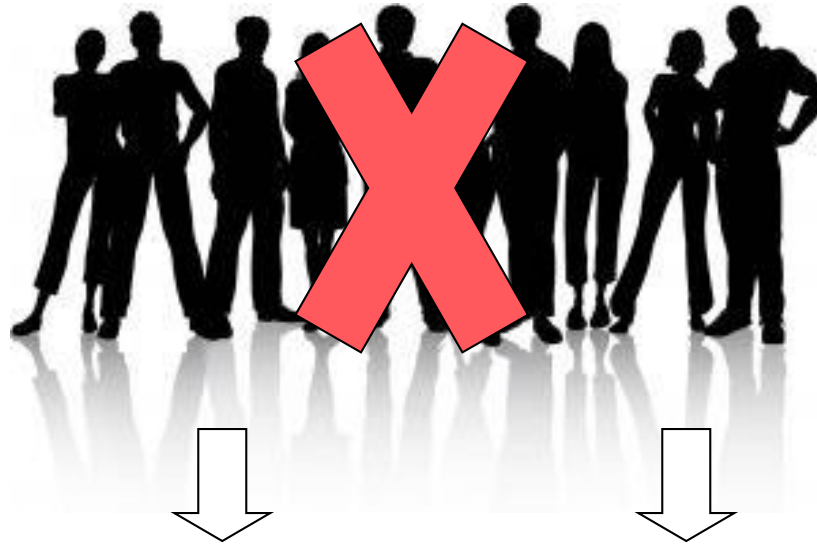
- Increase the number of opioid users who seek treatment*
- Limit/reduce prescribing of opioids by Health Care Providers*
- Increase parental awareness of opioid use and motivation to monitor teen behaviors*

* Within X County, within 1 year, etc.

WHO DO YOU NEED TO ENGAGE?

Defining and Segmenting Your Audience

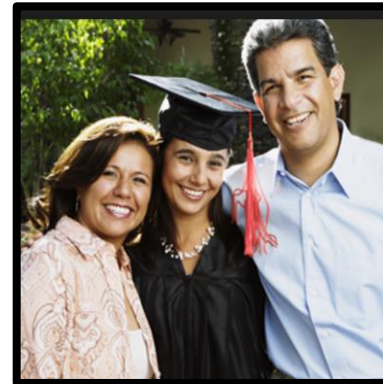
THERE IS NO “GENERAL PUBLIC” AUDIENCE



Health Care Providers



Policy Makers



Parents



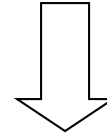
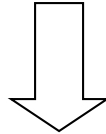
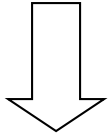
Teens

AUDIENCE SEGMENTATION

A marketing technique that targets a group of customers with specific characteristics.

Breaking a market into parts and then concentrating your marketing efforts on one or a few key parts.

Separating the population into subsets by common attributes (e.g. age, income, product preference, etc.).



Segmentation:
Grouping, analyzing, and describing audiences for the purpose of reaching and motivating them

CRITICAL AUDIENCE RESEARCH QUESTIONS

- Who is the target of my program/campaign?
- What do they know, think, feel about this topic?
- What do we want them to do?
- What are the barriers that stand in the way?
- What values are most important to this audience?
- What channels are best to reach them?
- What influencers/organizations do they trust?

INSIGHTS & STRATEGY



WHAT DO YOU NEED THEM TO KNOW/DO?

Developing Messages

KEEP IT SIMPLE

- A strong and consistent message platform clearly defines issues and engages audiences
- 3-4 simple messages
 - Fewer are not enough; more are harder to recall
 - Plain language is important
 - Consistency and repetition are essential

A Message Is....

A carefully **considered set of words** to explain or advocate a specific point of view that is:

- Simple
- Credible
- Persuasive
- Memorable (and repeatable)

A Message is NOT...

- A Thesis
- A Detailed Defense
- A Speech
- An Answer to Every Question
- An Advertisement
- A Slogan (It really is not a slogan!)
- A Verbatim Quote (No Memorization!)

THE MESSAGE BOX

Helps you:

- Develop and deliver concise messages to support, enhance and advance your central point of view
- Stay “on-message” and out of trouble

Offers:

- A mechanism to organize your thoughts
- A filter to help you focus on core issues
- A tool to help you make a concise and impactful statement

Why Is This Important?
Why Should I Care?

(Urgency)

I Can Do This
(Self-Efficacy &
Empowerment)

CORE MESSAGE

What I Can Do or
Should Do
(Steps To Be Taken)

Go to [X.org](#) To Learn More
(Call To Action)

AT THE END OF THE DAY

To be effective, a message box must be:

- Truthful & thoughtful
- Credible and proven (or provable)
- Rigorous
- Exciting, inspirational (or, at the very least, interesting)



A good message box cannot fix a bad idea

HOW DO YOU REACH THEM?

Choosing Your Tactics & Channels

TACTICS, CHANNELS, & TOUCHPOINTS





THANK YOU

