

Your Brand Plan:

Marketing Your



Webinar #1 of a 4-part series

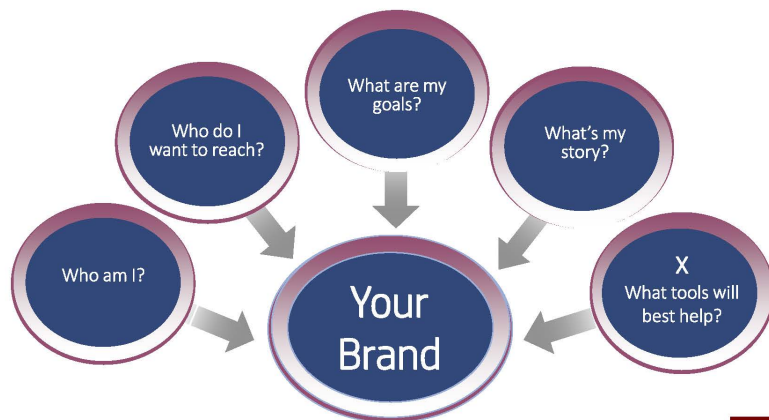
1. Develop Strategy
2. Implement Tactics

To keep people safe, alive, and within the law!



Developing Strategy is Key!

1. Who am I?
 - PEST
 - SWOT
2. Who do I want to reach?
 - Define personas
3. What are my goals?
 - Mission statement
 - SMART goals
4. What's my story?
 - Features vs. Benefits
 - Persona's pain point
 - Solution story
 - Competitive Advantage
5. What tools will best help?



1. Your Board's Turn: PEST Questions

<p style="text-align: center;">Political</p> <ul style="list-style-type: none"> Legislative changes? Law changes? Industry standards changing? Oversight agencies and board rulings? Crime, rioting, wars? What other political factors do you believe are affecting or will affect your brand? 	<p style="text-align: center;">Economic</p> <ul style="list-style-type: none"> Adjustments in industry trends? Economic market shifts? Changes in cost of personnel? Changes in cost of supplies/services? Particular city or region affected? What other economic factors do you believe are affecting or will affect your brand?
<p style="text-align: center;">Social</p> <ul style="list-style-type: none"> Migration/moving pattern impact How does what people value tend to favor (or not favor) the line of work you are in? Cultural expectations affect? What's popular and trending? Religious changes? Age and demographic trends? What other social factors do you believe are affecting or will affect your brand? 	<p style="text-align: center;">Technological</p> <ul style="list-style-type: none"> Online vendors (legal/accounting/others) making it easier for quality services? How do "competitors" use technology, and is it superior to you? How do social networking sites & apps impact your brand? What new technology is affecting your brand? What other technological factors do you believe are affecting or will affect your brand?



1. Your Board's Turn: PEST Responses

<p style="text-align: center;">Political</p> <ul style="list-style-type: none"> TAC & 414 Changes New Governor likes/dislikes CS and resources increase/decrease New laws like David's Law as well as the Tobacco Minimum Age from 18 to 21 Immigration/Border Laws What other political factors do you believe are affecting or will affect your brand? 	<p style="text-align: center;">Economic</p> <ul style="list-style-type: none"> Change in Court Probation Fees New or Lost Grant Funds Possible Recession and Loss of top corporate and private family donations What other economic factors do you believe are affecting or will affect your brand?
<p style="text-align: center;">Social</p> <ul style="list-style-type: none"> Influx of people to Texas & population increase Immigration with new cultures, languages, customs More children in single parent households Millennials now make up majority of workforce and hold greatest purchasing power as consumer groups What other social factors do you believe are affecting or will affect your brand? 	<p style="text-align: center;">Technological</p> <ul style="list-style-type: none"> Stats reporting tool changes When P3 Tips came out, or other versions roll out or other platforms develop Financial Records & Accounting Software What other technological factors do you believe are affecting or will affect your brand?

****Go back to your board and walk through this PEST exercise and fill in more in each category!**

Think through now what could impact your CS organization to help you prepare your response.



1. Conduct a PEST Analysis on your organization with your board

PEST Analysis Homework

<p>Political Factors <i>affecting you</i></p> <ul style="list-style-type: none"> • Legislative changes? • Law changes? • Industry standards changing? • Oversight agencies and board rulings? • Crime, rioting, wars? <p>• What other political factors do you believe are affecting or will affect your brand?</p>	<p>Economic Factors <i>affecting you</i></p> <ul style="list-style-type: none"> • Adjustments in industry trends? • Economic market shifts? • Changes in cost of personnel? • Changes in cost of supplies/services? • Particular city or region affected? <p>• What other economic factors do you believe are affecting or will affect your brand?</p>
<p>Social Factors <i>affecting you</i></p> <ul style="list-style-type: none"> • Do migration and moving patterns impact you? • How does what people value tend to favor (or not favor) the line of work you are in? • Do cultural expectations affect your line of work? • What's popular and trending, and do these things relate to your brand? • Religious changes? • Age and demographic trends? <p>• What other social factors do you believe are affecting or will affect your brand?</p>	<p>Technological Factors <i>affecting you</i></p> <ul style="list-style-type: none"> • What online vendors (legal, accounting & others) have made it easier to get quality services? • How do "competitors" using technology, and is it superior to what your brand is doing? • How do social networking sites & apps impact your brand? • What new technology is affecting your brand? <p>• What other social factors do you believe are affecting or will affect your brand?</p>

2. Conduct a SWOT Analysis on your organization with your board

SWOT Analysis Homework

<p>Your Brand <i>strengths</i></p> <ul style="list-style-type: none">•••••• <p>• What other strengths?</p>	<p>Your Brand <i>weaknesses</i></p> <ul style="list-style-type: none">•••••• <p>• What other weaknesses?</p>
<p>Your Brand <i>opportunities</i></p> <ul style="list-style-type: none">••••• <p>• What other opportunities?</p>	<p>Your Brand <i>threats</i></p> <ul style="list-style-type: none">••••• <p> </p> <p>• What other threats?</p>

3. Request 4+ people to conduct a SWOT on you. Report their findings below.
Suggested People to Request: Staff members; Sheriff or someone in law enforcement who works closely with your organization; Top Volunteer(s); Reporter covering safety/crime beat; Regular Donor; Local elected official; and others

Person Who Completed Below SWOT: _____

Strengths	Weaknesses
Opportunities	Threats

Person Who Completed Below SWOT: _____

Strengths	Weaknesses
Opportunities	Threats

Person Who Completed Below SWOT: _____

Strengths	Weaknesses
Opportunities	Threats

Person Who Completed Below SWOT: _____

Strengths	Weaknesses
Opportunities	Threats

4. Discover and Know the “Competition”

List organizations that are doing similar things you are:

- _____
- _____
- _____
- _____
- _____

Now, conduct a SWOT Analysis on each of them below. This will help you determine how you can emulate things they do well and pinpoint opportunities where your brand can fill a void.

#1 Organizational Name: _____

Organizational Website URL: _____

Why do you consider them a “competitor”? _____

What do they offer that you don’t? _____

What do you like that they are doing? _____

Strengths	Weaknesses
Opportunities	Threats

#2 Organizational Name: _____

Organizational Website URL: _____

Why do you consider them a “competitor”? _____

What do they offer that you don't? _____

What do you like that they are doing? _____

Strengths	Weaknesses
Opportunities	Threats

#3 Organizational Name: _____

Organizational Website URL: _____

Why do you consider them a "competitor"? _____

What do they offer that you don't? _____

What do you like that they are doing? _____

Strengths	Weaknesses
Opportunities	Threats

#4 Organizational Name: _____

Organizational Website URL: _____

Why do you consider them a "competitor"? _____

What do they offer that you don't? _____

What do you like that they are doing? _____

Strengths	Weaknesses
Opportunities	Threats

#5 Organizational Name: _____

Organizational Website URL: _____

Why do you consider them a "competitor"? _____

What do they offer that you don't? _____

What do you like that they are doing? _____

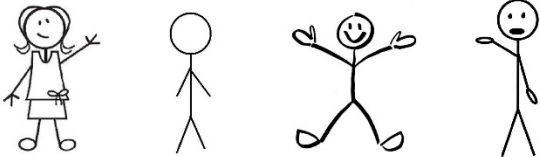
Strengths	Weaknesses
-----------	------------

Opportunities	Threats
---------------	---------

Who do you often communicate with now?

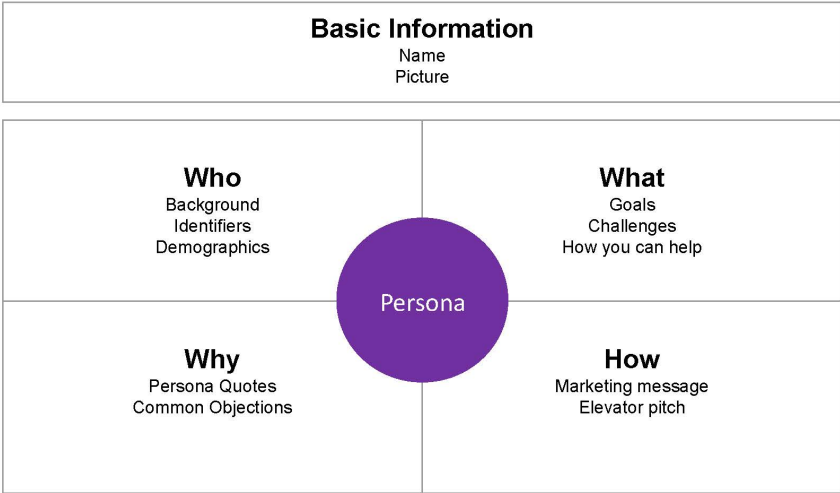
5. DEFINE YOUR PERSONAS:
List your core audiences (2-4 types of people)

Who do you want to build relationships with in the future?



- _____
- _____
- _____
- _____

Who else are your personas?



- Student Sally/Sam
- Parents Paul & Paula
- Donor Dave
- Tipster Tim & Tara
- School District Leader Laura
- Chief Chase
- Media Mary
- Volunteer Victoria
- Who else?





Student Sally



BACKGROUND

Title: High School Student

Industry: Education

Responsibilities: Attend and participate in class, do homework

Additional: may work part time in food service or as a babysitter



LEARNING

Favorite Blogs / Publications: School media, Instagram, what else?

Social / Associations: HS football team, church, debate club, ect.

Free Time / Hobbies: Babysits occasionally, dance team and in band, spends time with family and friends



GOALS

Enjoy HS by having good friendships and graduating with decent grades to enable my future whether that's college or something else



PREFERENCE

Demeanor : Laid back; easily influenced by peers

How they like to be reached: By Text, or Messaged on Instagram or on Snapchat



MARKETING MESSAGE

We will discuss this section on our next webinar #2. Stay tuned!



COMMON OBJECTIONS

We will discuss this section on our next webinar #2. Stay tuned!



ELEVATOR PITCH

We will discuss this section on our next webinar #2. Stay tuned!



DEMOGRAPHICS

Sex : Female

Age Range : 14-18

Income Range: \$10/hr part-time

Education: in high school

Location: In Brazos County (Bryan/College Station area)



QUOTES

I heard someone talk about a crime, but I'm not sure where to report it and afraid that I'll get hurt or ostracized if I snitch.



CHALLENGES

Unsure who can help me when I see/hear a crime. Afraid of coming forward and ruining social reputation



Persona Name Goes Here



BACKGROUND

Title:

Industry:

Responsibilities:

Additional:



LEARNING

**Favorite Blogs/
Publications:**

Social / Associations:

Free Time / Hobbies:



QUOTES

What does this persona routinely say? Put it here.



CHALLENGES

What does this persona routinely lose sleep over and have trouble doing? Put it here.



GOALS

What drives this persona? What do they use their time and resources to accomplish?



PREFERENCE

Demeanor :

How they like to be reached:



MARKETING MESSAGE

We will discuss this section on our next webinar #2. Stay tuned!



COMMON OBJECTIONS

We will discuss this section on our next webinar #2. Stay tuned!



ELEVATOR PITCH

We will discuss this section on our next webinar #2. Stay tuned!



DEMOGRAPHICS

Sex :

Age Range :

Income Range:

Education:

Location:



Persona Name Goes Here



BACKGROUND

Title:

Industry:

Responsibilities:

Additional:



LEARNING

**Favorite Blogs/
Publications:**

Social / Associations:

Free Time / Hobbies:



QUOTES

What does this persona routinely say? Put it here.



CHALLENGES

What does this persona routinely lose sleep over and have trouble doing? Put it here.



GOALS

What drives this persona? What do they use their time and resources to accomplish?



PREFERENCE

Demeanor :

How they like to be reached:



MARKETING MESSAGE

We will discuss this section on our next webinar #2. Stay tuned!



COMMON OBJECTIONS

We will discuss this section on our next webinar #2. Stay tuned!



ELEVATOR PITCH

We will discuss this section on our next webinar #2. Stay tuned!



DEMOGRAPHICS

Sex :

Age Range :

Income Range:

Education:

Location:

6. Fine-tune your Mission



Statement Ingredients:

1. Keep it short
2. Think big – tell the “why”
3. Be specific
4. Avoid jargon
5. Inspire & cast a vision to keep you focused



6. FINE-TUNE YOUR MISSION:

State your mission statement below, or answer these questions to develop one

Questions to ask:

- 1) What do we do?
- 2) Why did I start this organization/want to work here?
- 3) What do I want this organization's legacy to be?
- 4) How do I want to help people?
- 5) What value does our organization bring that's unique from others?

*If you have an organizational marketing plan, please email it to Texas Crime Stoppers Councilwoman Lauren Day at laurenhartday@gmail.com

**Next Webinar #2 is August 15th and will review what we covered in the first session and then move into defining goals and developing the marketing message for each of your personas. Webinars #3 and #4 will do a deep dive into specific tools and tactics in the following categories: website, social media, design & marketing collateral, events & external relations, email marketing, and media relations & advertising. Come with your questions. Let's get Crime Stoppers visible!