



# Develop an Effective Communication Strategy

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# 3 Things You Will Know When You Leave

01

IDENTIFY GAPS IN YOUR COMMUNICATION STRATEGY

02

4 STEPS TO TAKE YOUR COMMUNICATION STRATEGY TO THE NEXT LEVEL

03

ASSESS YOUR CURRENT COMMUNICATIONS AND EXECUTE YOUR NEW STRATEGY

# Where You Are

## **So you have....**

- A large audience
- Regular communication
- Basic reporting

## **But....**

- You don't know who they are
- Messaging is very broad
- You aren't sure if your efforts are ultimately effective



# Where You Want to Be

Defined Audience



Targeted Messages



Clear Outcomes



# 4 Steps to a Better Communication Strategy



**1**

**Define Your Organization's Outcomes**



**2**

**Understand Your Audience**



**3**

**Map Your Customer Journey**



**4**

**Design Communications to Fit Your Audience's Needs**



# Stop 1



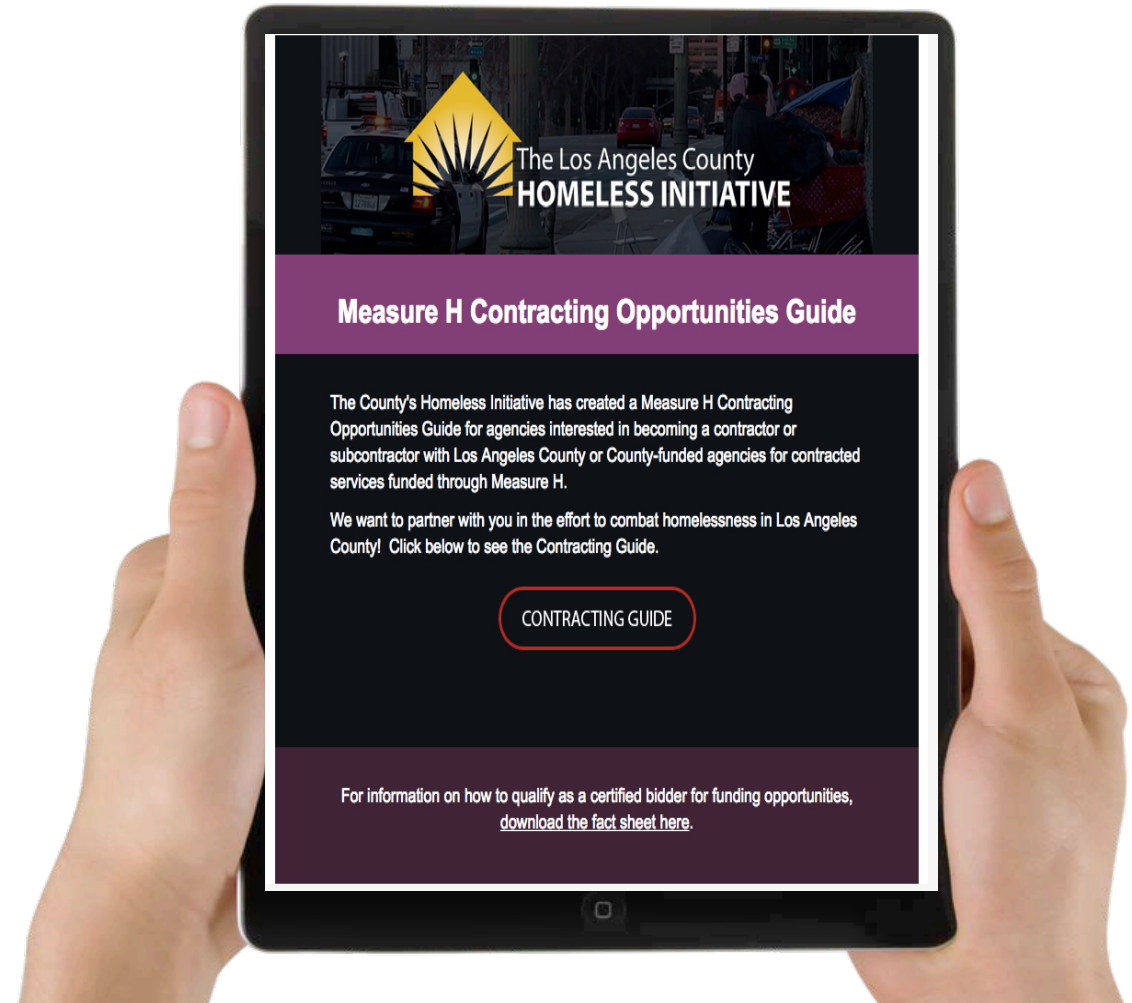
Define Your  
Organization's  
Outcomes

# An Example

Define Your Organization's  
Outcomes



- The LA County Homeless Initiative overall goal is to reduce homelessness in the county.
- There are a lot of outcomes between where the Initiative is now and ending homelessness.
- The communications team identified some of these outcomes and designed communication activities to get results.





# Questions to Consider

Define Your Organization's  
Outcomes



01

**What do you know about your organization's strategic priorities for 2018?**

- What are they?
- What are the highest priority?

02

**What does success for these initiatives actually look like?**

- What are the desired outcomes?
- How are these outcomes being measured or quantified?

03

**How can communication support these outcomes?**

- What types of communication would drive the right actions?

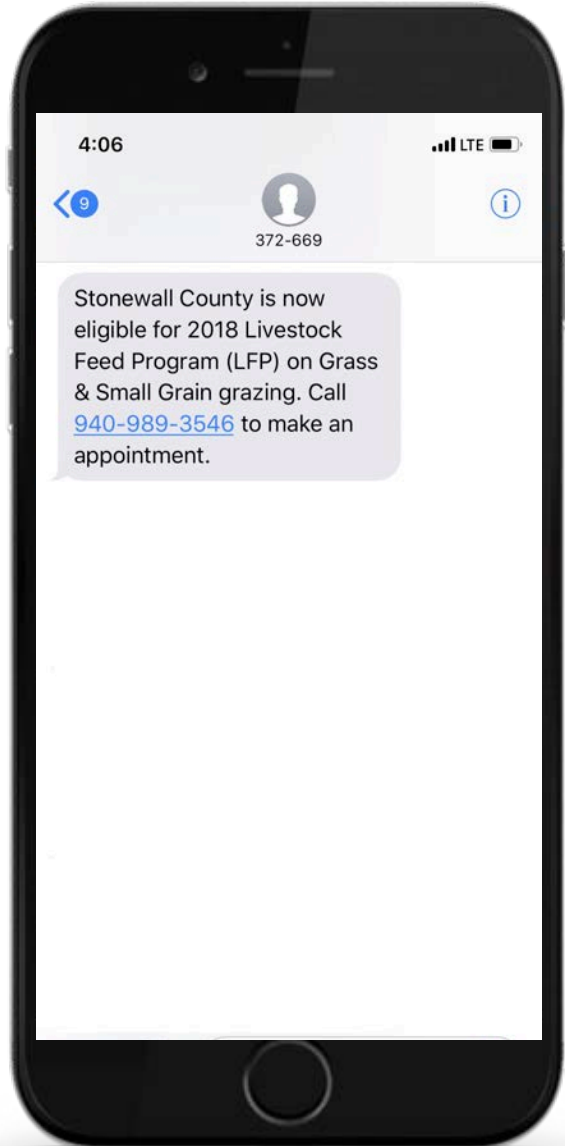
# Stop 2



Understand Your  
Audience

# An Example

Understand Your Audience



- The USDA needed to send program reminders to producers.
- Traditional email outreach was not effective because it was meeting producers where they were.
- The agency designed a text message program designed to meet producer needs.

# Questions to Consider

Understand Your Audience



01

## Who is your audience?

- Who are your core audience groups?
- What defines the differences between these segments?

02

## What do they want from you and what do you want from them?

- How are they trying to connect with you?
- Why are they interested in your content?
- What actions do you want them to take?

03

## What do you need to know about them?

- What information about them would help you communicate with them more effectively?

# Stop 3



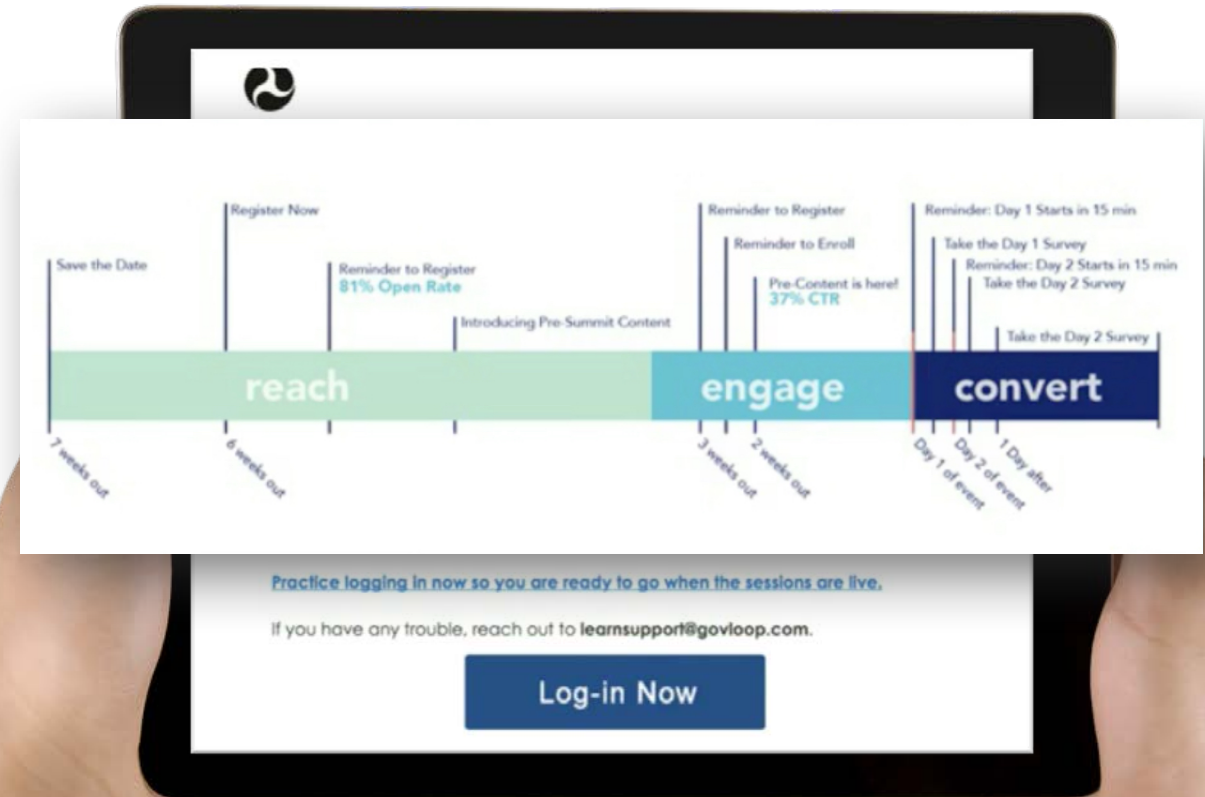
## Map Your Audience Journey



# An Example



- The Department of Transportation wanted to increase attendance at a virtual summit.
- The DOT created an audience journey map .
- The map identified all touch points from a Save the Date to post-webinar follow up.



# Questions to Consider

Map Your Audience Journey



01

## How does your audience interact with you?

- How did they find you?
- What channels are they using to interact with you?

02

## What information do they need from you at different points in their journey?

- What are they looking for when they first reach out?
- After they've gotten to know you, what do they still need from you?

03

## What actions do you want them to take at different points in their journey?

- What do you want them to do when they first reach out to you?
- How does that change over time?

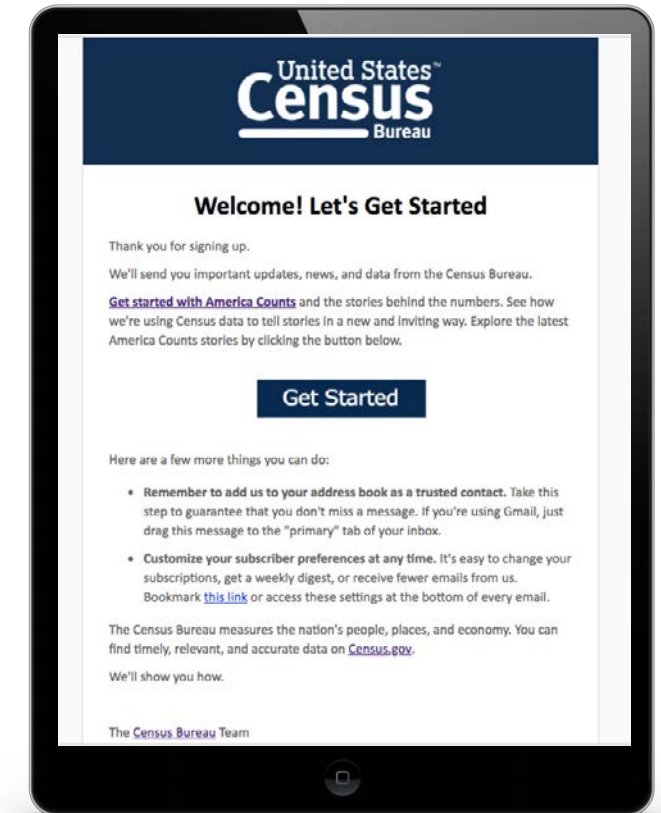
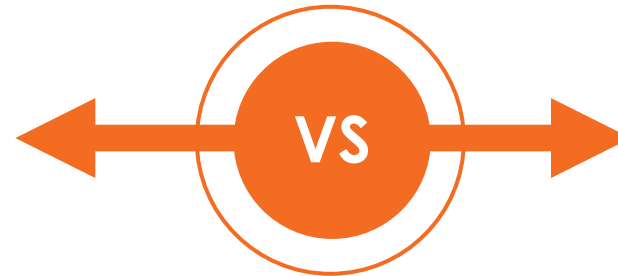
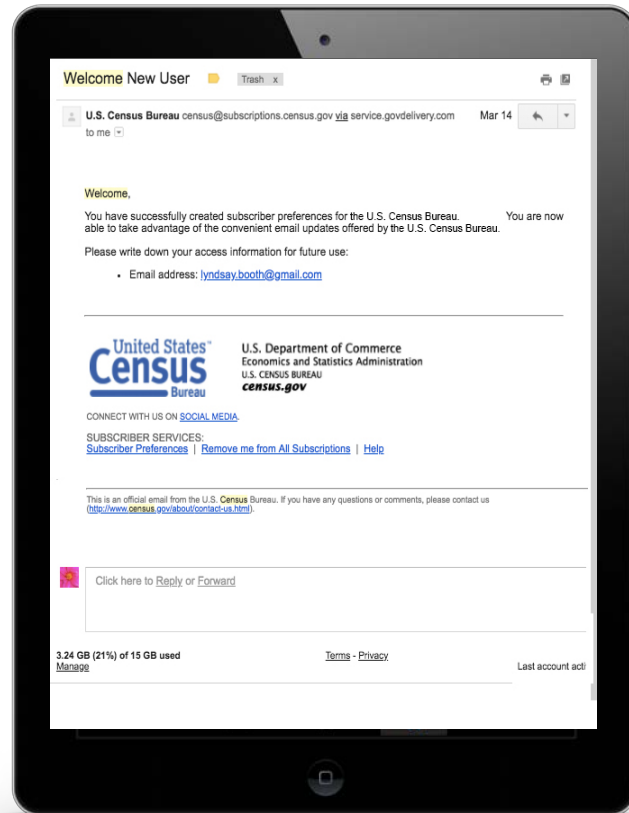
# Stop 4



Design  
Communications  
to Meet Your  
Audience's Needs

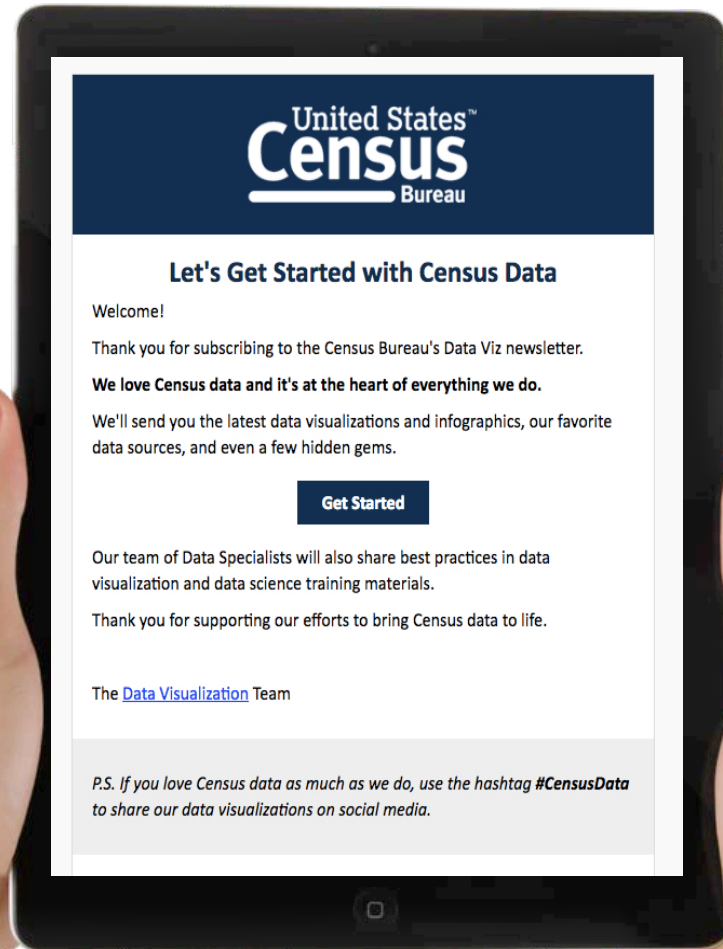
# Welcome Message

Design  
Communications to Fit  
Your Audience's Needs



# Special Interest

Design  
Communications to Fit  
Your Audience's Needs



- Audience members indicate their interests to you by selecting topics at sign up.
- Take advantage of that knowledge and get them that information as soon as they ask you for it.



# Awareness Messaging

Design  
Communications to Fit  
Your Audience's Needs

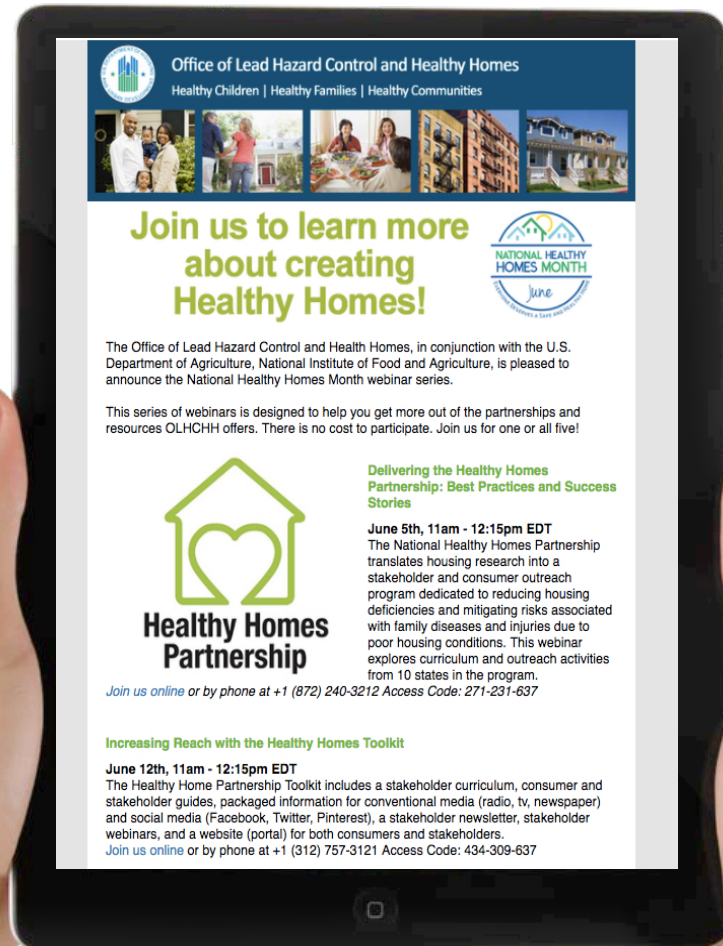


- Many agencies are tasked with building public awareness.
- Awareness can be a tricky concept to design specific communications for.
- Break awareness down into specific actions you want your audience to take.



# Behavior-Triggered

Design  
Communications to Fit  
Your Audience's Needs



- Often audience interactions with one message will inform the best information to send them in the second message.
- Include special links in your messaging so you can track audience behaviors.
- Use clicks on those links to segment your audience in subsequent messages.

# Questions?

