Making the most out of messaging and communications

Amanda Slider & Wendy Wasserman
DDAA Professional Development Conference
Cincinnati, Ohio
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Let's define marketing strategy
Today's plan of attack

Strategy to Tactical Execution

- Strategy
- Resources
- Content
- Measurement
- Implementation
How mature are you?

From Youngling to Jedi Master

“A goal without a plan, just a wish is.”
Your Audience Ecosystem

- Policymakers
- Influencers
- Implementers
- People You Serve
People and Budget

Who is going to do it?
How are they going to do it?
How are you going to pay for it?
The “What”
Measurement Leads to Improvement

Which metrics will you track?
How will you track them?
When will you analyze them?
The art of storytelling

How to Share Your Impacts

- Design
- Personalization
- Usefulness
- Share-worthiness
- Urgency
A story

The Voodoo That They Do So Well

“Pennsylvania is very near and dear to all at Voodoo Brewing. We love where we live and are very happy to work with the Northwest Commission and its partners. Having the help we need right here in Pennsylvania is worth its weight in gold to Voodoo.”

-Matteo Rachocki, COO, Voodoo Brewing Co. LLC
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Wendy Wasserman
Communications Director, Appalachian Regional Commission
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About the Appalachian Regional Commission

The Appalachian Regional Commission (www.arc.gov) is an economic development agency of the federal government and 13 state governments focusing on 420 counties across the Appalachian Region. ARC's mission is to innovate, partner, and invest to build community capacity and strengthen economic growth in Appalachia to help the Region achieve socioeconomic parity with the nation.
• Know what you know, and what you don’t
• Be clear, creative, and consistent
• Repeat yourself
• Integrate
The Appalachian Region: A Data Overview from the 2011-2015 American Community Survey

March 2017
Kalvin Pollard and Linda A. Jacobson
Population Reference Bureau

This study examines state- and county-level data on population, age, race and ethnicity, housing occupancy and housing tenure, education, labor force, employment and unemployment, income and poverty, health insurance coverage, disability status, migration patterns, and veteran status from the 2011-2015 American Community Survey (ACS) for the 13 Appalachian states. Information is summarized for five Appalachian subregions and five metro designations. The study includes ACS data topics that were in the 2010 decennial census, as well as others that are no longer available in the census, to provide a comparable time series of data for all counties in Appalachia. The report compares two non-overlapping five-year periods and allows for the study of trends in the data.
Identify your assets to build a strategy

• Social
• Website
• Outreach materials
• Press
• Integration
What materials do you need

- Description
- Pictures/visualizations
- Social posts
- Other materials
92.4% of working-age adults in Appalachia are employed.

9.7% of adults in Appalachia are military veterans.

22.2% of Appalachians age 25+ have earned at least a bachelor’s degree.

Find out more at www.arc.gov/chartbook
Learn more about Appalachia

Explore the most up-to-date demographic data at www.arc.gov/chartbook
Integration

You are very welcome! Super proud of what this project is doing in #halecounty #alabama #mobileworkforceunit

Thanks @Replerrisewell & @arcgov for support offered to connect people to jobs. #mobileworkforceunit
Tracking success (going back to the ask)

- Traffic
- Social imprint
- Press hits
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