

A woman with dark hair in a ponytail, wearing a light-colored long-sleeved shirt and dark jeans, is shown in profile from the waist up. She is holding a fishing rod and reel, looking intently at the water. The background is a vast lake under a dramatic sky with soft, wispy clouds and a low sun on the horizon, creating a shimmering reflection on the water's surface. The overall mood is serene and focused.

Hello!

Designing Marketing Campaigns
for Maximum Engagement

Granicus Experience Group

A Digital Agency Focused on Connecting Communications & Experience



Angy Peterson
Vice President



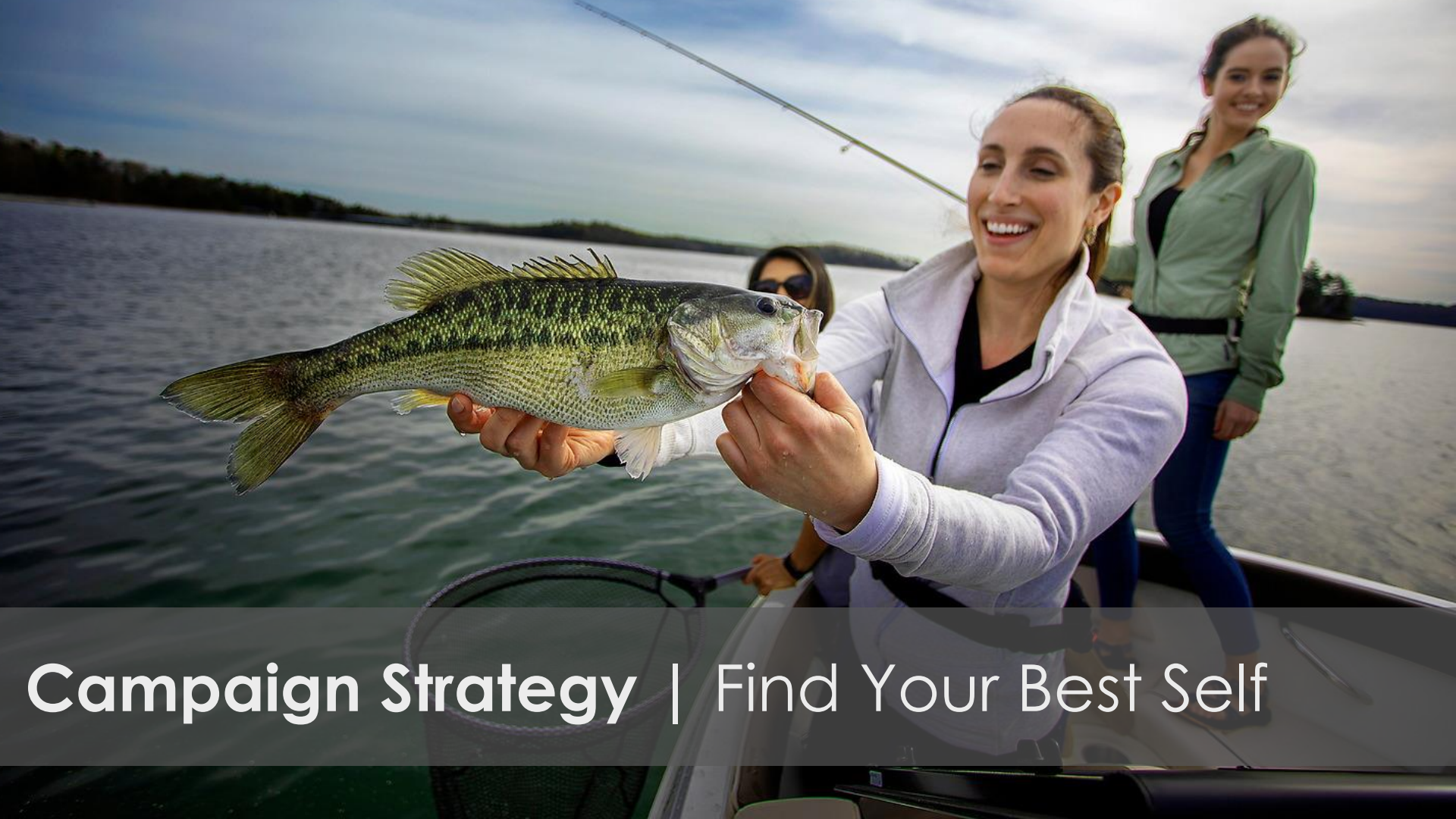
Lacy Beauchemin
Senior Director



Jeff Tzucker
Manager
State Market Lead



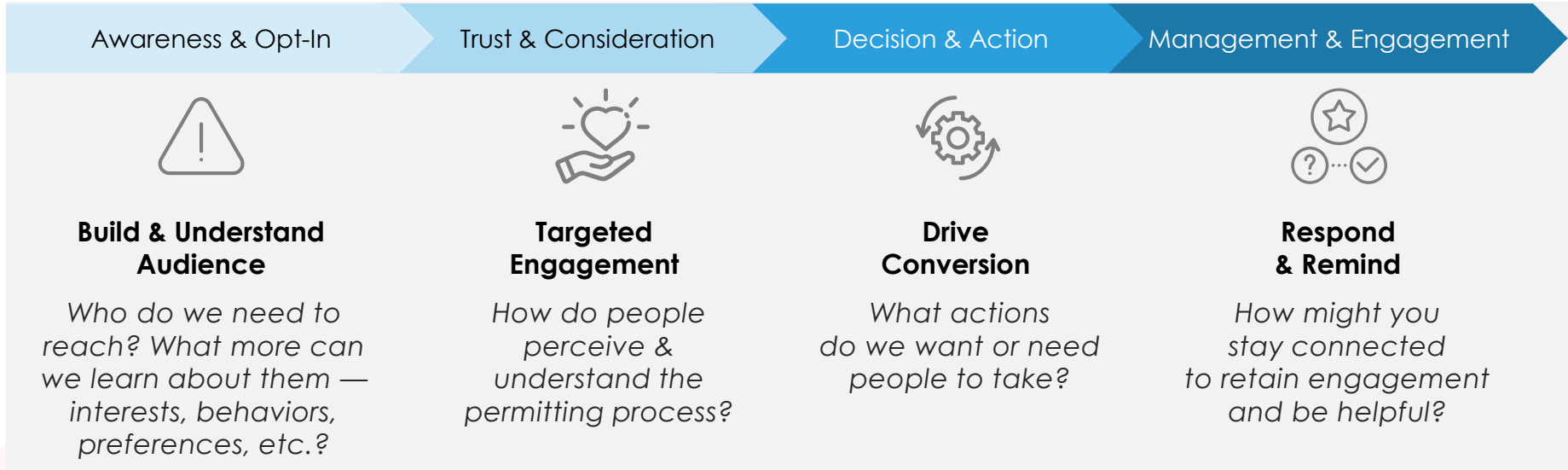
Nick Geier
Manager,
Platform Strategy



Campaign Strategy | Find Your Best Self

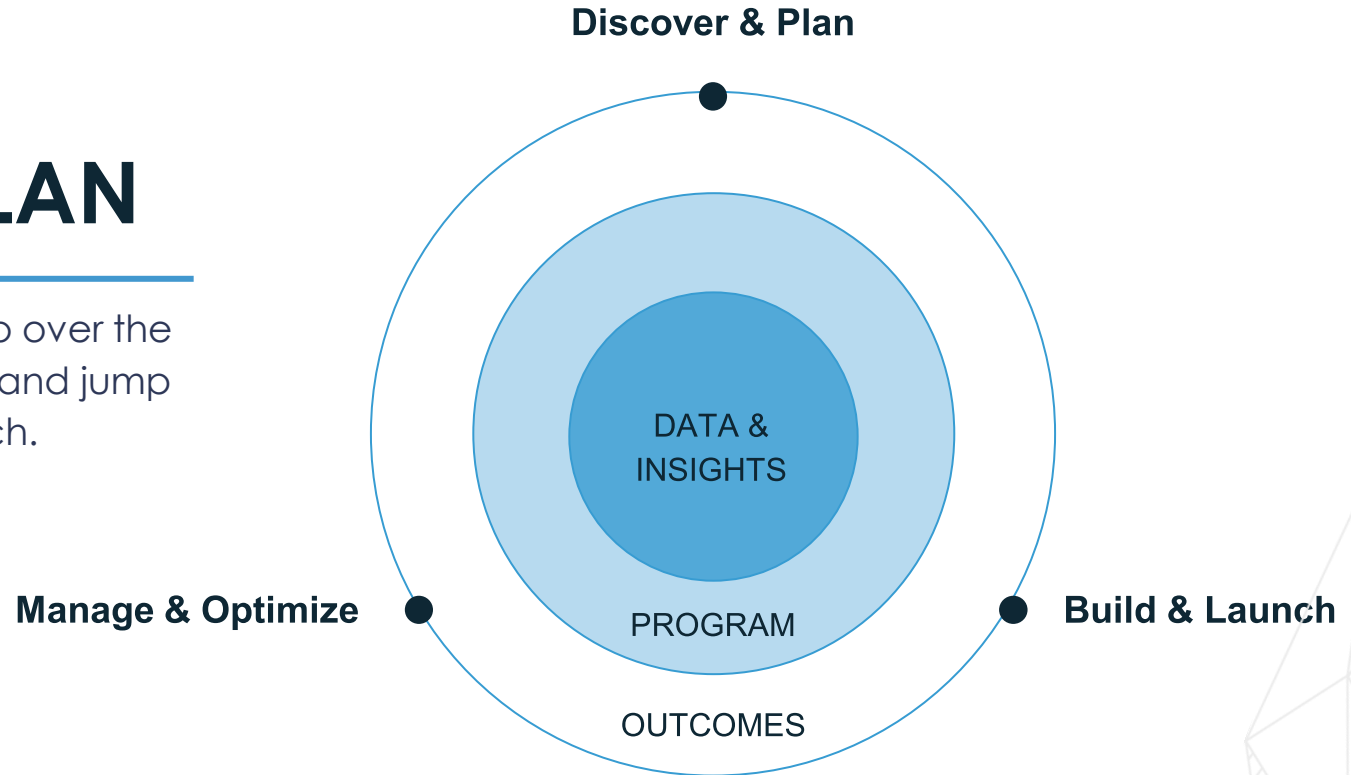
Four Phases of Communications

Apply a human-centered approach to digital communications to recruit, retain & re-activate anglers & boaters



MAKE A PLAN

Organizations often skip over the Discover & Plan phase and jump right in to Build & Launch.



4 Steps to Designing a Campaign

GOALS

Determine what success looks like. Align on measurement plan.

AUDIENCE

Identify key audience segments, including their needs, motivations and barriers.

JOURNEY

Map the steps audiences take across multiple channels or touchpoints to achieve desired goals.

CONTENT

Access and create content needed at various touchpoints and phases of the journey.



Ice Breaker

NAME YOUR TEAM

Ice Breaker

Your team name is the combination of two different things everyone on the team has in common.

Example: Zombie Cats

****CANNOT include where you live or what you do/where you work***

Step 1: Goals & Objectives

 10 minutes

1

GOALS: Know where you are going

Website Goals

The customer has set forth the following goals for the website refresh.



24/7 City Hall

Improve municipal technology to better serve the city stakeholders and others.



Website Objectives

Customer will need to achieve the following objectives in order to achieve larger goals.

Website Goals



24/7 City Hall: Improve municipal technology to better serve the city, residents, stakeholders and others.



Government Transparency: Enhance the City's transparency, efficiency, and accountability.



Economic Development: Make the City easier to transact with, make payments, permitting and licensing and keeping the community informed and engaged.



Talent Recruitment: Education and recruitment of young professionals for the future City of Montgomery.

Website Objectives

- **Streamline** the user experience to complete popular actions like checking Sanitation schedules, getting Covid-19 information, contacting the Police, booking Riverboat Harriott II tickets, and checking Employee payroll.
- **Create** all website content with a mobile-first mentality.
- **Lower** reading level across website to a 6th-grade reading level.
- **Set up** Goal Completions in Google Analytics to iterate towards a better user experience.
- **Increase** visibility of Contact information across city departments.
- **Dedicate** section of website to dynamic news-sharing, including live-streaming town-halls.
- **Create** a 'City Council' webpage where constituents can interact with city councilors and sign up to speak at City Council meetings.
- **Create** 'Public Safety Portal' to share statistics on crime in Montgomery.
- **Create** a uniform user experience for all online permit and payment processes for businesses.
- **Promote** Business Toolkit and steps to open a business in Montgomery.
- **Create** dedicated section of the website to highlight newly opened businesses, entrepreneur success stories, and target minority-owned businesses.
- **Create** dedicated section of website to prioritize tourism, culture, and history to recruit visitors, students, and entrepreneurs.
- **Increase** awareness of Montgomery's attractive business environment and reputation as an economic hub of the South.
- **Highlight** Montgomery's livability for current and prospective residents.

When developing a strategy, it is important to first align around a set of goals.

These goals should support your overall agency goals and objectives.

These goals will help inform what types and categories of content and experiences should be prioritized at different phases.

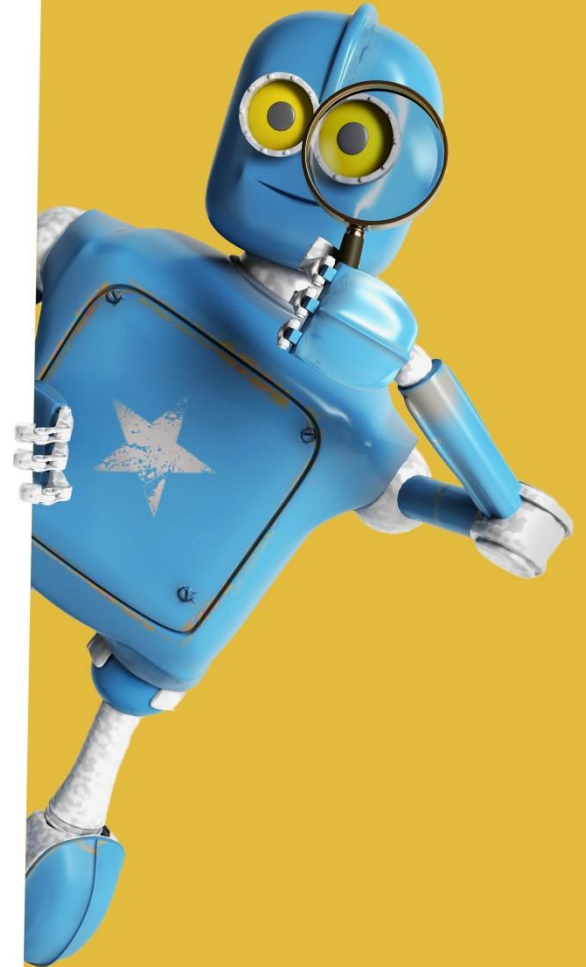
Goals

Why are we here?

What are we trying to accomplish?

What problems are we trying to solve?

Where do we want to be?



**What is the goal of the
Find Your Best Self
campaign?**

(Share it out loud!)

 **2 minutes**



1

Goal

**Attract
women to
fishing**

2

Audience

3

Journey

4

Content

Know What You Are Trying to Achieve

Is everyone aligned on what 'success' is?

1



GOAL

Attract newcomers to recreational fishing.



OBJECTIVES

How will we measure success?

How would you measure success for your campaign?

Specific, Measurable, Actionable, Reasonable, Time-bound

(Share it out loud!)

Measuring Customer Experience with Communications

Metrics to use to better understand customers and improve service delivery



DELIVERABILITY

The total number of emails delivered indicates the health of an email subscriber list.



OPEN RATE

Comparing your email open rate to your vertical or market benchmark offers an easy initial comparison.



CLICK RATE

Much like open rates, compare click rates to existing benchmarks, as well as past outreach to the same audience, to see impact.



A/B TESTING

Know what resonates with audiences best by testing various components of email outreach.



LINK ENGAGEMENT

Looking at bulletin analytics shows which links within an email resonated most or least with subscribers.

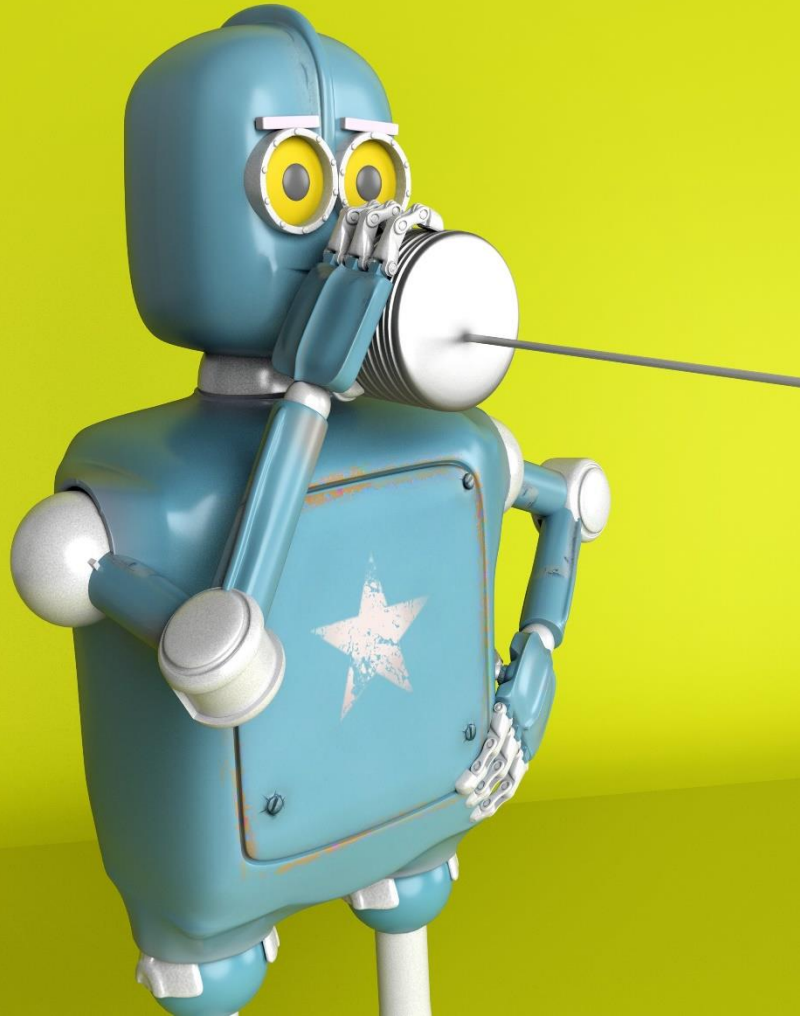


SUBSCRIBER GROWTH

Tracking the growth rate of topic per account indicates if subscriber growth is outpacing unsubscribes. This means audience expectations are met and outreach interest is growing.

Step 2: Understanding your audience

 20 minutes



Audience

Who are we talking to?

Who is listening?

What do they hear?

Segmenting Your Audience



Geographic

Customer location
State
Region
Rural vs. Urban



Demographic

Age
Gender
Occupation
Socio-economic group



Psychographic

Personality
Lifestyles
Attitudes and Beliefs
Concerns
Social Status



Behavioral

Level of familiarity
Rate of involvement
Benefits sought

Discovery Methods

Activities to gain insights and audience understanding



**Stakeholder
Interviews**



**Survey and
Sentiment
Analysis**



**Customer
Observation**



**Data Dive: Web
Analytics,
Content Audit**



In your team, discuss and identify
3 primary audiences

Who are you engaging with the most, right now?

 **4 minutes**



In your team, discuss and identify **3 audiences targeted segments for this campaign?**

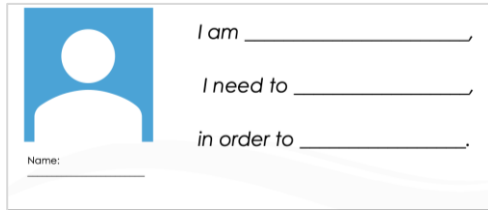
Who are you trying to engage with?
New Audiences.

 4 minutes

Audience Tools to Drive a User-Centered Strategy

Understanding your audience will better inform content decision to fit your users' needs.

User Scenario



I am _____

I need to _____

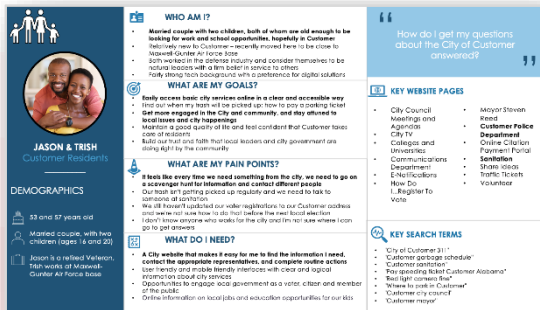
in order to _____

Name: _____

Audience Landscape



User Persona



JASON & TRISH
Customer Seekers

WHO AM I?

- Married couple with two children, both of whom are old enough to be looking for work and school opportunities, hopefully in Canton.
- Believe most AC Customer services provided there to be close to Westfield-Gunter Air Force Base.
- Both work in the paper industry and consider themselves to be natural leaders with a firm belief in service to others.
- Both bring high backgrounds with a preference for digital solutions.

WHAT ARE MY GOALS?

- Both are new here, they arrived online in a prior and accessible way that our users can follow for the correct way to pay a parking ticket.
- Our main goal is getting tickets paid regularly and we need to take care of local issues and city happenings.
- Monitor a good quality of life and best conditions that Customer base care of residents.
- Religious and faith, multi-social leaders and city government are strong right by the community.

WHAT ARE MY PAIN POINTS?

- I think that every time we need something from the city, we need to go on a scavenger hunt for information and contact different people.
- Our main goal is getting tickets paid regularly and we need to take care of local issues and city happenings.
- The AC hasn't updated our value, maybe there's our Customer contact and we will see how to do that before the next fiscal year (but I don't know anyone who works for the city and I'm not sure when we go to get tickets).

WHAT DO I NEED?

- A City website that makes it easy for me to find the information I need, contact the appropriate representatives, and complete routine actions like renewing and paying tickets, services with email and digital promotion about city services.
- Opportunity to engage local government as voter, citizen and member of the public.
- Online information on vacancies and executive opportunities for our kids.

How do I get my questions about this City of Customer answered?

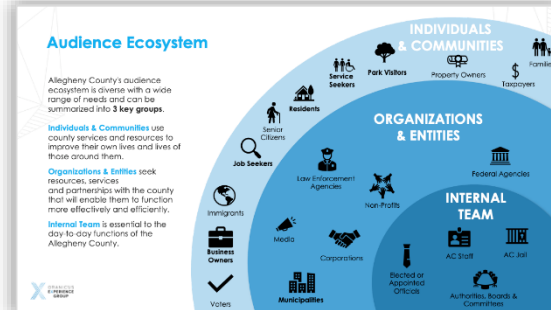
KEY WEBSITE PAGES

- City Council Meetings and Agendas
- City TV
- Colleges and Universities
- Communications Department
- EM/Incidents
- How Do I Register To Vote
- Mayor Steven Reed
- Customer Police Department
- Online Charities Payment Portal
- Sanitation
- State Parks
- State Parks Traffic Tickets
- Voter

KEY SEARCH TERMS

- City of Customer 311
- Customer gate page schedule
- Customer assistance
- Customer assistance Customer Assistant
- Real light camera 311
- Where to vote in Canton
- Customer city council
- Customer report


Audience Ecosystem



Let's create user scenarios.

User scenarios are actionable tools to help us empathize with our audience and identify how we can create messaging that will push them along a journey.

User Scenario



I am _____,

I need to _____,

in order to _____.

Name: _____

Exercise: EXAMPLE

User Scenario



I am a 24 year-old employed, city-dwelling single male who's never been fishing

I need to find some hobbies outside of work besides playing video games or doomscrolling on my phone

In order to get a break from the daily routine and try something new

Create user scenarios


- Select One Primary Audience
Who are you communicating with now
- Select One Target Audience
Who do you want to reach with this campaign



1 minutes

Uncover the user scenario and fill out the worksheet.

User Scenario



I am _____,

I need to _____,

in order to _____.


Name: _____

 **5 minutes**



SHARE OUT WITH THE GROUP

Step 3: Building a Journey

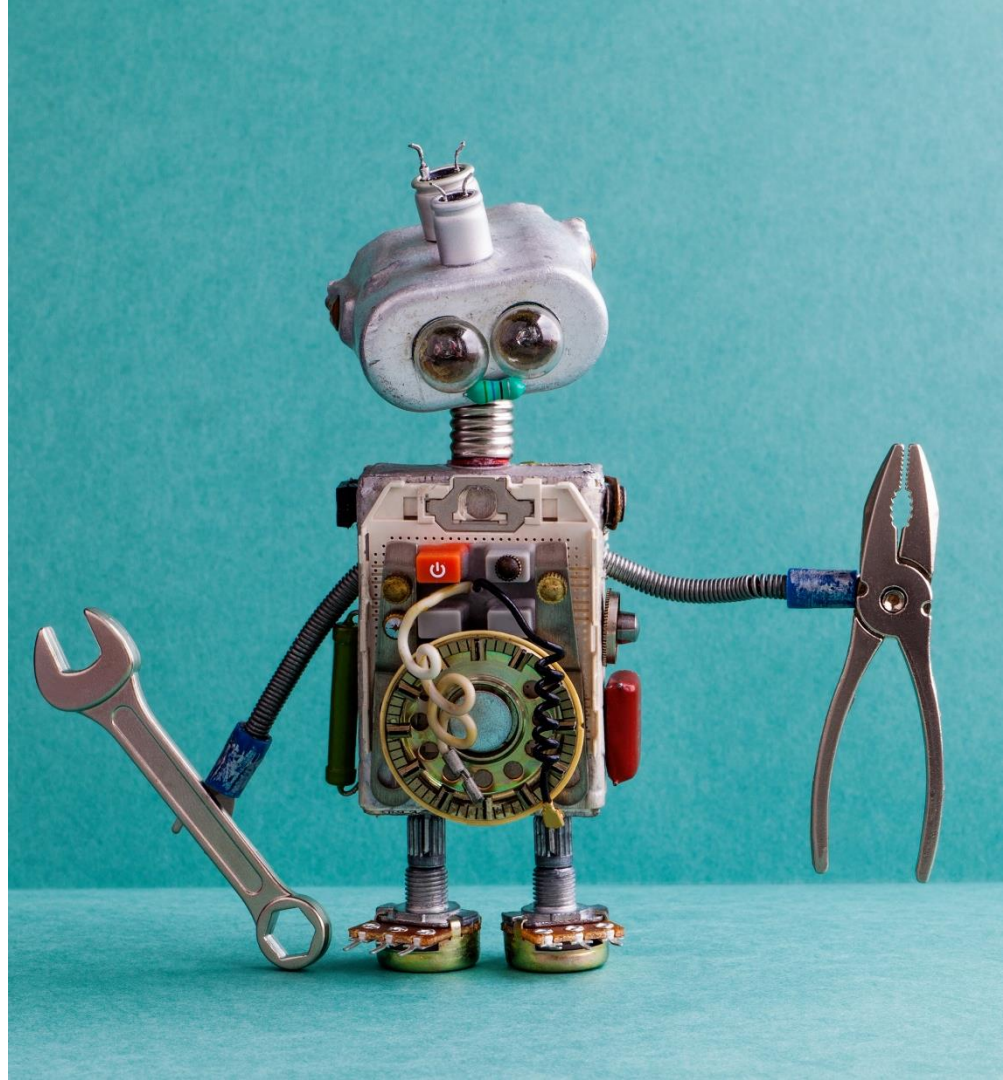
 5 minutes

Journey

What does your audience want to do?

What do they need to do it?

What trips them up in the process?

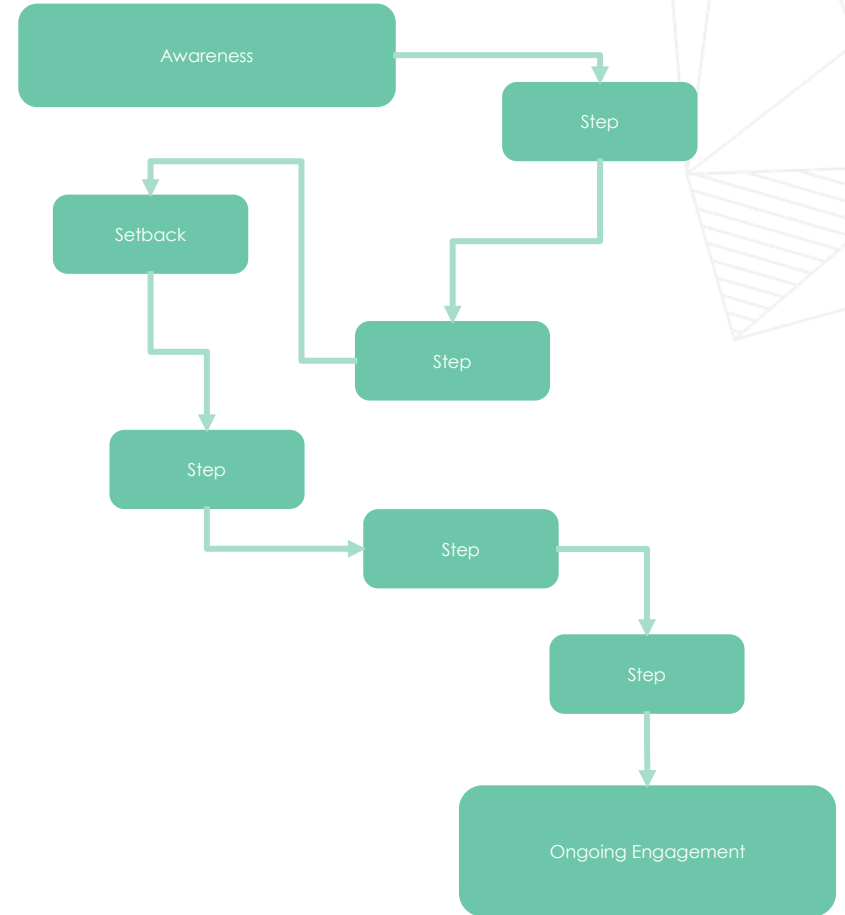


JOURNEY

What is a user journey?

A journey is all the steps a user takes to try and accomplish their goal, in sequence.

A journey does not begin with the first click, and it does not end with the last one.



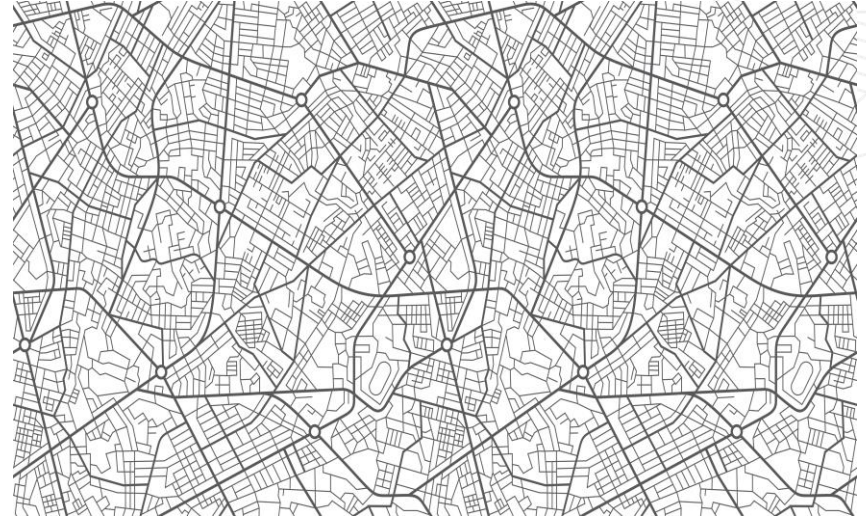
JOURNEY

Purpose of journey mapping

A journey map is a visual or graphic interpretation of the overall experience of a service, through the **perspective of the user**.

Journey maps help us to:

- Cultivate deeper **empathy for users**;
- Predict and **understand the questions users may have** about processes; and
- Identify places in the customer experience that are not ideal – **pain points**.





Michael
Student

Goals

- Keep up to date with the research that's happening in my field
- Find, apply for, and win grant and funding opportunities
- Progress in my career – break big story and make my name known

EXAMPLE

Awareness

Consideration

Decision

Action

Management

QUESTIONS

- What research opportunities are available in my field?
- What can I do to progress my research career?

- What do these ACME funding opportunities offer?
- Are any of these opportunities right for me and my career ambitions?

- How do I complete this application?
- What makes a good application?
- Who won the grant and why?

- How do I publicize my research findings?
- What new ACME grant opportunities are available?

- Who else in my field and my university could benefit from these ACME funding opportunities?
- How do I share my ACME story to inspire others?

ACTIONS

- Reads department emails
- Talks with supervisor, colleagues, grant office
- Googles for research funding opportunities

- Visits ACME website and reads grant details
- Identifies a grant that may be a good fit
- Discusses opportunity with supervisor

- Works with supervisor and grant office to complete grant
- Submits grant
- Awaits feedback

- Shares research findings with university
- Explores new ACME grant opportunities
- Routinely reads ACME emails

- Emails appropriate grant opportunities to colleagues
- Shares ACME research emails with colleagues
- Advocates for ACME in department and field

INSIGHTS

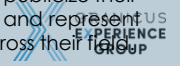
- Key conduit to early career researchers are established researchers working as supervisors and university grant office staff

- Detailed segmentation will allow more targeted funding opportunity emails
- Funding opportunity emails need to explain why the opp is available, who it's right for, and how to apply

- Create "proposal communities" to provide updates to all applicants of an opportunity at once

- Researchers don't always publicize their findings, share them with ACME, or will deprecate ACME's involvement. ACME must incentivize them to share their findings directly with ACME.

- The goal is to turn researchers into ACME brand advocates who routinely apply for funding, conduct ACME-sponsored research, publicize their research, and represent ACME across their field



Things to consider

Components of Journey Mapping




Phases

Time

Emotion

Scope

Step 4: Creating Content

 5 minutes

Find Your Best Self

How might you re-imagine the content available for a welcome email campaign?



Female anglers face disrespect and resistance when it comes to fishing.



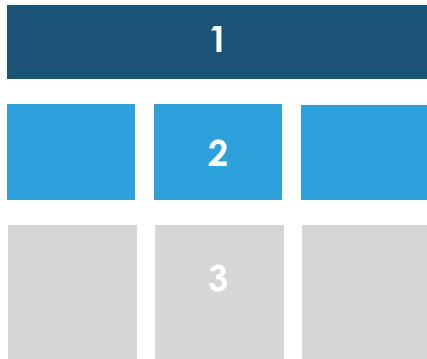
80% of female anglers **do not feel gear or apparel is designed with women in mind.**



Using a Messaging Framework

A message framework is **a set of phrases or statements arranged to convey an organization's messaging priorities and communication goals**. It helps people across the organization deliver consistent messages in all types of content.

Parts of the Message Framework



- 1 Umbrella Message:** Communicates the general impression you want users to take away from the content
- 2 Pillar Messages:** Communicates the value you provide to the audience
- 3 Proof Points:** Demonstrates how you provide value



Persona Name:

Journey Name:

AWARENESS & OPT-IN

TRUST & CONSIDERATION

DECISION & ACTION

What is the goal of each phase?

What are the actions you're taking?

What is the content available?



Exercise — Recruiting New Boaters & Anglers

2

| AWARENESS & OPT-IN | TRUST & CONSIDERATION | DECISION & ACTION |
|---|--|--|
| <i>What is the goal of each phase?</i> | | |
| Learn about fishing/angling | Find a guide or lesson | Go fishing for the first time |
| <i>What are the actions you're taking?</i> | | |
| Google search Clicking on an ad or search result Talking to friends/families/co-workers Opting into email/SMS notifications | Google search Signing up online Making phone calls to companies Read email/SMS about outdoors resources | Meet with the guide Getting a fishing license Buy basic gear |
| <i>What is the content available?</i> | | |
| DNR Website Private companies Publications (e.g. Field & Stream) Social Media highlighting outdoors activities (Instagram, TikTok) | Websites Conversations w/ a guide or friends/family/colleagues | The guide provides information Salesperson at Cabela's Gear reviews online |

A woman with dark hair in a ponytail, wearing a light-colored long-sleeved shirt and dark jeans, is shown in profile from the waist up. She is holding a fishing rod with both hands, looking intently at the water. The background is a vast lake under a dramatic sky with soft, wispy clouds. The sun is low on the horizon, creating a shimmering reflection on the water's surface. The overall mood is peaceful and serene.

THANK YOU!

Designing Marketing Campaigns
for Maximum Engagement



Persona Name:

Who am I?

What do I need?

Where do I get my information?

Pain Points

Motivations





Persona Name:

Journey Name:

AWARENESS & OPT-IN

TRUST & CONSIDERATION

DECISION & ACTION

What is the goal of each phase?

What are the actions you're taking?

What is the content available?

