

The Social Good: Key Marketing Strategies

Presented for BarkWorld

by Kim Clune

Presentation Sponsored by IAMS

How can we, as creative human beings, design a WIN-WIN-WIN campaign to accomplish 3 things:

- Satisfy needs of orphaned animals
- Help organizations reach that goal
- Urge people to help, share and engage

Orgs and Bloggers: Recognize Similar Social Media Goals

- Get Noticed
- Gain Viral Lift
- Incite Action

Birth of a Social Media Campaign

Pick a Goal: Just one!

- Educate about Spays/Neuter
- Find Funding – For what specifically?
- Recruit Volunteers
- Increase Adoptions
- Find Foster Homes
- Solicit Supplies

Tell a STORY: Lead with your heart. Speak to a single person.

Pick Your Story Style

- Drama Pulls Heart Strings – Hope Empowers
- Humor: Art of the Unexpected
- Pop Culture/Lifestyle Reference
- Inspiring Quotes

Pick Your Story Type – or all three!

- Words:
 - o Main Character: Hope
 - o Supporting Actors: Drama, Humor
 - o Hero: Empowerment



The Social Good: Key Marketing Strategies

Presented for BarkWorld

by Kim Clune

Presentation Sponsored by IAMS

- Picture:
 - o Animals pull heartstrings – in-focus and open eyes, a must
 - o Careful: Human interaction can enhance or detract from the story
 - o Add your website address to the photo!

- YouTube Video:
 - o Make video embeddable
 - o Place your campaign's web link in the description
 - o Add keywords
 - o End with a clickable link to the call to action

Call to Action: KISS!

- Pre-craft a tweet or Facebook status
- Outline talking points
- Less clicks the better
- Small monetary asks: "Can you chip in?"

Gain Viral Lift:

Feed Your Feed!

- Answer questions
- Provide updates
- Add new pictures
- Thank Donors as they roll in
- Restate your goal: "Almost there! Just this much more! Can you help?"
- Share posts of those who have written about your cause!

Amplification Tools:

- Blog post amplification: <http://Triberr.com>
- Twitter automation: <http://TwitterFeed.com>
- Finding guest bloggers: <http://myblogguest.com>
- Scheduling social media updates: <http://bufferapp.com>

Collaboration: Don't Go It Alone

- Solicit capable and knowledgeable partners
- Broaden your audience through mutual sharing
- Make it worth everybody's time and effort



The Social Good: Key Marketing Strategies

Presented for BarkWorld

by Kim Clune

Presentation Sponsored by Iams

As owner of Mixed Media Matters, Kim Clune helps animal welfare and philanthropic groups promote initiatives using print, digital and social media. Her international activism and educational site, Be the Change for Animals, was awarded 2011 Best Cause Blog by DogTime Media.

Balancing a quest for global change with a desire to act locally, Kim helped to found Dog House Adoptions in April of 2012, a rescue serving stray dogs and the people of New York's Rensselaer County. There, she not only cuddles pups, but promotes their need for spays, neuters, vaccinations and loving homes through various forms of media.

Kim also celebrates human/animal connections and her own adopted pets through writing, photography and film at her personal blog, ThisOneWildLife.com.



SOCIAL MEDIA SPACES

Twitter

[@KimClune](https://twitter.com/KimClune)
[@ThisOneWildLife](https://twitter.com/ThisOneWildLife)
[@BTC4Animals](https://twitter.com/BTC4Animals)
[@DogHouseDog](https://twitter.com/DogHouseDog)

Facebook

[Facebook.com/ThisOneWildLife](https://www.facebook.com/ThisOneWildLife)
[Facebook.com/BTC4Animals](https://www.facebook.com/BTC4Animals)
[Facebook.com/DogHouseDog](https://www.facebook.com/DogHouseDog)

Websites/Blogs:

BTC4Animals.com
DogHouseAdoptions.org
ThisOneWildLife.com
M3Inc.co

YouTube

[YouTube.com/KimClune](https://www.youtube.com/KimClune)
[YouTube.com/BTC4Animals](https://www.youtube.com/BTC4Animals)
[YouTube.com/DogHouseAdoptions](https://www.youtube.com/DogHouseAdoptions)

Pinterest

[Pinterest.com/KimClune](https://www.pinterest.com/KimClune)

© Kim Clune 2012 ALL RIGHTS RESERVED. Any use of these materials including reproduction, modification, distribution or republication, without the prior written consent of Kim Clune is strictly prohibited.



The Social Good: Key Marketing Strategies

Presented for BarkWorld

by Kim Clune

Presentation Sponsored by IAMS

ADDITIONAL RESOURCES

ANIMAL WELFARE SPECIFIC ADVICE

- ASPCA Professional - tools and resources for animal welfare professionals and advocates:
<http://www.aspcapro.org/>

FREE MARKETING LESSONS

- Control the message – Rule of 3s
<http://fundraisingcoach.com/free-articles/the-rule-of-threes-for-non-profits/>
- Internet Marketing for Smart People: <http://www.copyblogger.com/imfsp/>
- Free marketing articles via email: <http://HubSpot.com>

FUNDRAISING – Know what you want, who you want it from, and how to get it

- Fundraising – Relationship building:
<http://fundraisingcoach.com/free-articles/twitter-for-nonprofits-and-fundraising/>
- Calls to Action: Gift Range Calculator: <http://giftrangecalculator.com>
- Do It Yourself Fundraising: <http://fundraisingcoach.com/free-articles/do-it-yourself-fundraising/>
- Online Fundraising Resources: <http://mashable.com/2011/03/14/social-good-fundraising-tools/>
- TECH: CMS Management Advice for Fundraisers:
<http://www.nten.org/articles/2012/tools-to-improve-your-online-fundraising>

SOCIAL MEDIA ADVICE

- How to Optimize Your Website for Social Media
<http://arkarthick.com/2012/09/04/social-media-optimization/>
- Facebook Contests: <http://www.socialmediaexaminer.com/facebook-contests/>
- Pinterest vs. Facebook: Which is better for business?
<http://www.prdaily.com/socialmedia/Articles/12357.aspx>
- Pinterest from Scratch: <http://www.blogworld.com/pinterest-ebook/>
- 7 deadly sins of Facebook brand pages: <http://www.prdaily.com/Main/Articles/12181.aspx>
- Free Ebook: How to Attract Customers with Facebook
<http://www.hubspot.com/free-ebook-how-to-attract-customers-with-facebook-FB/?source=hscm-facebook-attract-customers-with-facebook-ebook-post-20120801>



The Social Good: Key Marketing Strategies

Presented for BarkWorld

by Kim Clune

Presentation Sponsored by Iams

VIRAL VIDEOS

- Steven Washer's free weekly source of information and inspiration on video marketing.
<http://brainyvideo.com>
<http://www.videomarketingcoaches.com/sos-pre-training-video-1/>
- HoverCat Video:
<http://abcnews.go.com/blogs/technology/2012/06/hovercat-soars-how-does-an-online-video-go-viral-2/>
- Oreo image goes viral, offering lessons in branding
<http://www.prdaily.com/socialmedia/Articles/12353.aspx>

CRAFTY CAMPAIGNS

- 4 Innovative Social Good Campaigns for Education
<http://mashable.com/2010/12/21/social-good-education/>
- Human Shaming – A Tongue in Cheek Blog Hop by Kol's Notes and My Brown Newfies
<http://www.kolchakpuggle.com/2012/09/human-shaming-a-tongue-in-cheek-bloghop.html>
- Two Little Cavaliers - Extreme Pet Bloggers Blog Hop
<http://twolittlecavaliers.com/2012/08/extreme-pet-bloggers-blog-hop.html>

BLOGGING / SOCIAL MEDIA TOOLS

- Social Media Examiner - 22 Top Blogging Tools Loved by the Pros
<http://www.socialmediaexaminer.com/22-top-blogging-tools/>
- The 10 most-useful social media tools of 2012 (so far)
<http://www.prdaily.com/Main/Articles/12384.aspx>
- Blog amplification: <http://Triberr.com>
- Twitter automation: <http://TwitterFeed.com>
- Finding guest bloggers: <http://myblogguest.com>
- Scheduling social media updates: <http://bufferapp.com>

