

Developing a Personalized Inbound Marketing Strategy

Think. Plan. Do.

Learning Objectives:

Our goals for the next hour are to:

1. Explore the concept of inbound marketing as it applies to nonprofits
2. Investigate your current goals and marketing strategy
3. Overlay examples of Proctor's marketing efforts to identify opportunities to enhance your mission and goals
4. Develop action steps to work toward implementation

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A Little Background

Where Proctor was:

Clearly defined identity.

Strong history of content creation through blogs, but very little intentional strategy to content distribution.

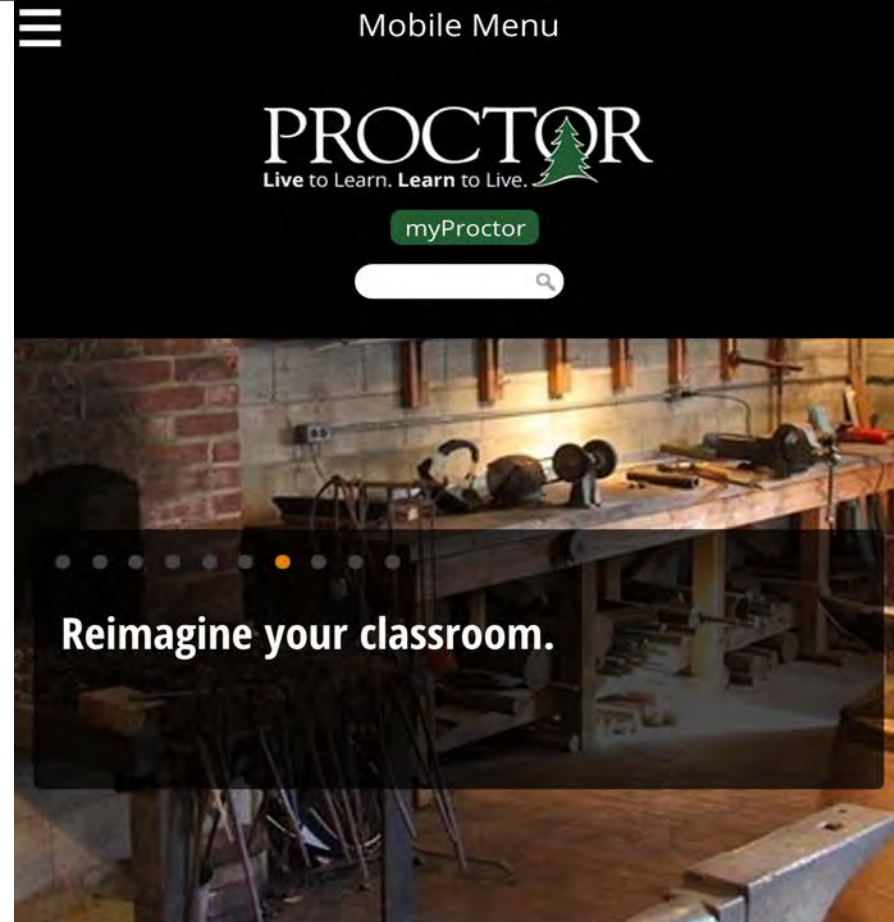
Spontaneity reigned. Strategy did not.

Where Proctor is:

+40% in applications

+10% in Inquiry -> Visit, and Visit -> Application yields

Annual Fund = exceeded \$1.45M annual fund goal by + \$200,000



Introduction to Inbound Marketing

Inbound Marketing:

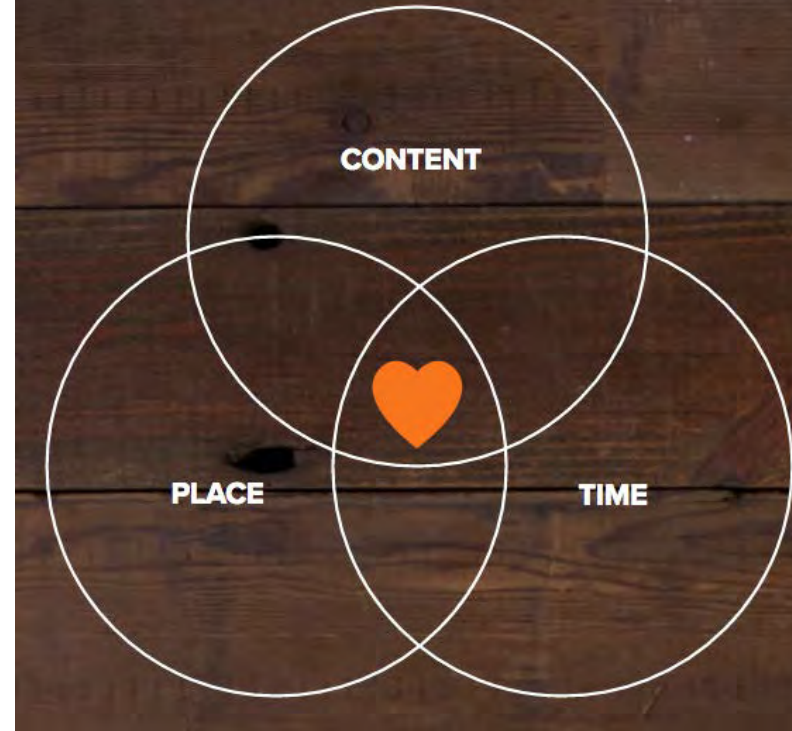
Attract people to your organization through useful content (video, photos, blog posts)

Reinforce your mission through storytelling

Solve a problem your constituents didn't know they had

Guide constituent to next desired action through segmented content

“Don't build links. Build relationships.” - Rand Fishkin, Founder of SEOmoz



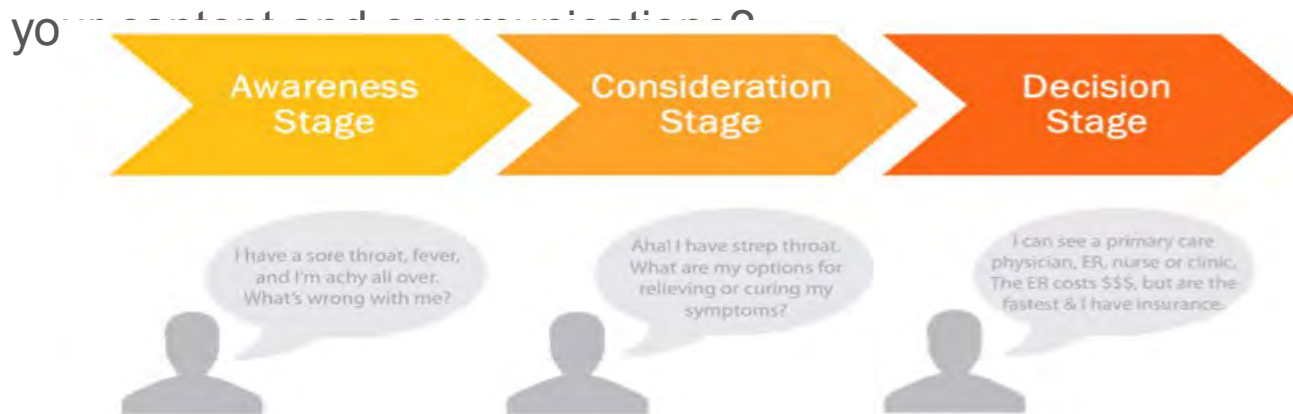
The Buyer's Journey

Each individual's relationship with you is unique. Value the individual.

What would your 'buyer's journey look like?

Do you tell different stories based on where people are in this journey?

Do you intentionally help your constituents move to the next stage through



Inbound Marketing Builds Trust



Inbound Marketing builds trust with your constituents through:

1. Shared experiences
2. Quantity of experiences

ROI of Inbound Marketing

Does inbound marketing make sense? It seems so complicated...

Common Objections:

- I don't have the time and energy to create enough content.
- I don't have good data to segment.
- Our school can't afford a fancy technology to deliver content.

Rationale to Overcome Challenges

- Repurpose and crowdsource content - website, social media, gift stewardship, donor engagement.
- Segmentation leads to engagement - people find value in segmented content.
- Start small with segmentation, don't over-customize to start.
- Technology is secondary to philosophy
- Institutional support is essential.

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What Are Your Enrollment/Marketing Goals?

Rapid focus groups:

1. List your top three enrollment goals for 2017-2018.

1. How would you describe your marketing strategy in one sentence?

Key Takeaways:

1. Engage and cultivate prospective families
2. Communicate value-add to community
3. Expand engagement and participation with community

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Step 1: Know Yourself - Identify True Differentiators



myProctor

Inquire

Parents

Alumni



▼ About

▼ Admission

▼ On Campus

▼ Off Campus

▼ Giving

▼ The Buzz



Reimagine your classroom.

Step 2: Know Your Constituents - Personas

Who are your different customers?

What do their lives look like?

How do they consume information digitally?

In what ways do they interact with your organization?

Must understand your audience in order to understand how to market to them!

PERSONA PROFILE CHECKLIST

Persona Detail	Questions to Ask
Role	What is your job role/role in life? Your title? How is your job/role measured? What is a typical day? What skills are required? What knowledge and tools do you use? Who do you report to? Who reports to you?
Company/Organization	What industry or industries does your company work/is your role in? What is the size of your company/organization (revenue, employees)?
Goals	What are you responsible for? What does it mean to be successful in your role?
Challenges	What are your biggest challenges?
Watering Holes	How do you learn about new information for your job? What publications or blogs do you read? What associations and social networks do you belong to?
Personal Background	Age, Family (married, children), Education
Shopping Preferences	How do you prefer to interact with vendors? (email, phone, in person) Do you use the internet to research vendors or products? If yes, how do you search for information?

[HubSpot blog on Developing Personas](#)

Step 3: Develop Content - Content is King!

Without content our marketing strategy is dead.

1. What are your content themes?
1. Do you have shared language?
1. How do you communicate impact?
1. Do you have organizational structure to manage and plan content?



Step 4: Deliver Content - Think. Plan. Do.

Brainstormer? Organizer? Executer?

Who are you?

Who is on your team?

Can you deliver content to the right people at the right time through the right medium?

In order to develop a personal inbound marketing strategy, you have to be able to do all three of these steps effectively.

Date	Communication Title	Constituency	Delivery Mechanism	Content	CTAs	Content Due Date for Design
8/1/2015	Leadership Page	Leadership Donors	Email push page	Preview of magazine, year in review and year ahead in giving to Proctor. Make feel special and that they are getting sneak preview of information	See the impact of your gift. Learn more about the Campaign for Proctor.	Content Due 7/29/15
8/15/2015	International Welcome	International Parents (new)	Email	Welcome to Proctor, introduction to the Stakeholders at Proctor: Head of School, Admissions, Development, Dorm Parent, Advisor. Explanation of what each role does on campus.	Invite to Head's Dinner on family weekend	
8/11/2015	Advisor/Housing Incoming Parent Orientation Info	Prospectives	HubSpot Email	Direct to landing page with resources for room/miles/housing - pull out specific 8th grade items and have additional content.	Visit Landing page with additional information	
8/20/2015	Incoming Parent Expectations	Prospectives	HubSpot Email	Information on packing.	Reach out to Admissions with questions	
8/27/2015		Prospectives	HubSpot Email	Blog/Email - laying out what it means to be a Proctor Parent.	Volunteer for PAPA	
8/28/2015	Proctor Magazine	ALL	Print USPS (Append Pledge included within Magazine)	All Topics Proctor: Sporting Event & Alumni Event with Education on Proctor operations	Attend Events, give through appeal.	
9/1/2015	Sports Camp/Orientation Recap	Athletics	The Buzz	Photos, video, quotes from Sports Camp week.	"Like"/Follow Proctor Athletics on Facebook and Twitter	
9/11/2015	Parent Page	Parents	Email WH Pushpage	Coaching parents to use resource board	Volunteer for PAPA, Follow on Social Media	
9/13/2015	Widerness Orientation Recap	Share with New Parents	The Buzz	Photos, video, and recap of Orientation emailed through HubSpot to newly enrolled parents. Last communication via HubSpot for this group.	"Like"/Follow Proctor on Facebook and Twitter to stay up to date with new content	
9/16/2015	New Year/New Beginnings		The Buzz	Photos and thoughts on starting a new journey at Proctor - focus on breadth of talent and the undivided spaces each student will experience during their experience.	"Like/Follow" Proctor on social media	
9/16/2015	Parent Page	Parents	Email WH Pushpage	Recap, Orientation/Sports Camp.	Follow on Social Media	
9/21/2015	PAL Volunteer Outreach	PAL	Email	PAL Survey and general invite to get involved with Proctor once again.	Complete survey.	
9/25/2015	Parent Page	Parents	Email WH Pushpage	Excitement around ground breaking event, recap Ocean event, alumni stories - see impact of a Proctor journey.	Livestream of Ground breaking event? Follow on Social Media, Family weekend info.	
9/25/2015	Ocean Classroom Sent Off	Send to Ocean Parents	The Buzz	Photos and preview of Ocean Classroom adventure via a blog post emailed to Ocean Families from Communications	Follow Ocean Classroom's journey - link to Ocean blog	
9/26/2015	Ground Breaking - Dining Corridor	Donors	The Buzz	Photos and text/video clips from the Ground Break ceremony for the new Dining Corridor - impact of this project on our school's future.	More photos on Flickr	
9/29/2015	Alumni Story - Buzz	Alumni (Class of '81 Focused)	The Buzz	Alumni story from Rauman year posted to blog and shared via social	Read more alumni stories, tell your alumni story!	
				Share alumni story with reunion years - content specific to their reunion year.		

Step 5: Drive Your Calls to Action

What are the 'next steps' for your constituents?

Attend an Admissions Open House

Subscribe to The Buzz!

Click Here to Schedule a Visit

1. Drive constituent to their next step

2. Show value

3. Limit # of CTAs to desired action



Dear Family,

Our Assistant Head of School, Karin Clough, posted a blog post to [The Buzz](#) yesterday discussing the Advisor/Advisee relationship. We wanted to share the post with you! Please click on the link below to read Karin's thoughts:

[Click Here to Learn About the Advisor/Advisee Relationship](#)

We will be communicating Advisor/Advisee pairings in early August. In the meantime, please let us know if you have any questions about the role of the Faculty Advisor at Proctor.

Sincerely,

Chris Bartlett '86

Inbound Marketing Meets Admissions

Once you understand the steps of your Inbound Marketing process, you need to overlay each stage of your constituent engagement process.

Stage 1: Awareness

Stage 2: Inquire

Stage 3: Visit

Stage 4: Apply

Stage 5: Enroll



Step 1: Know Yourself

Step 2: Know Your Families

Step 3: Develop Content

Step 4: Deliver Content

Step 5: Drive Your CTAs

[LEARN MORE HERE!](#)

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Audit of Current Storytelling Structure and Efficacy

Rapid Focus Groups:

List your current storytellers.

Do you have shared language used to tell your school's story? If so, provide examples.

Describe your school's content themes and provide examples of how you told stories around these themes.

List the ways you currently segment communications to constituents.

Who?



What?



Where?



How?

Action Items: What are your next steps?

	Low Cost	High Cost
Short Term		
Long Term		

Questions?



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