



Kelly Brush
Foundation

Marketing with Little or No Resources

Agenda

- Get to Know Us (& You)
- Messaging
- Communications
- Advertising
- SEO
- PR
- Ways to reach your future participants
- Recap

About Matt & Bruce



Matt Tilford

- Adaptive Sports Program Operations exp.
- Disability Rights Advocate
- Accessible Trails Advocate
- 15 years exp within disability community



Bruce Downes

- B2B/SMB Marketing Agency exp.
- Scaling growth for tech startups
- 5 years running marketing for a northeast hard seltzer brand
- Joined the KBF 1.5 years ago

About You

- Organizations?
- 1-2 FT Employees? 3-5? 5-10? 10+?
- Participants per year?
- Have a marketing person? Marketing team?
- Know about/have crafted:
 - An elevator pitch
 - Google Analytics
 - Writing content for SEO
 - Strategic PR?
 - The Active Project?

Messaging

Elevator pitch exercise:

In 3-4 sentences, introduce your org
and what you do.



Messaging

Elevator pitch exercise:

In 3-4 sentences, introduce your org
and what you do.

Does your pitch include:

- Need
- Approach
- Benefit
- Cost

How does your pitch
adapt for a:

- Donor
- Participant
- Parent

Messaging

Elevator pitch exercise:

In 3-4 sentences, introduce your org and what you do.

Convert that to your web messaging

- What is your core mission
- What are your key differentiators
- Who needs what in the first 60 seconds?

The average user spends 52 seconds on a website before leaving. Will they know what they need to by then?

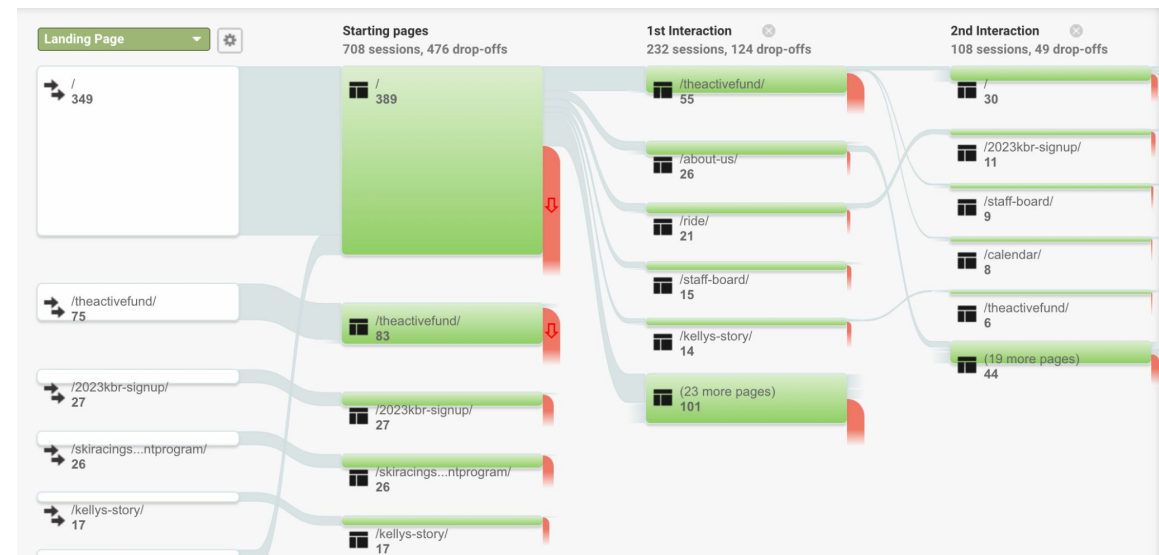
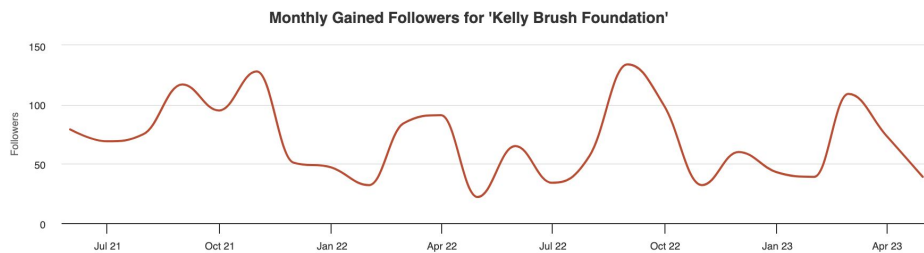


Free user heatmaps: Smartlook

Communications

- Who are your stakeholders ?
 - Who already engages with your website/social?
 - Who do you want engaging with your content?
- Free tools:
 - Google Analytics
 - SocialBlade

DATE		FOLLOWERS
2023-04-28	Fri	-
2023-04-29	Sat	+2
2023-04-30	Sun	+2
2023-05-01	Mon	-1
2023-05-02	Tue	-
2023-05-03	Wed	+1
2023-05-04	Thu	+2
2023-05-05	Fri	+1
2023-05-06	Sat	+5
2023-05-07	Sun	+5
2023-05-08	Mon	-
2023-05-09	Tue	+1
2023-05-10	Wed	-1
2023-05-11	Thu	+2



Communications

- Your User Journey:
 - What do they want to learn when they visit?
 - How can you quickly and efficiently deliver that to them?
 - The importance of CTAs (Calls to Action)
 - Low lift CTA = more people in your database
 - Get Notified
 - Learn More
 - Register Now
 - Ask a Question
 - Donate

Exercise: With a partner, be your own stakeholder and explore your website

Elevator pitch present?

Places to convert?

Key questions answered?

Advertising

- Key terms
 - Reach: How many people it could reach or did reach
 - In print - could have *plausibly reached*
 - Online - often did reach, but always important to be wary
 - CPM - Cost per thousand impressions (potential or actual)
 - CPC - Cost per click
 - CPA/CAC - Cost per acquisition or cost to acquire customer
- How to evaluate advertising opportunities
 - Where is your audience?
 - What is the quality of the interaction?
 - “How did you hear about us?”

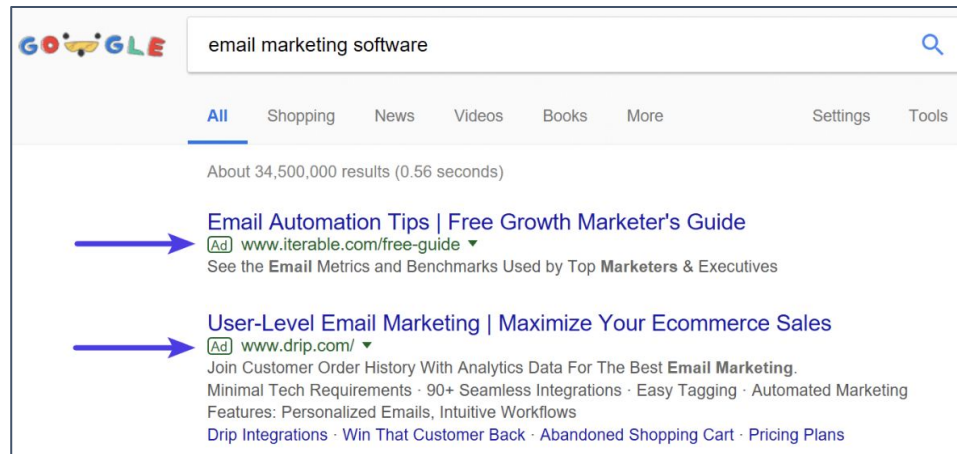


<u>TV Program List</u>	<u>Spots</u>	<u>Gray Digital Media</u>
WCAX 5am – 9am	x20	YouTube Advertising - 10,000 Completed Views
WCAX 4pm – 11:35pm	x20	
WCAX 11:35pm – 1:35am	x20	
WYCI 6am-11pm Rotator	x60	You only pay .10 per completed view, they must watch the entire video for a view to be considered completed.
WCAX Native Advertising (3) 24 hr blocks = 300,000+ Imps		
TOTAL SPOTS (:30)	x120	
Average CPM -	\$5.14	
Net Reach -	144,980 Households	
Impressions:	774,000 + 300,000+ imp	
Print, Radio, Cable, Mail, and Digital platforms can't offer a more efficient and effective (:30) video CPM in premium content!		
Total Campaign Investment: \$5,000		

Advertising

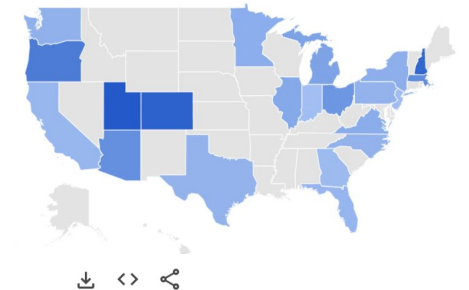
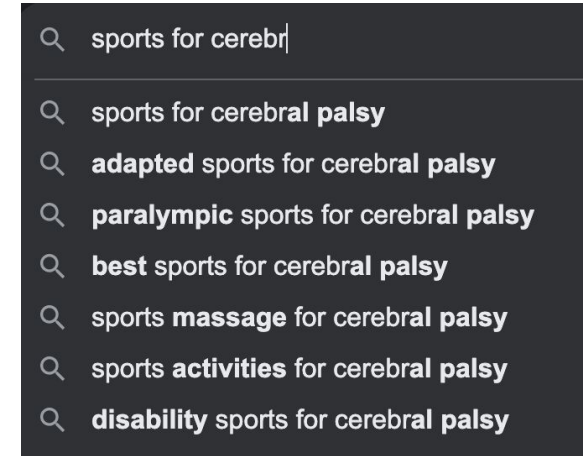
A few tips:

- Google Ad Grants
 - Up to \$10,000/mo in free Google Adwords placements
 - Requires up front work, but massive upside, especially for ASPs
- Retargeting
 - Call back to the people you've previously engaged
 - Disable retargeting post-conversion
 - Platforms: Facebook, AdRoll, Criteo, Perfect Audience

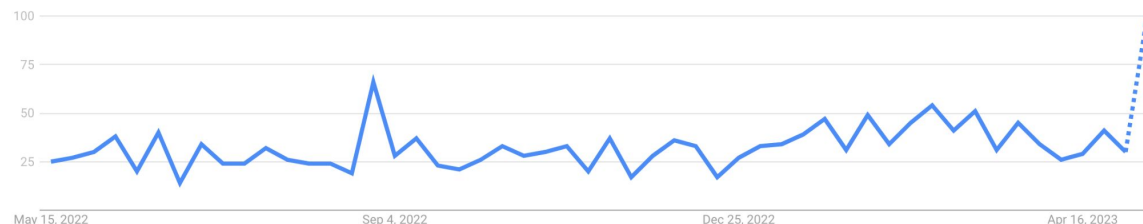


Search Engine Optimization

- Content that mirrors what your stakeholders are searching for
 - Write blog posts about things that you see people searching for
 - Mirror the phrases people may search
 - How can a child with cerebral palsy play sports?
 - Here are three ways a child with cerebral palsy can play sports
 - FAQ: How can a child with cerebral palsy play sports?
- Link backs from other reputable sites (like the Active Project)
- Playing the game Google wants you to play
- Free tools:
 - Trends.google.com
 - Google autocomplete



Interest over time ⓘ



Public Relations

PR exercise:

Imagine your dream press
piece

Where is it?

What is it about?

Why is it the dream?



The New York Times



Local Louisville Adaptive Sports Program is changing lives one scrimmage at a time.

And the people running the place are extremely kind, and should get paid more. Donate using the link below.

20h ago · By GRACE ASHFORD and MICHAEL GOLD

Public Relations

- The purpose of press
 - Reputation
 - Reach
 - Reinforcement
- What goes into a pitch?
 - Finding the author who is a fit
 - Finding the angle that will entice them
 - Do the work for them
- The power of local press
 - Chronicle

A successful PR target list consists of:

- Author Name
- Publications
- Recent Relevant Work
- Suggest Approach
- Key points of pitch

≡ **SKI**

[JOIN NOW](#) [SIGN IN](#)

Are You a Skier with a Spinal Cord Injury? There's A New Online Community For You.

The Active Project by the Kelly Brush Foundation connects people with SCI to the slopes and beyond.



Ways to reach your future participants

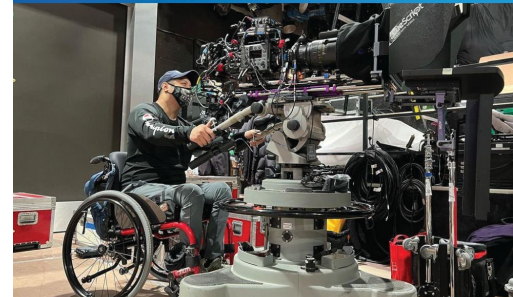
- Referrals from existing participants (every person likes exclusive merch)
- Show your work to the adaptive-adjacent community
- Community days/open houses
- Send testimonials to rehabs from their alumni
- Other Ideas?

John Floresca

46 yrs old | Jersey City, NJ

John was a TV & film camera operator and a running coach for close to 20 years, but a surfing accident in 2019 left his entire life and career in question. Thanks to an incredibly supportive crew, John was back at work only eight months later.

With a Path2Active Scholarship from the KBF, he was learning to handcycle only a few months after that. "Path2Active was the ice breaker; 'okay, I can do this - this fits into my lifestyle.'"



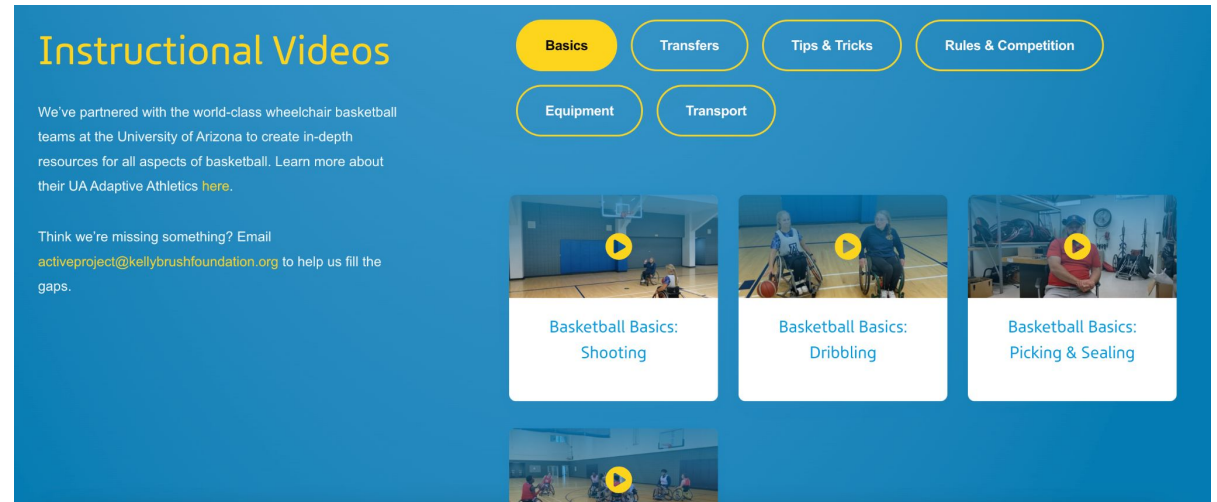
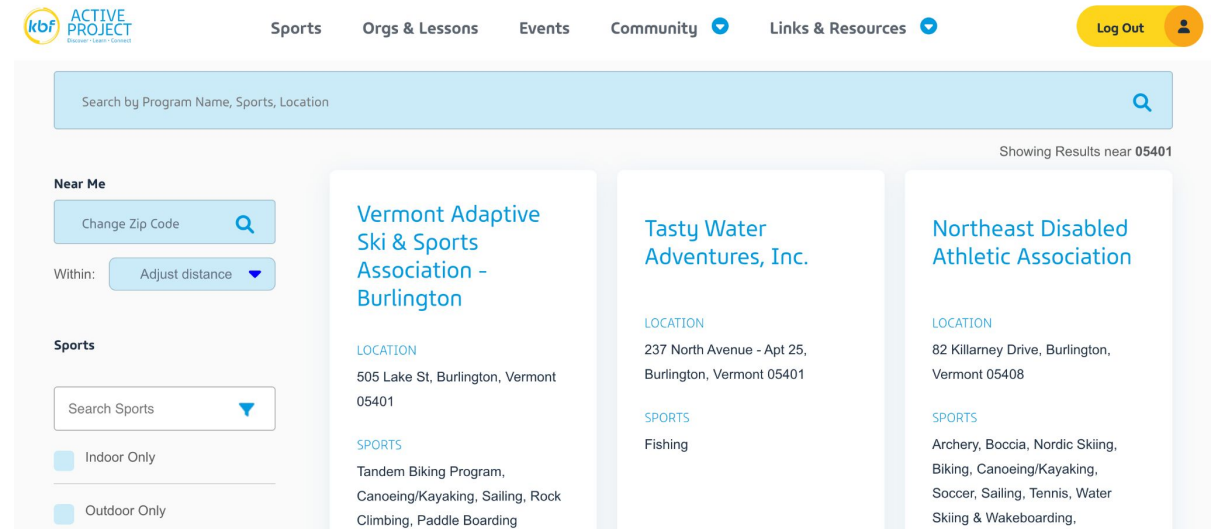
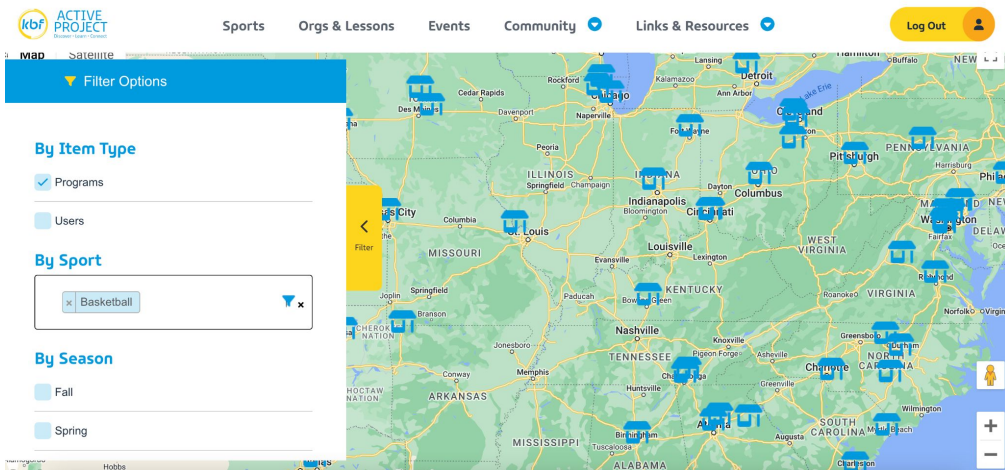
From receiving an Emmy nomination for his crew's work on The Daily Show to coaching running from his KBF-granted adaptive bike, John now sees his life as validation that a disability doesn't have to stand in the way of your dreams.

"I'm so thankful to my family, my coworkers, and organizations like the KBF. They help me prove that you can still do what you love, and you can excel at it."

Ways to reach your future participants

The Active Project

- Free profiles for ASPs
- Add info, events, photos
- Show up on map for all your sports
- Create & use educational resources
- Participate in the digital community



Recap

Free:

- Active Project - schedule with Matt!
- Google Analytics
- Social Blade
- Google Ad Grants

If you have some time:

- Elevator Pitch & Your User Journey
- Adwords & Retargeting
- Referrals & Community Engagement
- Key Strategic PR