Stop Reinventing the Wheel! Your Guide to Effective Communication Across Platforms

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Learning Objectives

- Target Content for Maximum Impact
- Scale Campaigns By Dwell Time
- Re-purpose Content to Stretch Resources
Getting Started

Who are you as an organization?  
What message you are trying to communicate?
Communication Tools

• Brochures
• Newsletters
• Targeted Mail
• Commercials
• Advertisements

• Web
• Email
• Social Networks
• Digital Signs
• Mobile Applications
Drawing your map
Objective 1: Targeting Your Audience

• Learn Your Demographics
• Match Your Content with its Receptive Audience
Communication Cycle

- Response
- Message Determined
- Message Received
- Message Interpreted
- Response Sent
Objective 2: Finding Content

- Internal Resources
- Subscription Services
- External Resources
Objective 3: Dwell Times

- Social
- Email
- Website
- Digital Signage
Putting It Together

Target Content for Maximum Impact

Scale Campaigns by Dwell Time

Re-purpose Content to Stretch Resources
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