

ADVANCED MARKETING: YOU HAVE YOUR FOUNDATION, NOW WHAT?

Branding, Social Media, and Web

Who's on Deck

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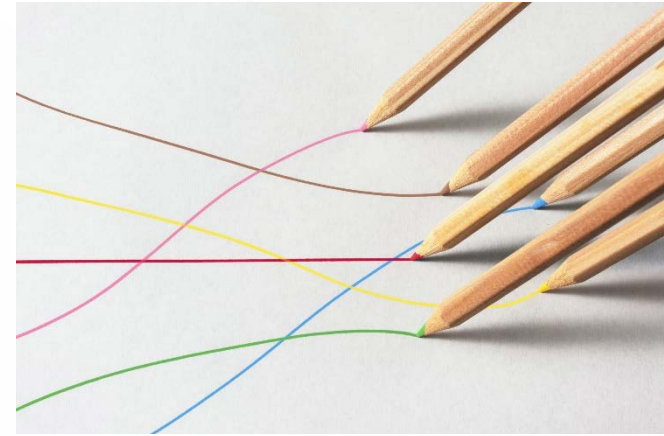


Mason Shelby
Digital Content Manager



Annie Drinkard
Director of
Communications and
Publications

Sample Goals



- Increase awareness of, and attendance at, an event.
- Give longtime members a way to give back, stay connected, and leverage their experiences.
- Increase the number of people visiting your site and using it as a resource.
- Support emerging and new special educators.

How Audience, Stakeholders, and Targets Work Together

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- Audience: The people you're trying to reach to achieve a goal.
- Stakeholders: 5 I's
 - ▣ Interested
 - ▣ Involved
 - ▣ Invested
 - ▣ Influencing
 - ▣ Impacted
- Target(s): The people who have the power to connect, amplify, and engage towards your goal.



Digital Campaign Audiences

Your Goals, Your Websites

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1. What are the goals of your website/webpage?
2. Does the layout/hierarchy reflect your goals?
3. Is the purpose/goal explicitly stated? Why not?
4. Who is the audience of your website or webpage?
5. How easy is it for users to convert (register, sign up, purchase, etc)?
6. Which design elements increase engagement/conversion, and which introduce clutter/distraction?



Using Keywords Unlocks and Opens Your Content to a Wider Audience

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Organic search (search engines) is the primary method users find websites. Our site search is the top accessed page on our websites (besides the homepage and member sign in). How can we make our page's content appear in the results?

Answer: KEYWORDS

1. Keywords are how search engines function
2. Which keywords are important to your audiences?
3. Does your webpage contain the following?
 1. A descriptive title should be concise, direct, and contain keywords
 2. A descriptive introduction should describe your page's intended purpose, goals, and audience

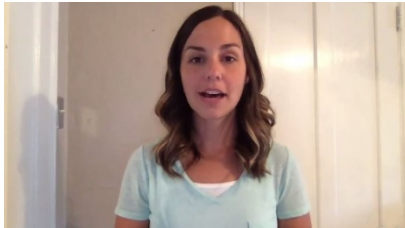


Digital Campaign Examples

Benjamin Riden @BenRidenJMU · Jul 2
 Listen to the most recent episode of **CCBD's** podcast: Behavior Now!
 Episode 5 - Politics and Bipartisanship with Dr. Mitchell Yell (@mitchellyell)



Behavior Now! Episode 5 - Politics and Bipartisanship by Behavior No...
 In this episode of Behavior Now! Dr. Mitchell Yell talks to us about politics and bipartisanship in special education.
 anchor.fm



Division for Research CEC DR August 15, 2019 · **Following**
 CEC-DR will start to highlight recently published articles in the CEC-DR journal, the Journal of Special Education. Watch our first video highlight where Dr. Emily Sobeck describes a study on para-educator training! For the full article, access: <https://journals.sagepub.com/.../10.1177/0022466919858989>
 See Less

DCDT @DCDT_CEC
 Are you a DCDT member? Join our monthly transition discussions with our members. conta.cc/3pAaciB

DCDT Members Only TOWNHALL DISCUSSION
 ACCELERATING FUTURES
 COUNCIL FOR DISABILITY TRAINING

All DCDT Town Hall Discussions are facilitated by our elected board members, free to all members, and will be held on the second Tuesdays of each month at 3 p.m. e.s.t.

CASE Council of Administrators of Special Education
CASE FALL CONFERENCE
 NOVEMBER 11-13, 2021
 Little Rock Marriott
 Little Rock, Arkansas

caseec2020
 caseec2020 Are you ready for face-to-face interaction? Register for the CASE Fall Conference! www.caseec.org
 Early Bird Registration: Now through July 23, 2021

TEACHER EDUCATION DIVISION
 ABOUT MEMBERSHIP EVENTS RESOURCES
 Washington Update

January Washington Update
 By Jane West on January 13, 2021
 Dear Colleagues, This is certainly not the beginning to 2021 that any of us expected. The events of this week were disturbing on so many levels—a gross violation of our democracy, a bold nod to... See more >
 Category: Washington Update
 Topics: Policy/Advocacy

Division of Performing Arts Education

cecarts Dear arts educators, THANK YOU for all you do. We know this year has been rough and with the new school year quickly approaching with many unknowns we want you to know how much you matter and how important you are to the lives of students. Keep crushing it! We are here for you if you need us. #councilforexceptionalchildren #artseducation #keepartsinschools #cec
 48w

cec_headquarters ❤️
 48w Reply

Thank you!

Innovations in Special Education Technology @iset... · May 11, 2020
 In the latest Tech in Action video we can all learn about creating accessible videos!

ISET Creating Accessible Videos for Teaching
 This video in the ISET "The Least You Need to Know" series leads you through basic tips for ...
 youtube.com

Choosing Your Channels

Where are your audiences?



Where are your audiences?

MGR
CONSULTING GROUP

Where are you?



Campaign Channels



Share

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- How does it connect?
- How does it amplify?
- How does it engage?



Ways to Engage

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Post daily



Use images



Be personal



Mention people



Listen



Encourage readers



Monitor



Run contests



Build partnerships



Pose a question



Host a weekly/monthly
Twitter chat



Schedule

Recap: Connect. Amplify. Engage.

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- **Focus on one thing at a time** outside of your website, if you have more bandwidth, great, but it's best to start at one and do that well rather than do several not so well.
- **Be a Good Listener**
- **Check-in with allies and supporters.** Add to their conversations, or show support by sharing/resharing what they have that fits with your big picture.
- **Utilize the connections** in CEC web, the forums, and with each other to build, grow, and share your content, and then amplify online.

Let's Keep in Touch

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Annie Drinkard
Director of Communications and
Publications
adrinkard@exceptionalchildren.org
Office Hours: Email me and we'll set
a time



Mason Shelby
Digital Content Manager
mshelby@exceptionalchildren.org
Office Hours: Email me and we'll
set a time