

# MARKETING 101:

## Building a Strong Foundation

- This session is catered to components working to establish their best practices related to general marketing.
  - Website essentials that can articulate your purpose and build and support your reputation so that members find your unique website helpful, informative and catered to them.
  - Social media basics, including items to consider and how to prepare for launching a new Instagram, Twitter or Facebook page.

# What is Marketing?

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- Marketing strategy is an organization's promotional efforts to allocate its resources across a wide range of platforms, channels to increase its sales and achieve sustainable competitive advantage within its corresponding market. (Wikipedia)
- The activity or business of promoting and selling products or services, including market research and advertising (Oxford Dictionary)
- Marketing is the activity, institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value. (American Marketing Association)

If marketing is THAT many things, why would we only focus on websites in this session?

# Why is a good website important?

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why is a good website important



In business

Pdf

For business

Images

Books

News

Videos

Shopping

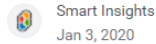
Maps

All filters ▾

Tools

About 10,520,000,000 results (0.42 seconds)

A well-designed website can help you form a good impression on your prospective customers. It can also help you nurture your leads and get more conversions.



Smart Insights  
Jan 3, 2020



[What is the importance of web design for your audience?](#)

... navigation, and is mobile-friendly — will ensure that your business ranks high in the Search Engine Results Pages and improve your business's SEO efforts



TechDay



[Why Having a Good Website Is Important for Your Business](#)

About featured snippets · Feedback



Forbes  
<https://www.forbes.com/sites/theyec/2020/02/03/>

[Why Every Business Needs A Website](#)

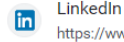
Feb 3, 2020 — One of the main reasons you should have a website for your business is to **increase your organization's credibility**. Chances are there are ...



Prolific Marketing  
<https://prolificmarketing.org/2013/06/the-importan...>

[The Importance of a Quality Website](#)

Looking good is important because **your website is often your first impression you give potential customers**. If they found you through a search or through a ...



LinkedIn  
<https://www.linkedin.com/pulse/why-website-importa...>

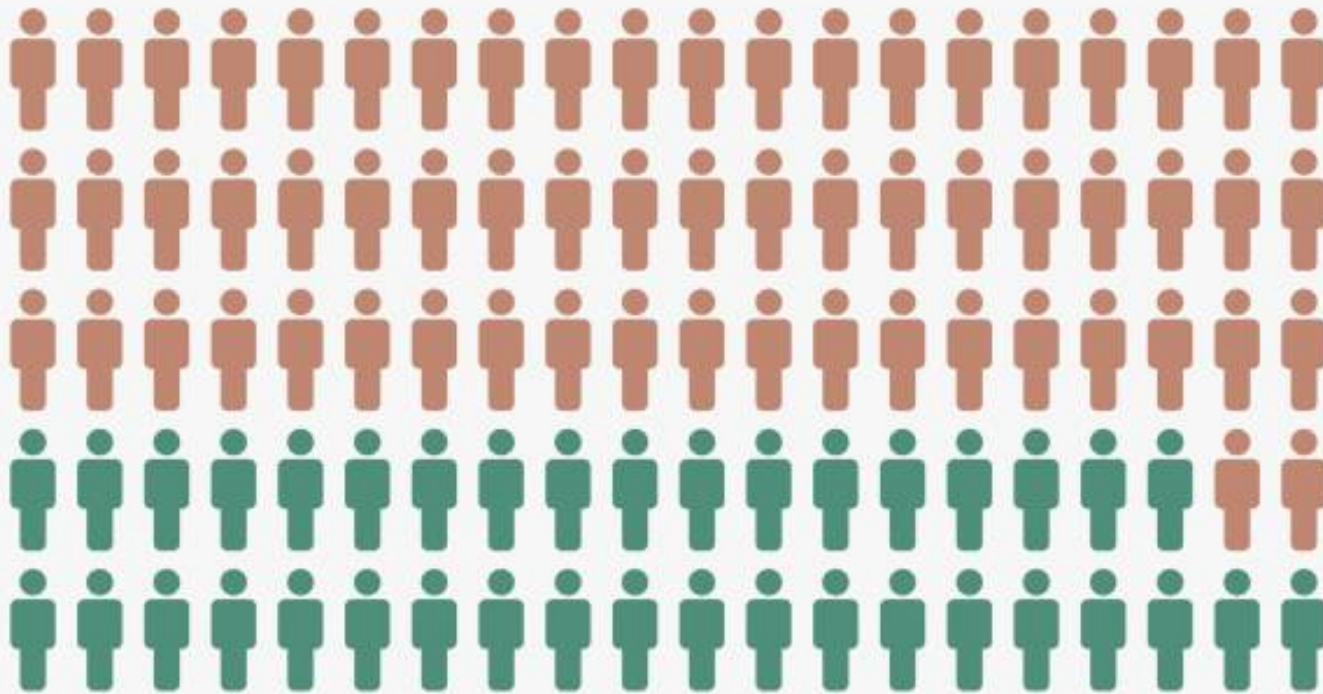
[Why Website is Important For a Business](#)

Aug 24, 2021 — **Websites are an essential tool for businesses to establish their credibility and build trust with their customers**. This can then be further ...

# First Impressions

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38/100



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So yes...

# YOUR WEBSITE MATTERS!

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# Where do we start?



# Take a Step Back

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1. Clear call to action
2. Reorganize your content for easy navigation
3. Assess your branding
4. Check for broken links and outdated/irrelevant information
5. Identify text-heavy areas (and where you need images)
  - Use direct language & titles
6. Identify areas for member testimonials

# Activity

Unit



Division



# Standard Section Enhancements

# About Us

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- Mission/purpose statement
- Founding
- Board
- Bylaws

# Events

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- CEC Events
- Virtual
- Conferences
- Networking Opportunities
- Non-CEC Events

# Membership

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- Link to CEC
- Member-only benefits
- New Member Onboarding Webinars
- Get Involved
- Communications & Blog feature
- Affiliated groups

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# Social Media

# Is it time?

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- Updating your website at minimum 4 times a year
- Have at least one dedicated volunteer to social media
- Plan to post weekly at minimum





# Identify the Right Platform

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Questions to ask:

- ❑ What audience are you trying to reach?
- ❑ How will the platform support your component's mission and goals?
- ❑ What skills and knowledge do we have to build a plan for posting?



# Bring Relevant Content

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Sprout Social breaks down demographics by social network:

- ❑ Facebook (Primary Age Group: 25-34 (and skewing older); Gender: ~56% male, ~44% female)
- ❑ Instagram (Primary Age Group: 25-34; Gender: ~57% female, ~43% male)
- ❑ LinkedIn (Primary Age Group: 45-55; Gender: ~51% male, ~49% female)
- ❑ Pinterest (Primary Age Group: 30-49; Gender: ~78% female, ~22% male)
- ❑ TikTok (Primary Age Group: 13-34; Gender: ~58% female, ~40% male)

# Audience

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Most teachers are using social media to look for new classroom ideas. Here's what they said:

- 80% - Get inspired with new teaching ideas
- 77% - Find resources for my classroom
- 57% - Connect with other educators
- 52% - Stay on top of trends and news
- 47% - Find teacher discounts and deals
- 35% - Follow education companies and organizations
- 35% - Participate in an online community

# Establish a Plan

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- How often will you post
- Identify what's most important to your:
  - ▣ Members
  - ▣ Mission
  - ▣ Engagement Efforts
- Support your goals:
  - ▣ Engage
  - ▣ Inform
  - ▣ Interact

# Best Practices

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## □ Accessibility

- Making sure your content is accessible to everyone adds a little time but makes a big impact and sets a positive example for others. It's important to:
  - [Caption videos](#)
  - Include [Alt Text](#) on images
  - Write posts in a reader-friendly way. Don't overcomplicate your language
  - Use colors that contrast appropriately when using text in graphics. You can use a [contrast-ratio tool](#).

# Best Practices

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- ❑ Build a content library
- ❑ Balance photos and text-heavy graphics
- ❑ Maintain branding
- ❑ Identify your voice/tone
- ❑ Content calendars
- ❑ Goals for engagement

# Next Steps

## Immediate Website Updates: Web Request Form

CEC Website > Membership > Resources for Unit, Division, and Chapter Leaders > Shared Resources menu > Website Updates dropdown

### Connect with Our Team!



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