

## More Than A Message Part 1

*What Happens To Your Message Once It's Out There?*



### For This Workshop, You Will Need:




### Warm Up Exercise



How many articles in today's newspaper?  
And how many of them can you remember?



### Warm Up Exercise



How many pieces of mail did you receive this week?  
And how many can you remember?



### Warm Up Exercise



How many times did you use Facebook last week?  
How many ads can you remember?




### Warm Up Exercise



The last time you put gas in your car, what was the "pump topper" advertisement for?

**Warm Up Exercise**



I know that half my advertising is wasted, I just don't know which half.

-- John Wannamaker  
1838-1922  
Father of Modern Marketing

**Key Takeaway**

Most people:

- Overlook your message
- Forget your message
- Ignore your message

... no matter how good that message is!

Rookies **get their feelings hurt** when this happens  
Veterans **expect** this to happen and plan accordingly


**Agenda**

- Orientation Exercise
- Terms of Art
- “What Went Wrong?” Exercise
- Terms of Art
  - Target Audience
  - Impressions
  - Conversions
  - Cultivation
- Final Exercise

**Terms of Art**

The Term	What Does It Mean?
Target Audience	Who you will spend time and money to try to reach
Impression	How you will deliver your message to the Target Audience
Conversion	How the Target Audience will respond to your message -- and how you will know
Cultivation	How you will stay in touch and nurture the relationship

**The “Slope”**



Define Your Target Audience    Impressions    Conversions    Cultivation    Big Steps

Overlook, Forget, Ignore (Only rarely refuse)

**Exercise #2: What Went Wrong?**

On the following slides, imagine **we** have tried to reach the individuals in the picture to engage them in your work. But something went wrong. Was it...

- **Target Audience Mismatch:** We made the wrong choice for delivering our message to the target audience
- **Impression:** The target audience overlooked, forgot, or ignored our message
- **Conversion:** The target audience didn't know how to respond, or they gave up after trying
- **Cultivation:** We failed to contact the target audience again after they first responded

 Exercise #2: What Went Wrong?





Did I see your video on YouTube?? I've never seen anything on YouTube!

 Exercise #2: What Went Wrong?


**Target Audience Mismatch:**  
We made the wrong choice for delivering our message to the target audience



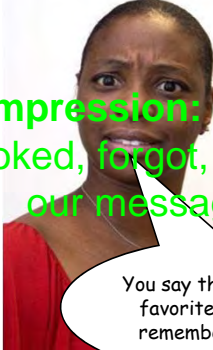
 Exercise #2: What Went Wrong?




You say those ads ran on my favorite station? I don't remember hearing them.

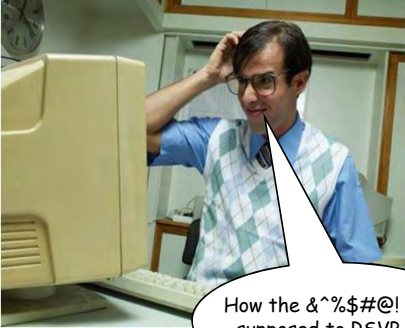
 Exercise #2: What Went Wrong?

**Impression:** They overlooked, forgot, or ignored our message




You say those ads ran on my favorite station? I don't remember hearing them.

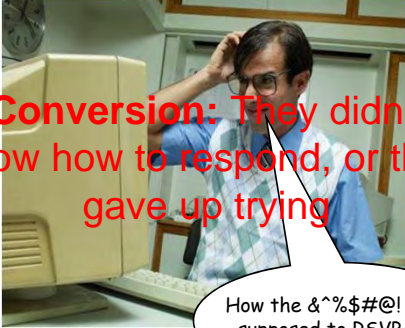
 Exercise #2: What Went Wrong?



How the &^%\$#@! am I supposed to RSVP for this event?

 Exercise #2: What Went Wrong?

**Conversion:** They didn't know how to respond, or they gave up trying



How the &^%\$#@! am I supposed to RSVP for this event?

 Exercise #2: What Went Wrong?



I enjoyed volunteering for you that day, but I never heard from you again.

 Exercise #2: What Went Wrong?



**Cultivation:** We failed to stay in touch

I enjoyed volunteering for you that day, but I never heard from you again.

 Exercise #2: What Went Wrong?



You say the newspaper wrote about you. That's great. (Eyes rolling)

 Exercise #2: What Went Wrong?




**Target Audience Mismatch:** We made the wrong choice for delivering our message to the target audience

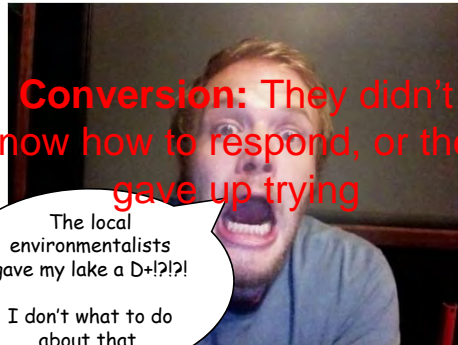
You say the newspaper wrote about you. That's great. (Eyes rolling)

 Exercise #2: What Went Wrong?



The local environmentalists gave my lake a D+!?!?!  
I don't know what to do about that.

 Exercise #2: What Went Wrong?



**Conversion:** They didn't know how to respond, or they gave up trying

The local environmentalists gave my lake a D+!?!?!  
I don't what to do about that.



 Exercise #2: What Went Wrong?



I don't remember getting an email from you about that...

 Exercise #2: What Went Wrong?




**Impression:** They overlooked, forgot, or ignored our message


I don't remember getting an email from you about that...

 Exercise #2: What Went Wrong?



I called the number to report an oil slick on the water. I left a message. Nobody ever called me back.

 Exercise #2: What Went Wrong?



**Cultivation:** We failed to stay in touch

I called the number to report an oil slick on the water. I left a message. Nobody ever called me back.

 Exercise #2: What Went Wrong?



This membership invitation just isn't 100% convincing

 Exercise #2: What Went Wrong?



**Impression:** They overlooked, forgot, or ignored our message

This membership invitation just isn't 100% convincing

 Exercise #2: What Went Wrong?



I signed your petition. You never told me how it turned out!

 Exercise #2: What Went Wrong?



I signed your petition. You never told me how it turned out!

**Cultivation:** We failed to stay in touch

 Exercise #2: What Went Wrong?



I don't read any environmental blogs or newsletters.

 Exercise #2: What Went Wrong?




I don't read any environmental blogs or newsletters.


**Mismatch:** We made the wrong choice for delivering the message to the target audience

 Exercise #2: What Went Wrong?



I read some article about native plants? It sounded cool but I have no idea how to get started.

 Exercise #2: What Went Wrong?



I read some article about native plants? It sounded cool but I have no idea how to get started.

**Conversion:** They didn't know how to respond, or they gave up trying

**The "Slope"**

Define Your Target Audience Impressions Conversions Cultivation Big Steps

Overlook, Forget, Ignore  
(Only rarely refuse)

**"Target Audience"**

If you deliver your message to the *right* people:

- They are more likely to notice
- They are more likely to remember
- They are more likely to respond

**"Target Audience"**

Define your **Target Audience** as the group you will *spend time and money* trying to reach. The Target Audience meets your criteria for:

- Location
- Behavior and/or Attitudes
- Demographics

Estimate the number of people in your target audience!

**Newspapers & Magazines**

**AARP Magazine Readers**      **Off Road Magazine Readers**

You have time to call one magazine editor this afternoon and propose a story about your drug take back program...

**In Person Presentation**

**Garden Club**      **Elks Lodge**

You have one free evening this week to make a presentation about how to install a rain barrel.

**Social Media**

**PA. Facebook Users Interested in "Wildlife"**      **PA. Facebook Users Interested in "Environment"**

Audience	Audience
<ul style="list-style-type: none"> <li>• who live in the United States</li> <li>• who live in Pennsylvania</li> <li>• age exactly 18 and older</li> <li>• who are in the broad category Wildlife</li> </ul>	<ul style="list-style-type: none"> <li>• who live in the United States</li> <li>• who live in Pennsylvania</li> <li>• age exactly 18 and older</li> <li>• who are in the broad category Environment</li> </ul>

Which type of Facebook user would be more likely to sign a petition to the Pennsylvania governor about the environmental budget?



**Mail**

**Households interested in "Green Living"**

Total: 36,918    3,691.8

**Households with a history of donating to charity**

Total: 4,125    412.5

You have a budget to mail 3,000 acquisition (membership invitation letters) to prospects around Corpus Christi Bay. Which category would give you a better response?

**Phone**

**People who keep their boat at a local marina**

**People who shop at the local West Marine store**

Two local businesses have provided you with customer lists so you can call and promote your boat "pump out" program. Which list would you call first?

**What Conservation Professionals Focus On**

- Stormwater runoff
- Watershed management
- Climate adaption
- Biodiversity
- Sustainable development
- Interbasin transfers
- Agricultural best practices
- Biodiversity Conservation
- Etc...

*Conservation professionals' instincts are to organize outreach and communication around topics*

**What Outreach Professionals Focus On**

- Stormwater runoff
- Watershed management
- Climate adaption
- Biodiversity
- Sustainable development
- Interbasin transfers
- Agricultural best practices
- Biodiversity Conservation
- Etc...
- Farmers along the creek
- Potential major donors
- Activists around the state
- Boaters & anglers who use the lake
- Residents near the toxic waste site
- Concerned citizens in the county
- Businesses that have to comply with this regulation

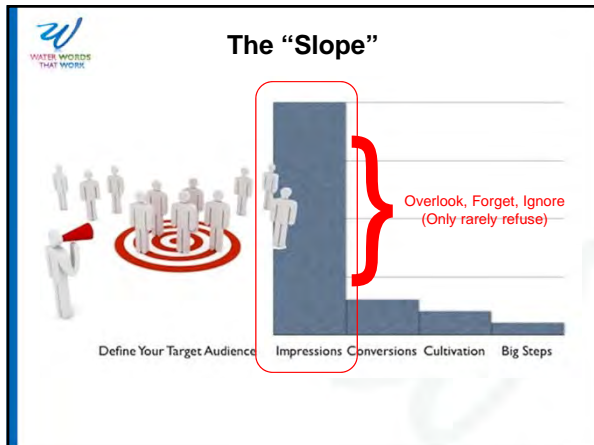
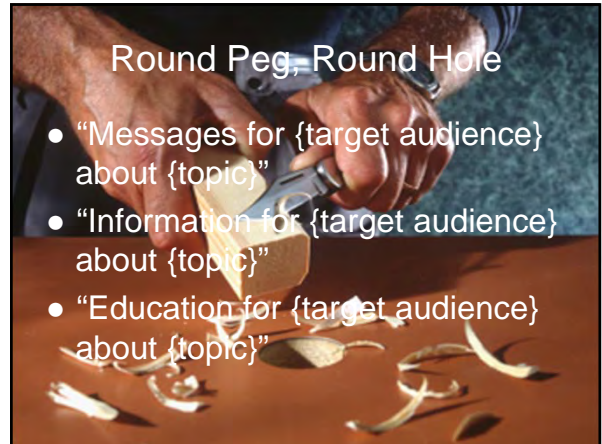
*Communication professionals learn to organize outreach and communication around audiences*



Square Peg, Round Hole

- "Raise awareness about {topic}"
- "Get the word out about about {topic}"
- "Educate people about {topic}"






**Impressions to Conversions**

The most common math that professional communicators use is to determine the conversion rate, a.k.a the response rate:

*Number of conversions (or responses) divided by the number of impressions*

### Exercise #3: Impressions



**Impressions Exercise #1**  
*What's the Response Rate That You Got?*

Impressions	# of Conversions	Conversion Rate
Mailed 500 fundraising letters	3 people made a donation for the first time	3 divided by 500 = 1.6%
Promoted a workshop in the newspaper. Newspaper says they have 15,000 readers	14 people attended the workshop	14/15,000 = .09%
Called 50 people to ask them to come out for a volunteer event	16 of them showed up	16/50 = 32%
Enabled 1,000 people asking them to sign a petition to county council	57 of them signed the petition	57/1,000 = 5.7%

Using a calculator, figure out the conversion rate you GOT (in the past)



### Impressions: Rules of Thumb

**Impressions Exercise #1**  
*What's the Response Rate That You Got?*

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**High Bang, High Buck**

### Impressions: Rules of Thumb

Let me tell you about this great thing I tried...

Hey guys, I need a favor

### Rules of Thumb for High Bang, High Buck Impressions

- Response rates 10%, 20%, 30% or maybe even higher
- Maximum results achieved after just 2 or 3 impressions



### Impressions: Rules of Thumb

**Impressions Exercise #1**  
*What's the Response Rate That You Got?*

Impressions	# of Conversions	Conversion Rate
Mailed 500 fundraising letters	3 people made a donation for the first time	3 divided by 500 = 1.6%
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Called 50 people to ask them to come out for a volunteer event	16 of them showed up	16/50 = 32%
Enabled 1,000 people asking them to sign a petition to county council	57 of them signed the petition	57/1,000 = 5.7%

**Middle Bang, Middle Buck**

### Impressions: Rules of Thumb



**Water Words That Work** Impressions: Rules of Thumb

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**Water Words That Work** Rules of Thumb for Mid Bang, Mid Buck Impressions

- Response rates in single digits -- .5% to 5%
- Maximum results achieved after 3 to 7 impressions

**Water Words That Work** Impressions: Rules of Thumb

**Impressions Exercise #1**  
What's the Response Rate That You Got?

Impressions	# of Conversions	Conversion Rate
Mailed 500 fundraising letters	9 people made a donation for the "Red" Fund	9 divided by 500 = 1.8%
Promoted a workshop in the newspaper. Newspaper says they have 10,000 readers	14 people attended the workshop	14/10,000 = .09%
Conducted program on work event or come out for a volunteer event	10 in total showed up	10/100 = .1%
Enabled 1,000 people asking them to sign a petition to county council	57 of them signed the petition	57/1,000 = 5.7%

Low Bang, Low Buck

**Water Words That Work** Impressions: Rules of Thumb

**Water Words That Work** Impressions: Rules of Thumb






**Impressions: Rules of Thumb**

A screenshot of a Facebook page. A red box highlights a post from 'The Front for Public Land' with the text: 'The Front for Public Land is a 501(c)(3) nonprofit organization. We are currently raising funds to support our work. If you are interested in helping us, please contact us at info@frontforpublicland.org or call 1-800-877-7273. We will get you a 30% discount on our merchandise.' The post has 149 likes and 1,758 comments.

**Impressions: Rules of Thumb**

A photograph showing a wooden book rack filled with many books on the left, and a bulletin board on the right covered with various notices, flyers, and advertisements.

**Impressions: Rules of Thumb**

Advertiser	\$ Spent	Per	Year
	~\$5	Voter	2014
	~\$3	Voter	2014
	~\$4.50	Licensed Driver	2013

**Rules of Thumb for Low Bang Low Buck Impressions**

- Response rates are a *tiny fraction of 1%*
- Need to make dozens of impressions before maximizing results

**Impressions: Rules of Thumb**

**SOIL AND WATER CONSERVATION SOCIETY**  
Healthy Land Clean Water For Life  
**Pesticide Buffers Workshop**  
Protecting Natural Resources with Conservation Buffers  
April 19-20, 2011 – Portland, Oregon

is workshop for conservation professionals, agricultural producers, pesticide applicators, land managers and zulators will cover the use of conservation buffers to meet EPA regulations related to fumigants, pesticides

**Imagine there are 100 farmers within a 20 mile radius of this workshop**

**Impressions: Rules of Thumb**

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**You call 100 farmers on the phone. You get a 32% response rate. How many show up?**

**WATER WORDS THAT WORK**

## Impressions: Rules of Thumb

**SOIL AND WATER CONSERVATION SOCIETY**

**Pesticide Buffers Workshop**  
**Protecting Natural Resources with Conservation Buffers**  
**April 19-20, 2011 – Portland, Oregon**

is workshop for conservation professionals, agricultural producers, pesticide applicators, land managers and zulators will cover the use of conservation buffers to meet EPA regulations related to fumigants, pesticides

**You email 100 farmers. You get a 5.7% response rate.**  
**How many show up?**

**WATER WORDS THAT WORK**

## Impressions: Rules of Thumb

**SOIL AND WATER CONSERVATION SOCIETY**

**Pesticide Buffers Workshop**  
**Protecting Natural Resources with Conservation Buffers**  
**April 19-20, 2011 – Portland, Oregon**

is workshop for conservation professionals, agricultural producers, pesticide applicators, land managers and zulators will cover the use of conservation buffers to meet EPA regulations related to fumigants, pesticides

**You post a notice in the newspaper that 100 farmers read. You get a .09% response rate.**  
**How many farmers show up?**

**WATER WORDS THAT WORK**

## Impressions

Professional communicators choose how to make their impressions *after* they:

- Define their target audience
- Determine how big the audience is
- Set a goal for the # of responses they need

**WATER WORDS THAT WORK**

## Exercise #4: Impressions

**Impressions Exercise #2**  
*What's the Response Rate That You Need?*

Target Audience Size	Your Goal	Conversion Rate Needed
47 Farmers in the watershed	10 of them come to a Riparian Buffer Workshop	10/47 = 21%
650 Dog owners in your town	50 of them sign a "scoop the poop" pledge	50/650 = 7.69%
1,250 past donors of your organization	45 of them make donation in response to your special appeal	45/1,250 = 3.6%
5,250 registered voters	100 of them sign a petition to the mayor	100/5,250 = 1.9%

Using a calculator, figure out the conversion rate you **NEED** (in the future).

**WATER WORDS THAT WORK**

## Exercise #4: Impressions

**Impressions Exercise #2**  
*What's the Response Rate That You Need?*

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**WATER WORDS THAT WORK**

## Impressions: A Key Takeaway

Rookies usually *overestimate* how well their outreach should work, and therefore *underestimate* how much of it they need to actually do.

In most cases, you will need to reach your audience several times in *2 or 3 different ways* to achieve any reasonably ambitious goal.

## The "Slope"

Define Your Target Audience Impressions Conversions Cultivation Big Steps

Overlook, Forget, Ignore  
(Only rarely refuse)

## Conversion

If your message provides an opportunity to respond:

- They are more likely to respond
- They are likely to remember that they responded
- They are more likely to remember the message that prompted their response in the first place

## Conversion

The "conversion" is where you have the opportunity to ask five magic questions:

- What is your name?
- What is your email address?
- What is your phone number?
- How did you hear about us?
- Would you like to stay in touch?

## Conversion

RSVP by August 3rd  
Email [tammie@angelwines.com](mailto:tammie@angelwines.com) or call 209.334.9780  
Saturday, August 11th at 6:00pm  
Exclusive to Wine Club Members  
\$80 per person  
Dress for the cellar

## Conversion

**SOCIAL SECURITY**  
National Call-In Day  
Don't Cut Social Security  
1-800-998-0180


## Conversion

Membership Levels	Amount	Quantity	Subtotal
Individual Membership	\$15.00	0	\$0.00
Individual Membership	\$15.00	0	\$0.00
Family Membership (2 included)	\$30.00	0	\$0.00
Supporter Membership	\$100.00	0	\$0.00
<b>Potomac River Stewards</b>			
River Steward	\$25.00	0	\$0.00
River Advocate	\$50.00	0	\$0.00
River Guardian	\$100.00	0	\$0.00
River Ambassador	\$150.00	0	\$0.00
River Protector	\$200.00	0	\$0.00
River Champion	\$300.00	0	\$0.00


Additional Donations Amount: \$0.00

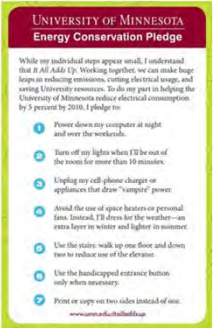
Donation Hotline Call 864-298-0999






## Conversion








## Conversion: Term of Art

- Whenever you use print, broadcast, or open air messages to try to send people to a website or social media account, that is called the **offline > online conversion**.
- **Offline > online conversion rates** are even lower than our usual rules of thumb.



## Conversion: Offline > Online

Method of Promoting Website	Cost Per Visit to Website
Radio Ad	\$118
Facebook Ad	\$.96


From a Water Words That Work LLC client project. You mileage may vary. Facebook ads and radio ads are both "low bang, low buck" impressions




## Conversion

The "conversion" is where you have the opportunity to ask five magic questions:

- What is your name?
- What is your email address?
- What is your phone number?
- How did you hear about us?
- Would you like to stay in touch?




## Conversion




I know that half my advertising is wasted, I just don't know which half.

-- John Wannamaker  
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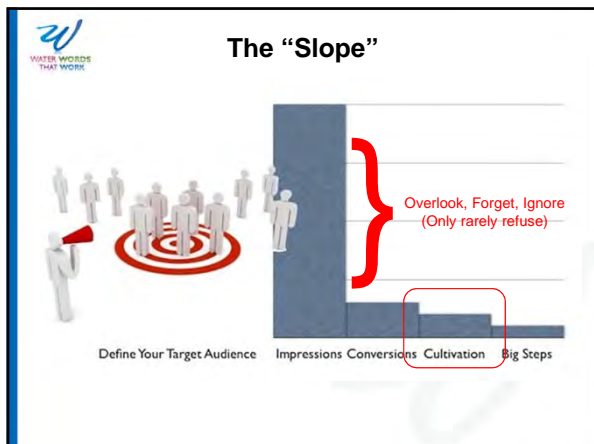
## Conversion



I know that half my advertising is wasted, I just don't know which half.

Always try to figure out how they heard about you!!

-- John Wannamaker  
1838-1922  
Father of Modern Marketing



**Cultivation**

Address City

ny Somewhere on Hikey West Fl

rg 1600 Pennsylvania Washington Di

St Bighomed Wis South Park G

ry The Alamo San Antonio Tx

821 Zimbabue A Washington Di

1 Microsoft Way Redmond W

194 194 DeLuxe Apart in the Sky N

Empire State Bu New York N

nan 1313 Mockingbir Fargo N

le 148 Keenan Hall Notre Dame N

ar 742 Evergreen Tr Springfield IL

13 Main Street Andover N

Mailing Lists

Write and manage your list members

All Lists All Members

Lists

Private List (All Members)

Annual Report (Web Page)

Corporate Meeting (Web Page)

Water Science Activities

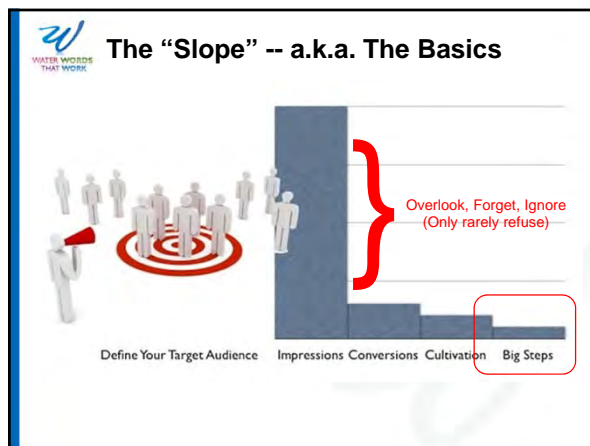
Members Contact List

Typical tools to stay in touch: Sign in sheets, spreadsheets, email blast tools, and contact databases

- 
- Cultivation**
- Once you have their contact information, you use it to:
- Send "thank you" emails and notes
  - Urge them to take another conservation action
  - Send updates on your accomplishments
  - Solicit their opinion on your next move
  - Etc.
- And you record how they respond!*



- 
- Cultivation: Exercise #5**
- Tell us:
- What conversion are you "confessing?"
  - Why were you the target audience?
  - What type of impression prompted you to convert?
  - How have they tried to cultivate you since then?



### Big Steps: Exercise #6

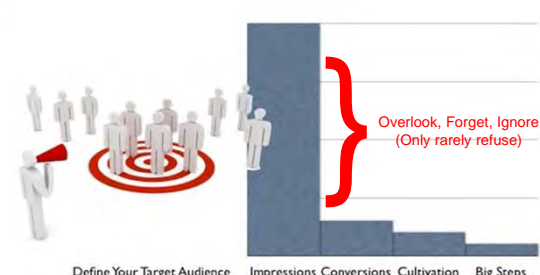


You run a hypothetical nonprofit conservation organization. Along the way, you have made an impression and converted these five individuals. You have carefully tracked your cultivation efforts in your database.

### Big Steps: Exercise #6

Major Action	Best Candidate	What cultivation responses suggest they are the best candidate?
Organize a fundraising dinner at home		
Meet with a state senator about the environmental budget		
Organize a workshop about "eco-friendly" lawn care		
Join the board of directors		


### The "Slope"



Define Your Target Audience Impressions Conversions Cultivation Big Steps

Also known as "The Basics," most conservation organizations make excuses for ignoring them.

### Famous Last Words



These conservation professionals are ignoring the basics. What excuses might they be making?

### Famous Last Words



We can't be bothered with the basics because our work is SO IMPORTANT!!

We have a brochure and a website. Isn't *that* the basics?

If we have a cool logo and a catchy slogan, we can skip the basics

Isn't it somebody else's job to take care of the basics?

### Key Takeaways

Most people:


- Overlook your message
- Forget your message
- Ignore your message

... no matter how good that message is!

**Rookies get their feelings hurt**  
**Veterans expect and plan for this**





 **Key Takeaways**


Rookies usually *overestimate* how well their outreach should work, and therefore *underestimate* how much of it they need to actually do.

In most cases, you will need to reach your audience in *2 or 3 different ways* to achieve any reasonably ambitious goal.

 **Wrap Up: To Learn More**



The screenshot shows the Water Words website. In the "Our Methods" section, the "Outreach" link is highlighted with a red box.

 **Q&A**