
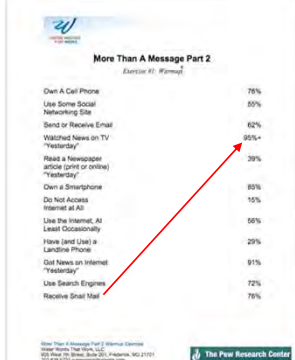


More Than A Message Part 2

Ready, Aim, Fire -- or Ready, Fire, Aim




Exercise #1: Warmup




Criteria	% of Americans
Own a Cell Phone	91%
Use Some Social Networking Site	85%
Send or Receive Email	82%
Watched News on TV "Yesterday"	55%
Read a Newspaper article (print or online) "Yesterday"	29%
Own a Smartphone	56%
Do Not Access Internet at All	15%
Use the Internet, At Least Occasionally	85%
Have (and Use) a Landline Phone	62%
Got News on the Internet "Yesterday"	39%
Use Search Engines	76%
Receive Snail Mail	95%+


© The Pew Research Center



Warm Up Exercise

Criteria	% of Americans
Receive "Snail Mail"	95%+
Own a cell phone	91%
Use the Internet, at least occasionally	85%
Send or receive email regularly	76%
Use search engines	76%
Use a social networking site	72%
Have (and use) a landline phone	62%
Own a smartphone	56%
Watched news on TV "yesterday"	55%
Got news on the Internet "yesterday"	39%
Read a newspaper article (print or online) "yesterday"	29%
Do not access the Internet at all	15%

- 
- ## Agenda
- Warm Up Exercise
 - Quick Recap
 - "Ready, Aim, Fire" or "Ready, Fire, Aim"
 - The Slope & The Outreach Strategy
 - This Session's Challenge & Target Audience
 - Five Ways to Research Your Target Audience
 - Q&A

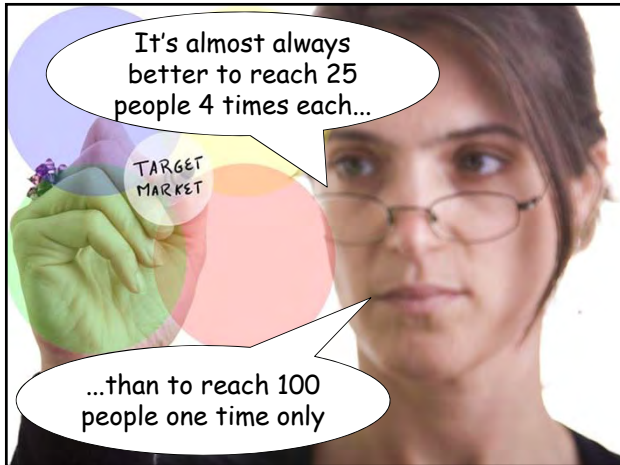


Key Takeaways

Rookies usually *overestimate* how well their outreach should work, and *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.





The "Slope"

Define Your Target Audience Impressions Conversions Cultivation Big Steps

Overlook, Forget, Ignore (Only rarely refuse)

We Are Aiming at the Audience With...

Ready, Aim, Fire!

Carefully researching your target audience is the most important thing you can do to ensure that your outreach effort is successful. Conservation professionals usually skip this altogether!


Ready, Fire, Aim!

But if you jump into an outreach effort without researching your target audience, your efforts are very likely to backfire

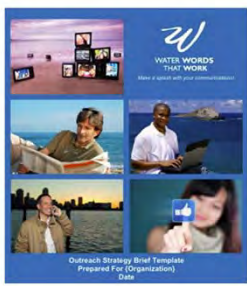
Review

Professional communicators:

- Define their target audience
- Determine how big the audience is
- Set a goal for the # of conversions they need
- *Before they decide how to deliver their message*



Outreach Strategy Brief



A planning guide for outreach and communications activities.


©2014 Water Words That Work, LLC
Water Words That Work, LLC
805 West 7th Street, Suite 201, Franconia, MA 01825
781.829.6732 www.waterwordsthatwork.com



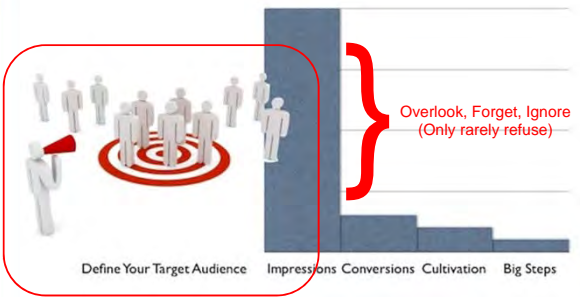
Today's Goal



Imagine we all work for the Fiction County Conservation District. We are trying to promote a variety of education programs for kids.



The "Slope"




Define Your Target Audience Impressions Conversions Cultivation Big Steps


Overlook, Forget, Ignore
(Only rarely refuse)



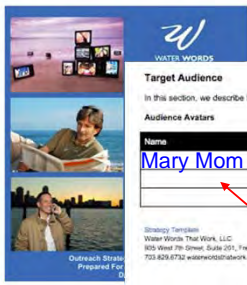
Today's Target Audience



Mary Mom, who has three children under the age of 12.
She lives within 15 miles of the nature center.



Outreach Strategy Brief P.3




Target Audience
In this section, we describe the types of individuals we will attempt to reach with this effort.

Audience Avatars

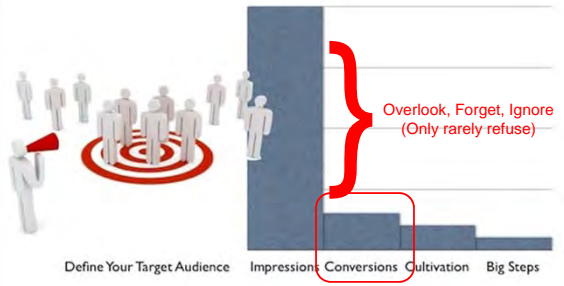
Name	Estimated #	Source
Mary Mom		

Strategy Template
Water Words That Work, LLC
805 West 7th Street, Suite 201, Franconia, MA 01825
781.829.6732 www.waterwordsthatwork.com

Open your outreach brief to page 3 and write "Mary Mom" as your Audience Avatar.



The "Slope"



Define Your Target Audience Impressions Conversions Cultivation Big Steps

Overlook, Forget, Ignore
(Only rarely refuse)

WATER WORDS THAT WORK Outreach Strategy Brief P. 5

Conversions:
How will our target audience respond and how will we record it?

Target Audience	How They Respond	How We Record It
Mary Mom	Attend event and sign in	Database

Open your outreach brief to page 5 and write the details of your conversion.

WATER WORDS THAT WORK The "Slope"

Define Your Target Audience Impressions Conversions Cultivation Big Steps

Overlook, Forget, Ignore (Only rarely refuse)

WATER WORDS THAT WORK Outreach Strategy Brief P. 5

Cultivation:

Target Audience	Cultivation Attempt #1	Cultivation Attempt #2	Cultivation Attempt #3
Mary Mom	Thank you email	Email News #1	Email News #2

Open your outreach brief to page 5 and write the details of your cultivation.

WATER WORDS THAT WORK The "Slope"

Define Your Target Audience Impressions Conversions Cultivation Big Steps

Overlook, Forget, Ignore (Only rarely refuse)

WATER WORDS THAT WORK Outreach Strategy Brief P. 5

Big Steps:

Target Audience	Big Step We Want	How We Know If They Take It
Mary Mom	Volunteer	She will fill out form and show up!

Open your outreach brief to page 5 and write in what a big step might be.

WATER WORDS THAT WORK Outreach Strategy, Page 5

Impressions:
How will get our message to the target audience?

Target Audience	How We Reach Them
Mary Mom	?

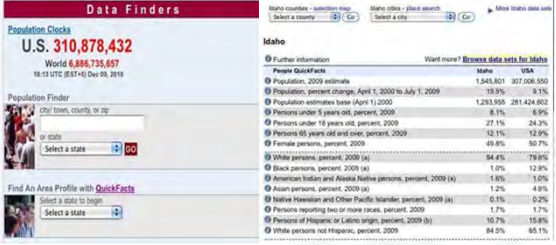
Strategy Templates
Water Words That Work, LLC
905 West 7th Street, Suite 201, Frederick, MD 21701
703.829.6732 waterwordsthatwork.com

4

Five Ways To Research (and Reach) Your Target Audience

- Tool #1: The U.S. Census
- Tool #2: Direct Marketing
- Tool #3: Search Engines
- Tool #4: Online Groups & Forums
- Tool #5: Traditional Media

Tool #1: The Census: Unbiased But Basic




Start with Census data when planning outreach activities
Use it to "reality check" commercial targeting options
www.census.gov

Exercise #2: Census

Pick one county where your organization is active, then:


- Guess the population of the county
- Guess the % who have a four-year college degree (or higher)
- Guess the % of females in the county
- Guess the % people aged 18 or younger

Exercise #2: Census



Now look it up yourself.
Visit www.census.gov and open the Quick Facts.

Exercise #2: Census



Find your state and pick your county

Exercise #2: Census

Fresno County, California

Want more? [Browse data sets for Fresno County](#)

People QuickFacts	Fresno County	California
Population, 2013 estimate	955,272	38,332,521
Population, 2012 estimate	947,581	37,999,878
Population, 2010 (April 1) estimates base	930,450	37,253,959
Population, percent change, April 1, 2010 to July 1, 2013	2.7%	2.9%
Population, percent change, April 1, 2010 to July 1, 2012	1.8%	2.0%
Population, 2010	930,450	37,253,956
Persons under 5 years, percent, 2012	8.4%	6.7%
Persons under 18 years, percent, 2012	29.3%	24.3%
Persons 65 years and over, percent, 2012	10.6%	12.1%
Female persons, percent, 2012	50.1%	50.3%

Look up "Persons under 18 years" and "Female persons"

Tool #2: Direct Marketing:
Precise, But Creepy

Tool #2: Direct Marketing:
Precise, But Creepy

Tool #2: Direct Marketing:
Precise, But Creepy

- Market research companies compile this information and create profiles of all of us and then they **sell this information right back to us!**
- Their exact data sources and matching techniques are a closely guarded trade secret. **We can only deduce how they might compile this information.**

Tool #2: Direct Marketing:
Precise, But Creepy

Criteria	% of Americans
Receive "Snail Mail"	95%+
Own a cell phone	91%
Use the Internet, at least occasionally	85%
Send or receive email regularly	76%
Use search engines	76%
Use a social networking site	72%
Have (and use) a landline phone	62%
Own a smartphone	56%
Watched news on TV "yesterday"	55%
Got news on the Internet "yesterday"	39%
Read a newspaper (print or online) "yesterday"	29%
Do not access the Internet at all	15%

Tool #2: Direct Marketing
Precise But Creepy

Pros	Cons
Able to deliver messages to highly targeted individuals	Message delivery is mostly "old school" - mail, phone, door-to-door
Can use databases to research populations even if you don't buy lists	You cannot independently verify data quality
There are many database vendors to choose from	It's hard to know which one is the best choice for you
Mailing addresses and phone numbers are cheap	Bulk mail and telemarketing is expensive. Getting staff and volunteers to "cold call" strangers is hard

Exercise #3: Direct Marketing

Mary Mom is our target audience. So let's find her.

In your county, guess how many people are tagged as "Female with children at home"

Guess a number, not a %

Exercise #3: Direct Marketing

The screenshot shows the infoUSA homepage with navigation tabs for Mailing Lists, Sales Leads, Email Marketing, Direct Mail Marketing, and Products & Services. The main content area is divided into three columns: 'Mailing Lists & Sales Leads' with '17 Million Businesses' and '230 Million Consumers' options, 'Create a Marketing Campaign' with 'Email Marketing' and 'Direct Mail Marketing' options, and 'Quick Links' with various service categories. A 'Find Consumers' button is highlighted in the '230 Million Consumers' section.

<http://www.infousa.com>

Exercise #3: Direct Marketing

This screenshot is identical to the previous one, but a red rectangular box highlights the 'Find Consumers' button in the '230 Million Consumers' section.

Now look it up yourself.
Visit www.infousa.com and click "Find Consumers"

Exercise #3: Direct Marketing

The screenshot shows the 'Get your message into the right hands' section. It includes a numbered list: '1. Make your desired selections.', '2. Place your order.', and '3. Place your order.' Below this list is a green 'Get Started' button, which is circled in red. To the right, there is a section for 'Additional Specialty Lists'.

Exercise #3: Direct Marketing

The screenshot shows a 'Marketing Type' dialog box with the question 'What type of leads do you want?'. There are four radio button options: 'Leads for Mailing', 'Leads for Calling', 'Leads for Mailing and Calling', and 'All leads'. The 'All leads' option is selected. There are 'Save' and 'Cancel' buttons at the bottom.

For the exercise, select "All leads"

Exercise #3: Direct Marketing

The screenshot shows the 'Select from a Map' dialog box. The 'Geography' tab is selected and highlighted with a red box. Other tabs include 'Basic Demographics', 'Housing & Finance', 'Optional', and 'Business Criteria'. The 'Geography' section shows a map and various selection options.

Open Geography and select your county

Exercise #3: Direct Marketing

The screenshot shows the 'Basic Demographics' dialog box. The 'Adult Gender' section is highlighted with a red box, showing 'Male' and 'Female' options. The 'Female' option is selected.

Open Demographics and select "Adult Gender"

Exercise #3: Direct Marketing

Open Optional and select "Households with Children" Then update the count.

Exercise #3: Direct Marketing

InfoUSA has dozens of data selections that might be relevant to you -- and there are dozens of companies like InfoUSA out there!

Outreach Strategy Brief P. 3

Open your outreach brief to page 3 and write the # and the source as "InfoUSA"

Tool #2: Direct Marketing: Precise, But Creepy

Facebook advertising is fundamentally similar to direct marketing. You can play with the targeting right off your own personal profile page.

Tool #3: Google Optimization

Free But Not Easy

From the Warm Up Exercise

Criteria	% of Americans
Receive "Snail Mail"	95%+
Own a cell phone	91%
Use the Internet, at least occasionally	85%
Send or receive email regularly	76%
Use search engines	76%
Use a social networking site	72%
Have (and use) a landline phone	62%
Own a smartphone	56%
Watched news on TV "yesterday"	55%
Got news on the Internet "yesterday"	39%
Read a newspaper (print or online) "yesterday"	29%
Do not access the Internet at all	15%

Tool #3: Google Optimization
Free But Not Easy

biloxi ms duck hunting

Web Shopping Maps Images Videos More Search tools

About 36,200 results (0.34 seconds)

Public Hunting near Biloxi, MS? : The Honey Hole - Duck Hu...
www.duckhuntingbat.com ... The Honey Hole ...
Jul 21, 2010 · 29 posts · 16 authors
Looking for public waters to hunt near Biloxi, MS. Any suggestions?

Duck hunting near Biloxi/Keesler AFB info ... 4 posts Sep 26, 2013
Biloxi Mississippi : Mississippi Duck Hunting 5 posts Sep 30, 2012
biloxi marsh : Louisiana Duck Hunting 13 posts Nov 26, 2011
biloxi uma : Louisiana Duck Hunting 5 posts Aug 15, 2011
More results from www.duckhuntingbat.com

Biloxi, Mississippi Duck Hunting & Fishing - CyberAngler
https://www.cyberangler.com/...mississippi/mississippi_biloxi-mississip...
Dec 31, 2008 - Lately, a good bit of my time here at TEAM BRODIE CHARTERS has been focused on hunting diving ducks (redheads, scaups, and ...

TEAM BRODIE CHARTERS Biloxi, Mississippi's Premier ...
teambrodiecharters.com/?p=8127
Jan 2, 2014 - TEAM BRODIE CHARTERS Biloxi, Mississippi's Premier Diving Duck Hunting & Barrier Island, Mississippi Sound, & Bay Light Tackle Charter ...

Tool #3: Google Optimization
Free But Not Easy

CyberAngler!

NEW SILVERADO HD MOTOR TRENDS 2011 TRUCK OF THE YEAR

Biloxi, Mississippi Duck Hunting & Fishing

Capt. Robert L. Brodie
December 31, 2008
Mississippi Sound - Saltwater Fishing Report

Lately, a good bit of my time here at TEAM BRODIE CHARTERS has been focused on hunting diving ducks (redheads, scaups, and buffleheads), with an emphasis on ducks for my clients who are looking for a bit of excitement.

Oh, don't get me wrong there are fish out there to be caught, but most clients are wanting a shot at catching the more "exotic" fish that are thicker than I've seen them in years, and my clients are a bit more "excited" about a bit when they catch them.

Contact Info:
Capt. Robert L. Brodie of Team Brodie Charters
Phone: 601-292-1292
Cell: 601-292-1292
Email: rlb@tbc.com
1000 N. Main St.
Ocean Springs, MS 38954

“Optimization” means designing a website or web page to turn up in the target audiences’ searches.

Tool #3: Google Optimization
Free But Not Easy

+Eric Search Images Maps Play YouTube News Gmail Drive

Google Things to do with kids in Fiction County county durham

+Eric Search Images Maps Play YouTube News

Google Family activities in Fiction County Press Enter to search.

Which term do you think Mary Mom is most likely to use?

Tool #3: Google Optimization
Free But Not Easy

SEOBOOK

Home Blog Pricing Community Training SEO Tools Video

Keyword Tool

Cross References: Google Bing more
Displays/Links to Related Results Related Phrases Easy CSV export
More Information: Learn How it Works More Keyword Tools SEO Tools
Free Bing Credit

Try The Coolest Keyword Research Tool Today!

Enter your keyword. Results may take 10 to 15 seconds to display.

Keyword: [] fuzzy match [] Trends [] More [] Submit

There are many tools that can tell you how many monthly searches there are for various terms. This one is free and about the easiest to use.



Tool #3: Google Optimization
Free But Not Easy

Family Activities at the Fictional County Nature Center

Blah blah blah blah blah blah. Blah blah **family activities** blah blah. Blah blah blah blah blah blah. Blah blah blah blah blah blah. Blah **family activities** blah blah blah blah blah. Blah blah blah blah blah. Blah blah blah blah blah.

Things to do with Kids at the Fictional County Nature Center


Blah blah blah blah blah blah. Blah blah **things to do with kids** blah blah. Blah blah blah blah blah blah. Blah blah blah blah blah. Blah **things to do with kids** blah blah blah blah blah. Blah blah blah blah blah. Blah blah blah blah blah.

The content on the right is "optimized" for Mary Mom, the page on the left is not.

Tool #3: Google Optimization
Free But Not Easy

Pros	Cons
Researching Google Keywords and optimizing websites is a low cost activity	Researching Google Keywords and optimizing websites is a high skill and time consuming activity
"Optimized" websites pay off with more site visitors over long periods	"Optimizing" a website does <i>not</i> produce short-term traffic bursts
You can "optimize" a website for any type of target audience	"Optimizing" is usually only worth it if the target audience is quite large

Tool #3: Google Optimization
Free But Not Easy



Tool #3: Google Optimization
Free But Not Easy



Which term do you think Mary Mom is most likely to use?

Tool #3: Google Optimization
Free But Not Easy



Search Term	Approximate Number of Results
Environmental protection	28,700,000
Watershed management	2,900,000

Tool #3: Google Optimization
Free But Not Easy



Which term do you think Mary Mom is most likely to use?



Tool #3: Google Optimization
Free But Not Easy

Google **fecal coliform** Search Instant is off

About 270,000 results (0.06 seconds)

Everything
Images
Videos
News

Fecal coliform - Wikipedia, the free encyclopedia
A **fecal coliform** (sometimes **faecal coliform**) is a facultatively-anaerobic, rod-shaped, gram-negative, non-sporulating bacterium. **Fecal coliforms** are capable ...
Fecal coliforms (fecal ... - Removal and treatment - Testing - See also en.wikipedia.org/wiki/Fecal_coliform - Cached

Google **germs** Search Instant is off

About 8,150,000 results (0.06 seconds)

Everything
Images
Videos
News
Shopping

What Are Germs?
Some kids may think that **germs** are bugs or coolies or other gross stuff. Actually, **germs** are tiny organisms, or living things, that can cause disease. ...
kidshealth.org › Kids › Kids' Talk - Cached - Similar

Related to pictures of germs:
Pictures Of Germs
Get Pictures Of Germs
First Pictures Of Germs
ask.com

Which term do you think Mary Mom is most likely to use?



Tool #3: Google Optimization
Free But Not Easy

Google **climate change** Search

Web News Images Videos Books More - Search tools

Google **global warming** Search

Web News Images Videos Books More - Search

About 6,470,000 results (0.33 seconds)

Which term do you think Mary Mom is most likely to use?



Tool #3: Google Optimization
Free But Not Easy

National Waterways Literacy Baseline Assessment
Prepared for the Waterways Trust of America
July 2014

In early 2015, Water Words That Work LLC released the results of a "National Waterways Literacy Baseline Assessment." One thousand American adults weighed in on various topics that are relevant to this workshop.

Tool #3: Google Optimization
Free But Not Easy

Question #21: Do you recall using an Internet search engine to look for information about rivers, lakes, oceans, or other waterways?

Tool #3: Google Optimization
Free But Not Easy

Here are just a few of the searches they recalled conducting:

- “Problems with waterways today”
- “water pollution control at home”
- “local water ratings”
- “Where to dispose of motor oil”
- “state beach pollution”
- “Tips to clean or reuse water”

Is this the kind of language that appears on *your* website?

Exercise #4: Google Optimization
Free But Not Easy

Thinking about Mary Mom, put these terms in order from most likely to least likely that she would use these terms in a search:

- Stormwater Management
- Freshwater
- Drinking water
- Pollution control
- Family
- Nature
- Water bug
- Benthic Macroinvertebrate
- Health
- Riparian Buffer Zone

Tool #4: Online Groups & Forums
Birds of A Feather Flock Together

Tool #4: Online Groups & Forums
Birds of A Feather Flock Together


Criteria	% of Americans
Receive "Snail Mail"	95%+
Own a cell phone	91%
Use the Internet, at least occasionally	85%
Send or receive email regularly	76%
Use search engines	76%
Use a social networking site	72%
Have (and use) a landline phone	62%
Own a smartphone	56%
Watched news on TV "yesterday"	55%
Got news on the Internet "yesterday"	39%
Read a newspaper (print or online) "yesterday"	29%
Do not access the Internet at all	15%

Tool #4: Online Groups & Forums
Birds of A Feather Flock Together

Tool #4: Online Groups & Forums
Birds of A Feather Flock Together

Pros	Cons
Researching groups doesn't cost anything and doesn't require specialized skill	No guarantee that appropriate groups exist
You can reach hundreds or thousands of people at no cost	Many group members are not currently active
Group members can easily forward your message to others if you get their attention	Some groups are dead or full of spam
Groups are almost always free to join	Every group has a different moderator, rules, and etiquette.


Tool #4: Online Groups & Forums
Birds of A Feather Flock Together



Facebook

- You find groups by using the search box and clicking "see more results"
- Some groups are open, some are closed
- "Seen by" feature allows you to see how much attention you actually got


Tool #4: Online Groups & Forums
Birds of A Feather Flock Together



Craigslist

- Mostly used for classified ads, but...
- The Community section is a place to announce events, volunteer opportunities, discussion, etc
- Most postings are free
- Craigslist sites are available for hundreds of U.S. Cities.

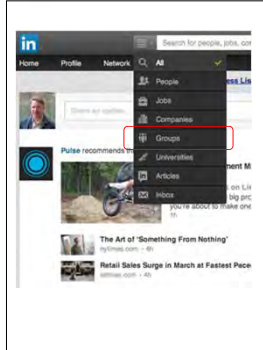
Tool #4: Online Groups & Forums
Birds of A Feather Flock Together



Meetup.com

- A popular site for organizing in-person gatherings of all kinds
- Online discussion is modest. The focus is on getting together in the real world
- Some groups are open, some are closed


Tool #4: Online Groups & Forums
Birds of A Feather Flock Together



LinkedIn

- Groups available for every conceivable professional and geographic niche
- Some groups are open, some are closed
- Can announce events, post jobs, etc

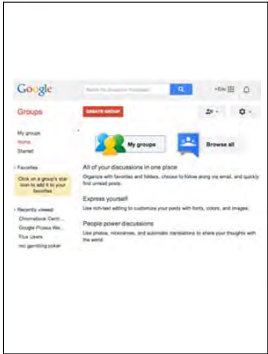
Tool #4: Online Groups & Forums
Birds of A Feather Flock Together



Yahoo! Groups

- Old school email group system, but it has been around for a long time and many groups are still very active
- Requires a Yahoo! account to participate
- Some groups are open, some are closed, some are moderated, some are nothing but spam

Tool #4: Online Groups & Forums
Birds of A Feather Flock Together



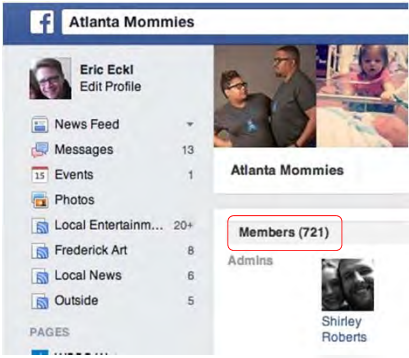
Google Groups

- Old school email group system, but it has been around for a long time and many groups are still very active
- Requires a Google account to participate
- Some groups are open, some are closed, some are moderated, some are nothing but spam

Exercise #4: Online Groups & Forums
Birds of A Feather Flock Together

- The moderator of a thriving social media group (whose members fit your target audience profile) is a VIP. Treat them that way
- The moderator's job is to prevent their group from being overrun with spammers
- The moderator thinks you are a spammer until you demonstrate otherwise
- So it is good etiquette to politely "pitch" the moderator (share your message) *before* posting to their group

Exercise #4: Online Groups & Forums
Birds of A Feather Flock Together



Atlanta Mommies

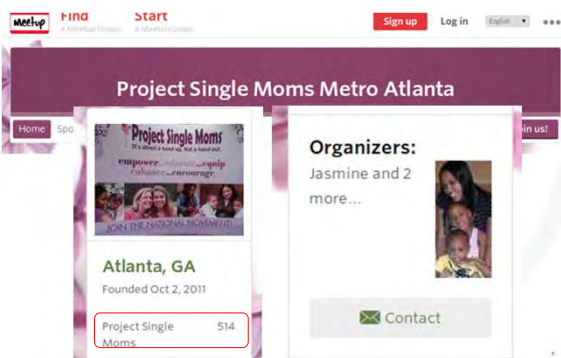
Eric Eckl
 Edit Profile

News Feed
 Messages 13
 Events 1
 Photos
 Local Entertainm... 20+
 Frederick Art 8
 Local News 6
 Outside 5

Members (721)

Admins
 Shirley Roberts

Exercise #4: Online Groups & Forums
Birds of A Feather Flock Together



Project Single Moms Metro Atlanta

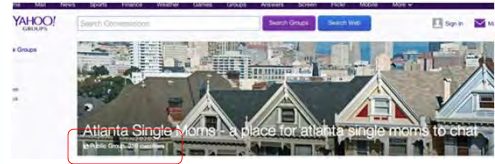
Organizers:
 Jasmine and 2 more...

Atlanta, GA
 Founded Oct 2, 2011

Project Single Moms 514

Contact


Exercise #4: Online Groups & Forums
Birds of A Feather Flock Together



Atlanta Single Moms: a place for atlanta single moms to chat

Post Message : atlantasinglemoms@yahoogroups.com
 Subscribe : atlantasinglemoms-subscribe@yahoogroups.com
 Unsubscribe : atlantasinglemoms-unsubscribe@yahoogroups.com
 List Owner : atlantasinglemoms-owner@yahoogroups.com

Exercise #5: Online Groups & Forums
Birds of A Feather Flock Together



More Than A Message Part 2

Platform	Group Name	Description	URL
Facebook	Atlanta Single Moms	Atlanta Single Moms is a place for Atlanta single moms to chat and share experiences.	https://www.facebook.com/atlantasinglemoms
Meetup	Project Single Moms Metro Atlanta	empower... Atlanta, GA	https://www.meetup.com/atlantasinglemoms
LinkedIn	Atlanta Single Moms	Atlanta Single Moms is a place for Atlanta single moms to chat and share experiences.	https://www.linkedin.com/company/atlantasinglemoms
Twitter	atlantasinglemoms	Atlanta Single Moms is a place for Atlanta single moms to chat and share experiences.	https://twitter.com/atlantasinglemoms
Google+	Atlanta Single Moms	Atlanta Single Moms is a place for Atlanta single moms to chat and share experiences.	https://plus.google.com/atlantasinglemoms

You have the descriptions of five social media groups that Mary Mom might belong to.

Exercise #5: Online Groups & Forums

Birds of A Feather Flock Together

Pitch #1
Use this as a template for your pitch for a water filtration product from the "water" company and use it as a starting point for your own pitch. You can modify it to fit your own needs. You can also use it as a starting point for your own pitch. You can modify it to fit your own needs. You can also use it as a starting point for your own pitch. You can modify it to fit your own needs.

Pitch #2
Use this as a template for your pitch for a water filtration product from the "water" company and use it as a starting point for your own pitch. You can modify it to fit your own needs. You can also use it as a starting point for your own pitch. You can modify it to fit your own needs. You can also use it as a starting point for your own pitch. You can modify it to fit your own needs.

Pitch #3
Use this as a template for your pitch for a water filtration product from the "water" company and use it as a starting point for your own pitch. You can modify it to fit your own needs. You can also use it as a starting point for your own pitch. You can modify it to fit your own needs. You can also use it as a starting point for your own pitch. You can modify it to fit your own needs.

Pitch #4
Use this as a template for your pitch for a water filtration product from the "water" company and use it as a starting point for your own pitch. You can modify it to fit your own needs. You can also use it as a starting point for your own pitch. You can modify it to fit your own needs. You can also use it as a starting point for your own pitch. You can modify it to fit your own needs.

Pitch #5
Use this as a template for your pitch for a water filtration product from the "water" company and use it as a starting point for your own pitch. You can modify it to fit your own needs. You can also use it as a starting point for your own pitch. You can modify it to fit your own needs. You can also use it as a starting point for your own pitch. You can modify it to fit your own needs.

You have five short "pitches," each one tailored to appeal to the interests of one of those groups. Which pitch best matches which group?

Tool #5: Traditional Media

Big & Sloppy

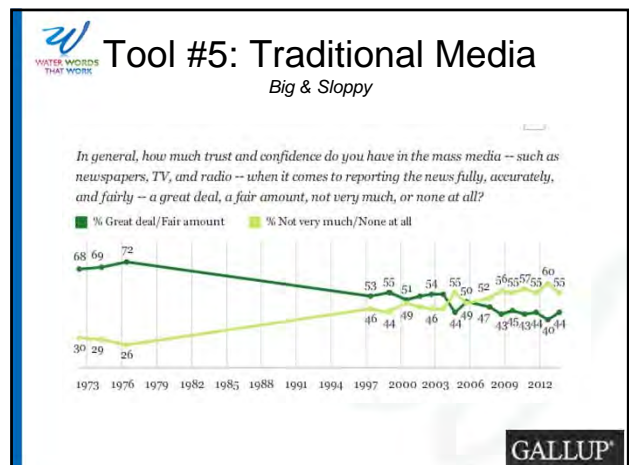
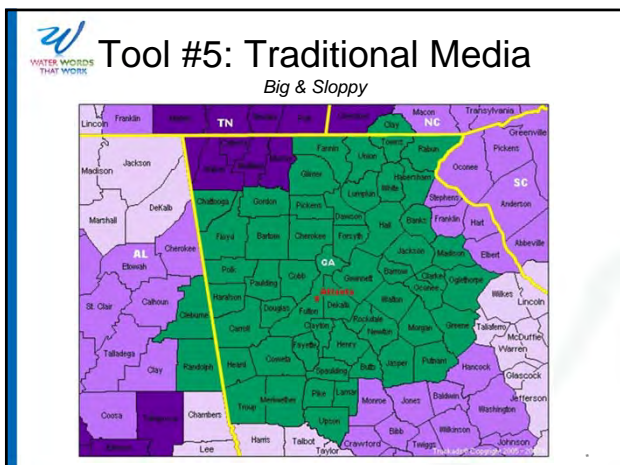
From the Warm Up Exercise

Criteria	% of Americans
Receive "Snail Mail"	95%+
Own a cell phone	91%
Use the Internet, at least occasionally	85%
Send or receive email regularly	76%
Use search engines	76%
Use a social networking site	72%
Have (and use) a landline phone	62%
Own a smartphone	56%
Watched news on TV "yesterday"	55%
Got news on the Internet "yesterday"	39%
Read a newspaper (print or online) "yesterday"	29%
Do not access the Internet at all	15%

Tool #5: Traditional Media

Big & Sloppy

Pros	Cons
Traditional media audiences are large	Traditional media audiences may be outside your area
We get excited when we are in the news and on the air!	Most people are suspicious of journalists and journalism
Radio reaches people on the go	People on the go seldom write down websites or phone numbers
Newspaper readers are an elite slice of the community	Newspaper readers are an elite slice of the community



Tool #5: Traditional Media
Big & Sloppy

You can research a media outlet's audience by reviewing their "rate card." This is a tool the media outlet (newspaper, magazine, radio, tv, etc.) uses to sell advertising

- Contains summary information about estimated size, demographics, and interests of the audience
- Estimates are provided by the outlet itself, *and tend to be self-serving*
- You can usually find the media kit/rate card right on the outlet's website. Just click the link labeled "advertising."

Tool #5: Traditional Media
Big & Sloppy

The screenshot shows the PilotOnline.com website. In the footer, there is a red box highlighting the 'Advertising' link.

Tool #5: Traditional Media
Big & Sloppy

The screenshot shows the WTOP website. In the footer, there is a red box highlighting the 'Advertising with WTOP' link.

Exercise #6: Traditional Media
Big & Sloppy

Audience Criteria	Fiction County Tattler	Metro Parenting Magazine	Metro Popular Morning Radio Show
Description:	Weekly Suburban Newspaper	Monthly magazine aimed at parents	Morning "Shock Jock" DJ
Circulation Area:	Fiction County Only	Fiction County + 6 other counties in the metro region	Fiction County + 10 other counties in the metro region
Circulation #:	35,000	25,000	150,000
Readership Gender:	55% M 45% F	35% M 65% F	61% M 39% F
Readership Education:	BA. or Higher 60%	BA. or Higher 45%	BA. or Higher 22%
Readership Parental Status:	Kids at home 44%	Kids at home 90%	Unknown

Let's imagine you have enough money to place one advertisement and enough time to pitch one story to reach Mary Mom. How would you allocate your effort among these three outlets?

Ready, Aim, Fire!

Carefully researching your target audience is the most important thing you can do to ensure that your outreach effort is successful. Conservation professionals usually skip this step altogether!

Ready, Fire, Aim!

If you jump into an outreach effort without researching your target audience, your efforts are very likely to backfire

Wrap up
Outreach Strategy Brief P. 5

Impressions:
 How will we get our message to the target audience?

Target Audience	How We Reach Them
Mary Mom	

Strategy Template
 Water Words That Work, LLC
 950 West The Street, Suite 201, Frederick, MD 21701
 703.829.6732 waterwordsthatwork.com

Prepared For (Organization):
 Date:

Now that we've reviewed some options, what do you think is the best way to reach Mary Mom to promote activities at the nature center?

Wrap Up: To Learn More

Request a Quote
 \$1,200.00
 Request a Quote

Stay in Touch
 Facebook, Twitter, LinkedIn, YouTube

Our Testimonials
 Project Testimonial
 Customer, Client, and testimonials
 01/13/2015

Message Board
 Email Alerts, Surveys, Events, Alerts, etc.
 01/13/2015

Customer Register
 Project Register
 Research and Reports
 01/13/2015

Quick Printer
 Print Documents, Signs, Surveys, Alerts, etc.
 01/13/2015

Our Methods
 1. Environmental Message Method
 Outreach Target

Water Words That Work LLC is a for-profit company with a mission to protect nature and current pollution. We do this by being successful organizations, government agencies, and corporate facilities through water and professional communication programs.

We use traditional and public relations techniques to encourage more citizens to:

- Make environmentally responsible choices in their daily lives
- Spend all the environmental work and policies
- Donate their time and money to conservation causes

Depending on your needs, we can work as your trainer, coach, facilitator, or full-service outsourcing partner.

Water Words That Work LLC 950 West The Street, Suite 201 Frederick, MD 21701
 703.829.6732 waterwordsthatwork.com

Q&A