

14th Street Y Marketing Overview & Processes

June 14, 2018

Agenda

The Purpose of Marketing

Where We've Been

Where We Are

Where We're Going

What's Next?

The Purpose of Marketing

What does marketing do?

We coordinate and produce essential materials representing the organization. We reach out to prospects, customers, funders and the community, and create an overarching image that represents our organization in a positive light—that is, our brand.

This includes:

- defining and managing our 14Y brand
- conducting campaign management for marketing initiatives
- producing marketing and promotional materials and templates
- creating content to increase engagement and increase SEO for our website
- monitoring and managing social media
- serving as media liaison
- conducting market research
- overseeing outside vendors and freelancers producing marketing materials

Thinking About Brand Architecture

Brand Architecture is a system that organizes brands, products and services to help an audience access and relate to a brand. A successful Brand Architecture enables consumers to form opinions and preferences for an entire family of brands by interacting or learning about only one brand in that family.*



Source: <http://www.whyletz.com/understanding-the-right-brand-architecture-and-driving-success/>

The Master Brand (14th Street Y)

The main brand is the one that attracts customers, adds value and drives buying decisions.

This brand architecture capitalizes on **deep, established customer loyalty**.



Google ← Master Brand



Source: <http://www.whyletz.com/understanding-the-right-brand-architecture-and-driving-success/>

Where We've Been

Brand Evolution

2008 (or earlier)



a beneficiary of



UJA-FEDERATION
OF NEW YORK

Brand Evolution

2010



a beneficiary of
UJA Federation
of New York

Good together.®

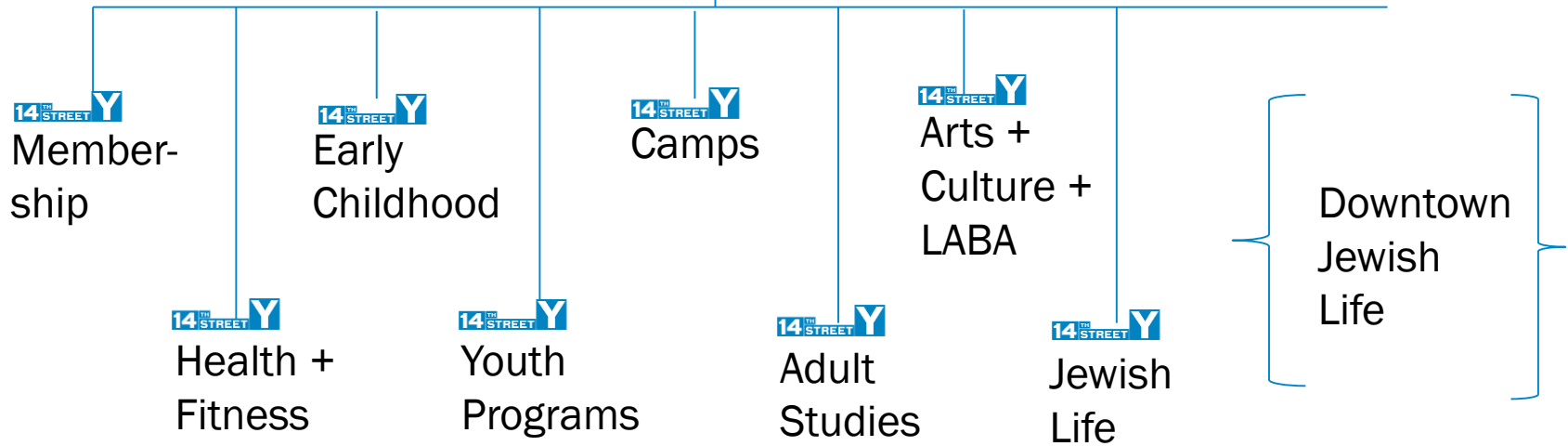


Brand Evolution

2018



Where We're Going



What is your favorite coffee brand?



Where We Are

Evaluating the Brand

- **Brand audit and logo updates**
 - This includes; program documents and forms, mailings, building signage, contracts, and digital channels with updated logos for EA, UJA, Partners, and 14Y programs as appropriate.
- **Market research to inform content approach**
 - Email list clean up to segment lists and obtain cleaner data
 - Utilize current data available to us
- **Next Phase of the Brand ecosystem**
 - Expanding 14Y brand identity
 - Logo lockups
 - Updating all materials using this ecosystem

Where We're Going

Moving Into FY19

Marketing and Programs will work with each program to design to improve the current flow of communications through departments/programs for increased success throughout the year.

The marketing team, Alan, and program leads will:

- review logic models and SMART goals
- discuss learnings from surveys and reports from previous year
- review Budget for marketing using FY18 as reference point
- begin to discuss benchmarks for measuring success (What's worked / hasn't worked in FY18)

Increase Collaboration

Together, we will:

- build brand equity with our community
- decide which customers to target
- capture the attention of a target market
- work out how we will reach and win new customers/members/patrons
- make sure that we keep existing customers/members/patrons
- keep reviewing and improving everything we do to stay ahead of the competition
- clearly define what we believe success looks like

New Marketing Process

- 1 Marketing Request Form
- 2 Creative Brief
- 3 Kick Off Meeting
- 4 Marketing Agreement / Scope of Work
- 5 MOCHA
- 6 Debrief

So, Why Are We Doing This?

A Marketing Plan:

- gets **everyone on the same page**
- allows us to **be proactive and aligned** as an organization with our vision & goals
- makes it easy to evaluate **new opportunities**
- creates less work, that's **more impactful**
- allows us to know when we're successful
- **provides a reference point** for the next program/event

What's Next?

Steps We Need to Take

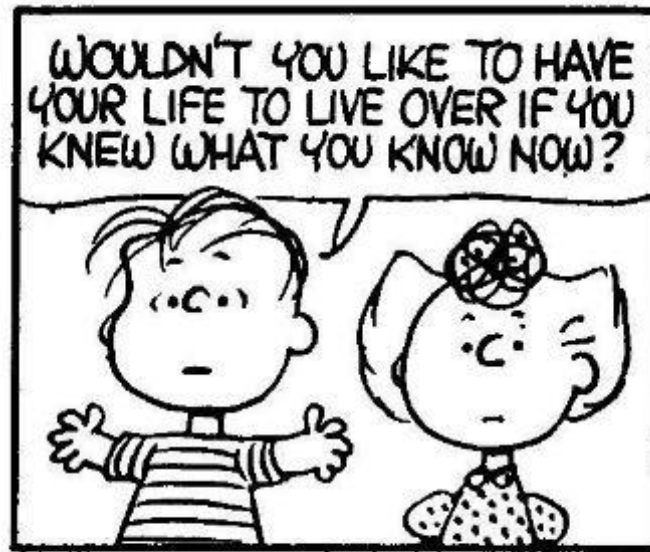
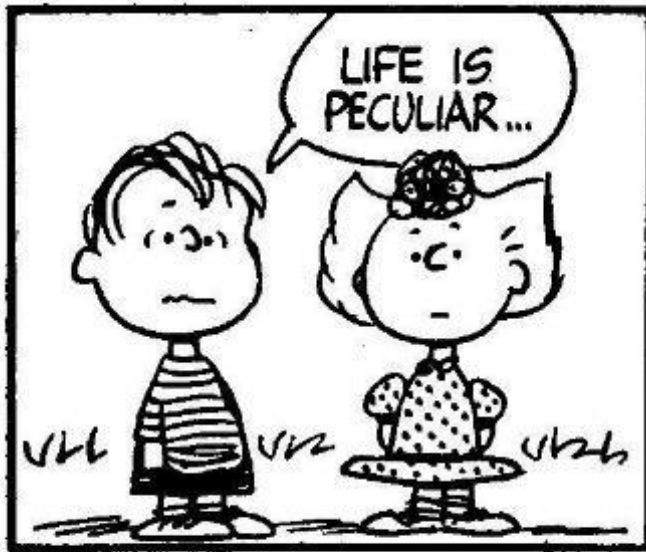
- Conduct Brand Audit
- Update Brand Guidelines to include the guidelines for all Programs
 - Font (type & size)
 - Hex (color) codes
 - Photography - release forms, usage & photo shoots
 - Email Signature
- Offer Quarterly Trainings
 - Marketing Processes Refresher Course
 - Quattro
 - WordPress
 - Location of Assets (Dropbox, Comms Portal, Shared Drive)
 - Social Media Training - 14Y and personal (you represent the 14Y)

Remember

- Always use the most update to date Logo Lock Up (*if you're not sure, ask us!*)



- All public facing materials put out by programs will be reviewed by Alan (*remember to set up time to review your materials with him. This includes the catalog content you're submitting for fall*)
- If it's not an approved template it needs to be reviewed by Marketing to ensure branding is compliant (*this includes any external communication such as, emails to constituents, fliers, direct mailers, brochures, program forms, etc*)
- A quick refresher: review of the [Communications Portal](#) to access logos, branded letterhead, PowerPoint, request forms, etc.



Next Steps

- Please keep using WebMaster@14streety.org for website questions or needs.
- Marketing will be setting up the first round of FY19 Planning Meetings within the next two weeks.
- Quarterly Trainings will begin mid-July.