

What are the tactics to a communications campaign?

@cbipr

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What are you trying to achieve?

Vast majority of communications campaigns are aimed at making people take an action or changing their behaviour.

- Stop smoking
- Don't drop litter
- Give blood
- Buy our product or service

A nudge in the right direction



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I've bin thinking



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Be positive



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All change



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Why use social media?

Using social media is a great tactic when you're looking to change behaviour, it is:

- Visual
- Immediate
- Sharable
- Wide reaching

What is social media for?

Social networks are all about:

Relationships / lead nurturing

Conversation

Sharing

Building friendships / trust

Demonstrating credibility

Friends and family

Interesting people

New ideas

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What is social media for? (2)

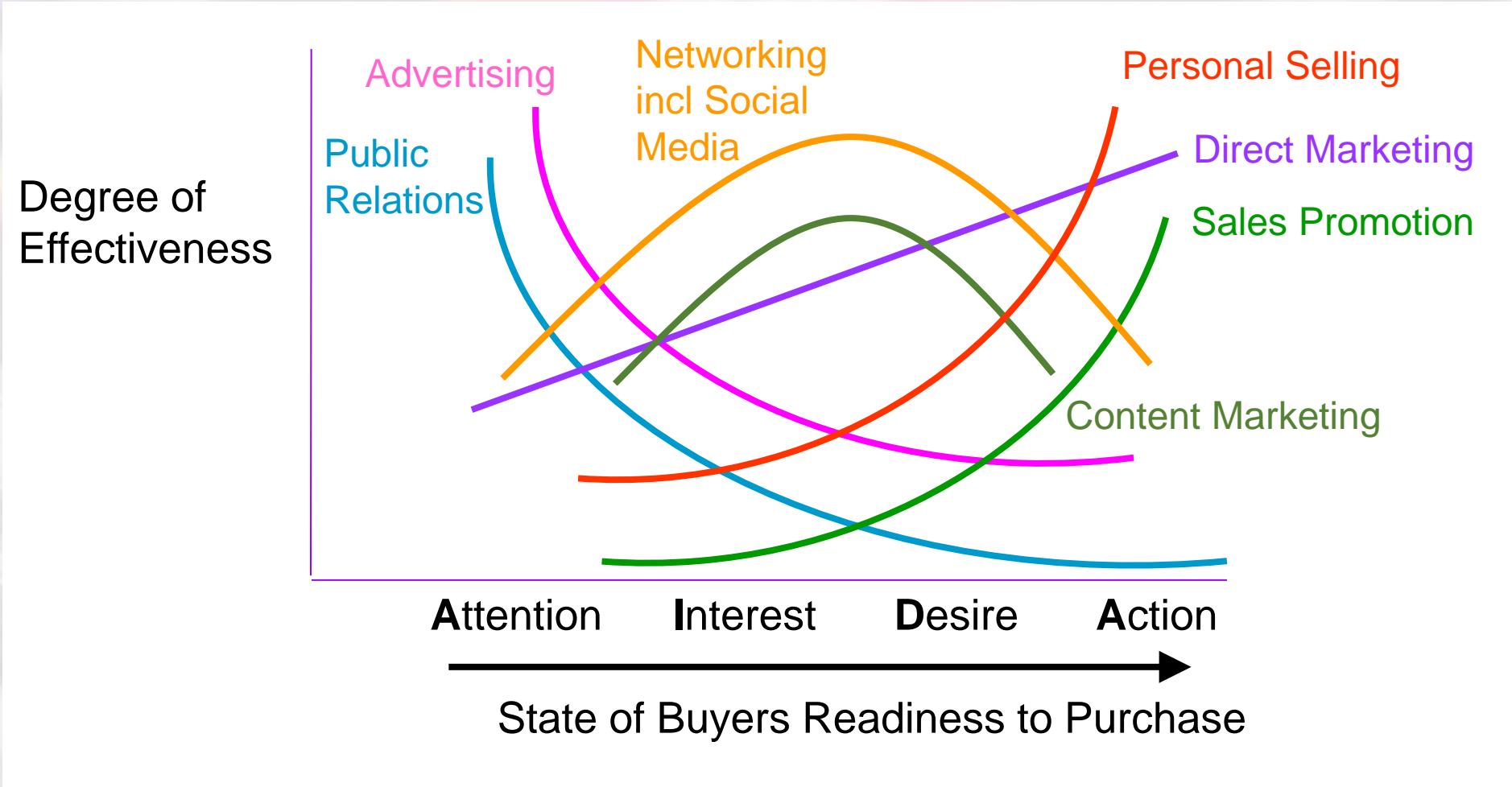
Social networks are all about:

Trust

Likeability

Credibility

Social media's role



Successful social media



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Challenges

Social media use is not without its challenges:

- It's not free
- It's not something to palm off on an intern
- Reputational risks

Top tips for success

- Clearly define your OBJECTIVES at the start of your journey
- Don't start with more than TWO platforms
- Don't COPY & PASTE
- Drive TRAFFIC to your website
- Be REAL

Success stories



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Due for departure



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