



Behavioral Health is Essential To Health



Prevention Works



Treatment is Effective



People Recover



SAMHSA-HRSA CENTER for INTEGRATED HEALTH SOLUTIONS

Branding and Marketing to Enhance External Collaborations Community of Practice (CoP)

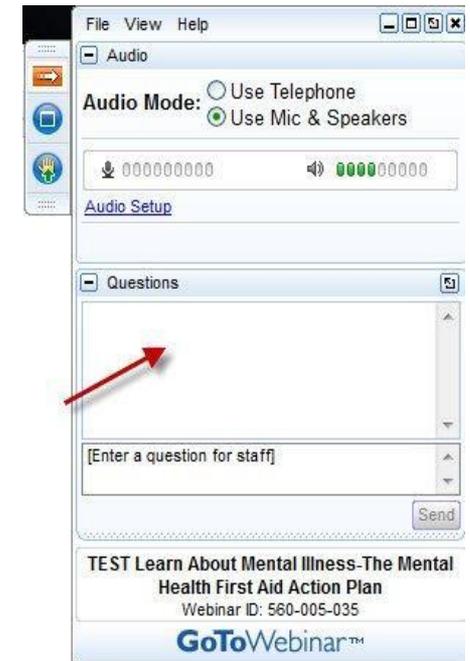
Thursday, July 14, 2016

How to ask a question during the webinar



If you dialed in to this webinar on your phone please use the “raise your hand” button and we will open up your lines for you to ask your question to the group. **(left)**

If you are listening to this webinar from your computer speakers, please type your questions into the question box and we will address your questions. **(right)**



**SESSION IS
BEING RECORDED**

**Slides for today's CoP are available on
the CIHS website at:**

<http://www.integration.samhsa.gov/mai-coc-grantees-online-community/communities-of-practice>



SAMHSA-HRSA CENTER for INTEGRATED HEALTH SOLUTIONS

**Branding and Marketing to Enhance
External Collaborations: Community of
Practice (CoP)**

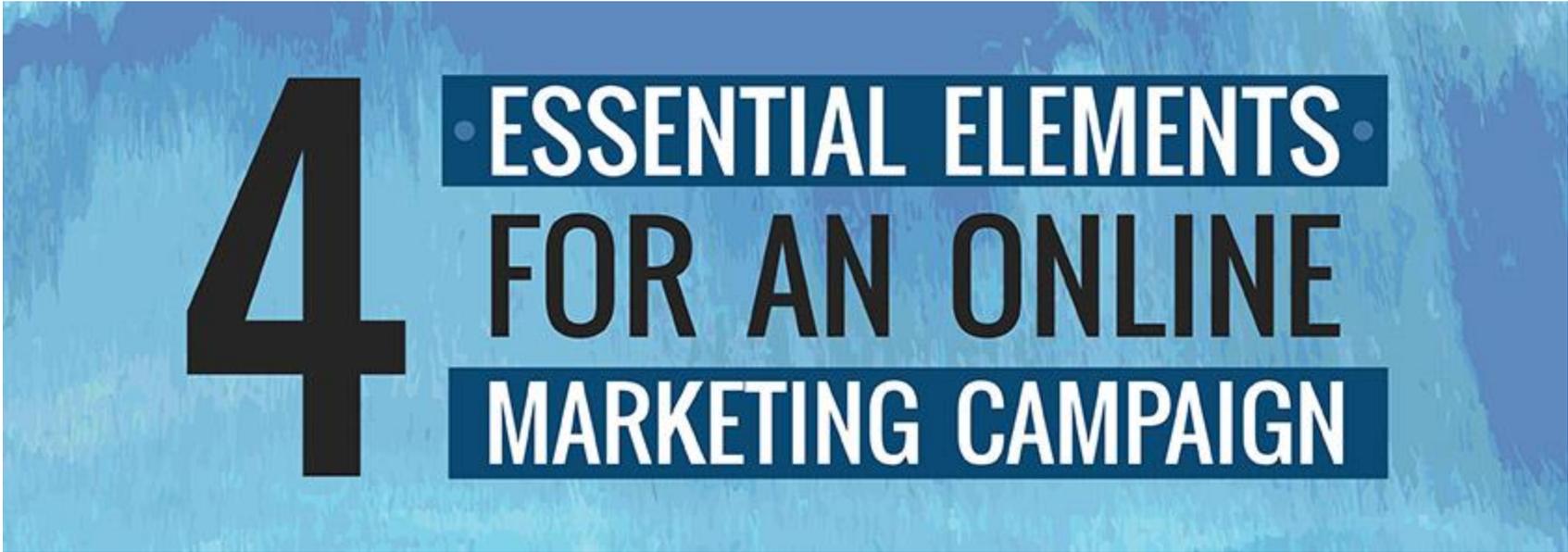
Jhilya Mayas, Ph.D.
**Technical Vice President of
Research and Evaluation,
The MayaTech Corporation**

Carlos Morales
**Senior Social Media Specialist,
The MayaTech Corporation**

Today's Agenda

1. Introductions & Marketing Questions Responses
2. Creating a Successful Digital Marketing Campaign
3. Discussion of an HIV Prevention Marketing Campaign
4. Wrap-up and Next Steps

Elements of Successful Digital SA/HIV Marketing Campaigns



4 ESSENTIAL ELEMENTS FOR AN ONLINE MARKETING CAMPAIGN

Elements of Successful Digital SA/HIV Marketing Campaigns

Audience

Consider your people. Not only who your audience is, but also how they communicate. If they are online, which specific channels are they using? Do they communicate and interact largely offline? If you serve a broad range of people (for example, both teenagers and 18-24 years old), consider how they provide and receive information.

Elements of Successful Digital SA/HIV Marketing Campaigns

Campaign Goals

Pick an objective and think through how you will measure it. Let's say you are looking to increase HIV testing among young Black gay men. How many HIV tests are performed in a specific time frame now, and what percentage increase are you hoping to achieve?

Elements of Successful Digital SA/HIV Marketing Campaigns

Call To Action

For people to take action they must have a reason. If you want them to provide data, like email addresses, they will need to get something in return. The incentive can be useful, informative, engaging or entertaining. To make this content effective to your goal, tie it back to brand loyalty. Including things like a downloadable guide, one PDF fact sheet, or call to actions like “Get tested”, “ask for the test”, “talk about HIV”, “get the facts and tips on how to start a conversation”, “Drugs and HIV, Learn the Link, Send the Message”

Elements of Successful Digital SA/HIV Marketing Campaigns

Landing Page

The fourth step, and most important, is to create a landing page. This is one of the most important pieces to your campaign. This is where people will go once they click on the link in your campaign. It will allow you to capture your visitors' data and is where people sign up to execute the “call to action”. A social marketing campaign can drive traffic to your landing page, but it's up to the landing page to convert your audience into active participants.

Creating an Effective Landing Page

6 **FUTURES WITHOUT VIOLENCE**
Formerly Family Violence Prevention Fund™

3 BRUISES FADE.
CUTS HEAL.
BUT SOME SCARS
LAST FOREVER.

GROWING UP IN A VIOLENT HOME IMPACTS EVERY ASPECT OF A CHILD'S LIFE, GROWTH & DEVELOPMENT.

1 **GET THE FACTS.**

2 DOWNLOAD THE FACTS ON CHILDREN AND DOMESTIC VIOLENCE.
THE MORE YOU KNOW, THE MORE YOU CAN DO.

4 Email *
First Name
Last Name *
Postal Code *

5 GET THE FACTS >>

[*Privacy Policy](#)

The landing page features a grey background with a central text area and a form on the right. A black and white photograph of a young man with his arms crossed and a bandage on his arm is positioned on the right side. The text is centered and uses a mix of bold and regular fonts. The callouts are numbered circles connected to the elements they describe.

Creating an Effective Landing Page



FUTURES
WITHOUT VIOLENCE
Formerly Family Violence Prevention Fund

THANK YOU FOR
YOUR SUPPORT.

DOWNLOAD YOUR FACT
SHEET HERE:

[The Facts on Children and Domestic Violence](#)



LEARN MORE ABOUT DOMESTIC VIOLENCE AND
OUR MISSION BY **JOINING US ON FACEBOOK.**

Questions?

Session #3

Thursday, August 18 1:00 -2:00 PM ET

<https://attendee.gotowebinar.com/register/4783048579298380290>

Additional Questions

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Additional Comments?

Contact the SAMHSA-HRSA Center for Integrated Health Solutions
integration@thenationalcouncil.org or MAI-COC-TA@mayatech.com

NEW ONSITE TRAINING AVAILABLE FOR MAI-CoC GRANTEES

- Motivational Interviewing
- SBIRT
- GPRA/TRAC Data for Program Sustainability
- Trauma Informed Care
- Integrated Practice Assessment Tool (IPAT) Consultation and Planning
- Achieving Cultural Competence in Behavioral Health and HIV Service Delivery
- Medication Assisted Treatment 101
- Case to Care Management
- Whole Health Action Management (WHAM)

- **Additional Information:**

http://www.integration.samhsa.gov/mai-coc-grantees-online-community/Onsite_Training_Menu.pdf

- **To request training:**

• <https://form.jotform.com/61464941543963>

2016 Virtual Grantee Meeting

- Wednesday, July 20 and Thursday, July 21
- Register
 - <https://form.jotform.com/61674327894973>
- Attend a technical walkthrough
 - 2:00-2:30pm EDT, Friday, July 15
<http://meetingone.adobeconnect.com/nationalcouncil/>
 - 2:00-2:30pm EDT, Monday, July 18
<http://meetingone.adobeconnect.com/nationalcouncil/>
 - 2:00-2:30pm EDT, Tuesday, July 19
<http://meetingone.adobeconnect.com/nationalcouncil/>

For More Information & Resources

Visit www.integration.samhsa.gov or
e-mail integration@thenationalcouncil.org





SAMHSA-HRSA CENTER for INTEGRATED HEALTH SOLUTIONS

Thank you for joining us today

**Please take a moment to provide your
feedback by completing the survey at the
end of today's webinar.**