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:

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.
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”
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
Creating an Effective Landing Page

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Questions?
Session #3

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

https://attendee.gotowebinar.com/register/4783048579298380290
Additional Questions

Jhilya Mayas
jmayas2@mayatech.com

Carlos Morales
cmorales@mayatech.com

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

integration.samhsa.gov
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:

- 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](http://www.integration.samhsa.gov) or 
e-mail [integration@thenationalcouncil.org](mailto:integration@thenationalcouncil.org)
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.