

How to run a digital communications campaign



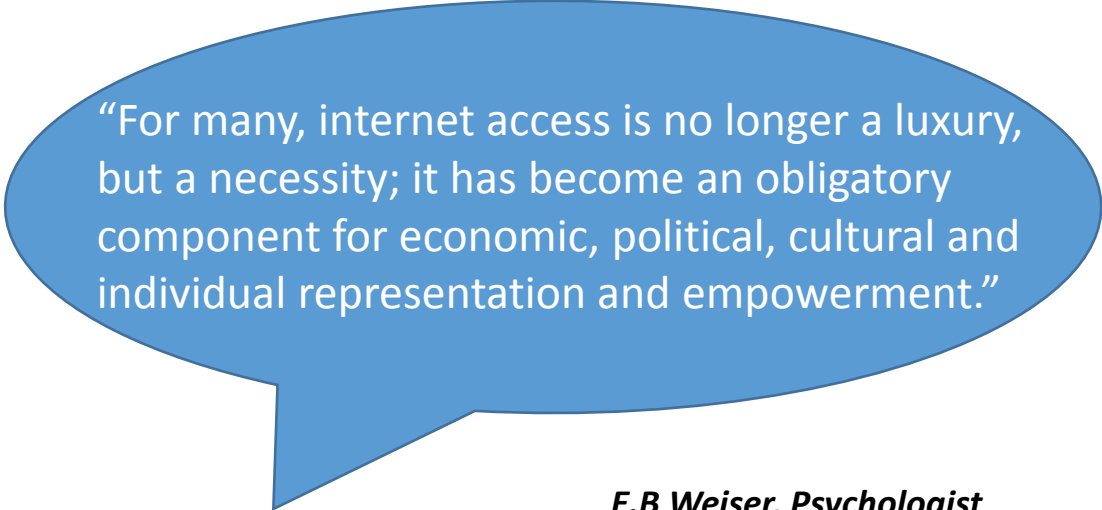
Kate Groves, Streetbank
Trudi Holden, The Big Lunch

Hello and welcome...

- Who we are and what this session is all about
- **Definitions:**

Campaign = “Work in an organised and active way towards a goal”

Digital communication = Online content, including websites, blogs, email, e-newsletters, social media, multimedia content (video, audio, animation etc)



“For many, internet access is no longer a luxury, but a necessity; it has become an obligatory component for economic, political, cultural and individual representation and empowerment.”

E.B Weiser, Psychologist

We will explore:

- **How to get people's interest;** how to make them click
- **Reach;** how to reach your audiences
- **Content;** what will you need to run your communications campaign?
- **A campaign in action**
- **Channels;** a few handy tips



Psychology and online persuasion

- Engage all three parts of the human brain:

PRIMAL, EMOTIONAL and RATIONAL

- The power of...

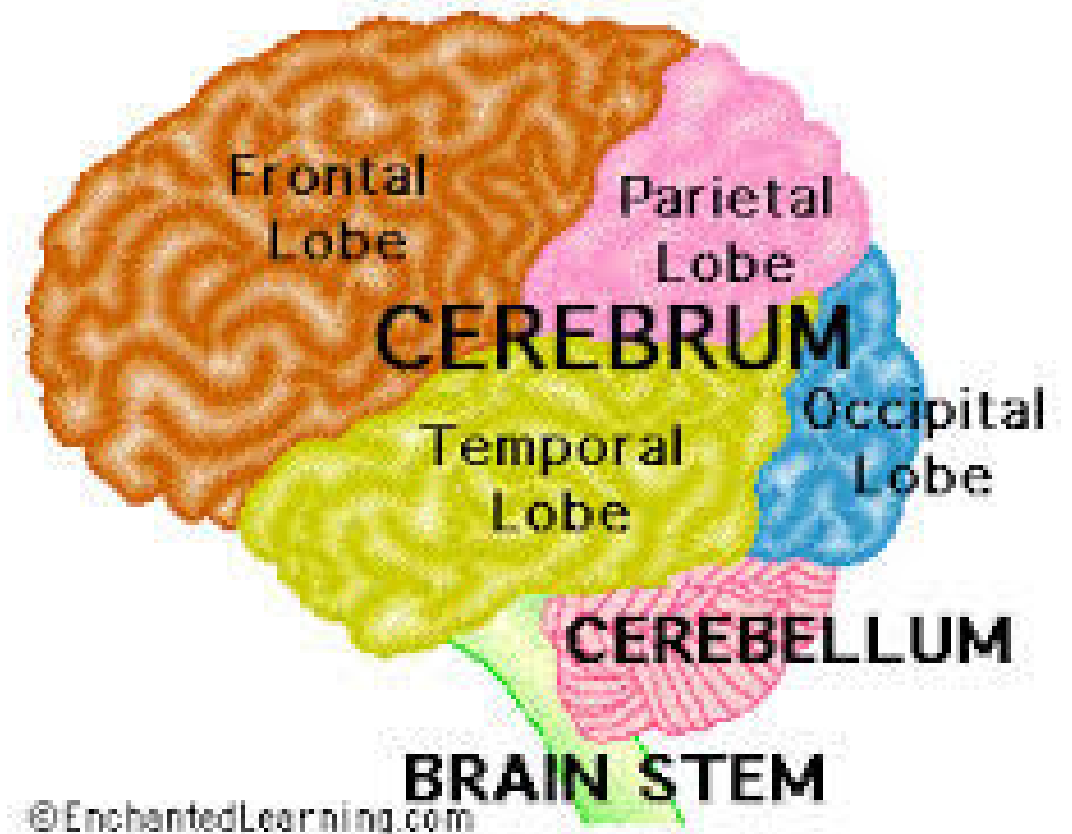
IMAGES

STORIES

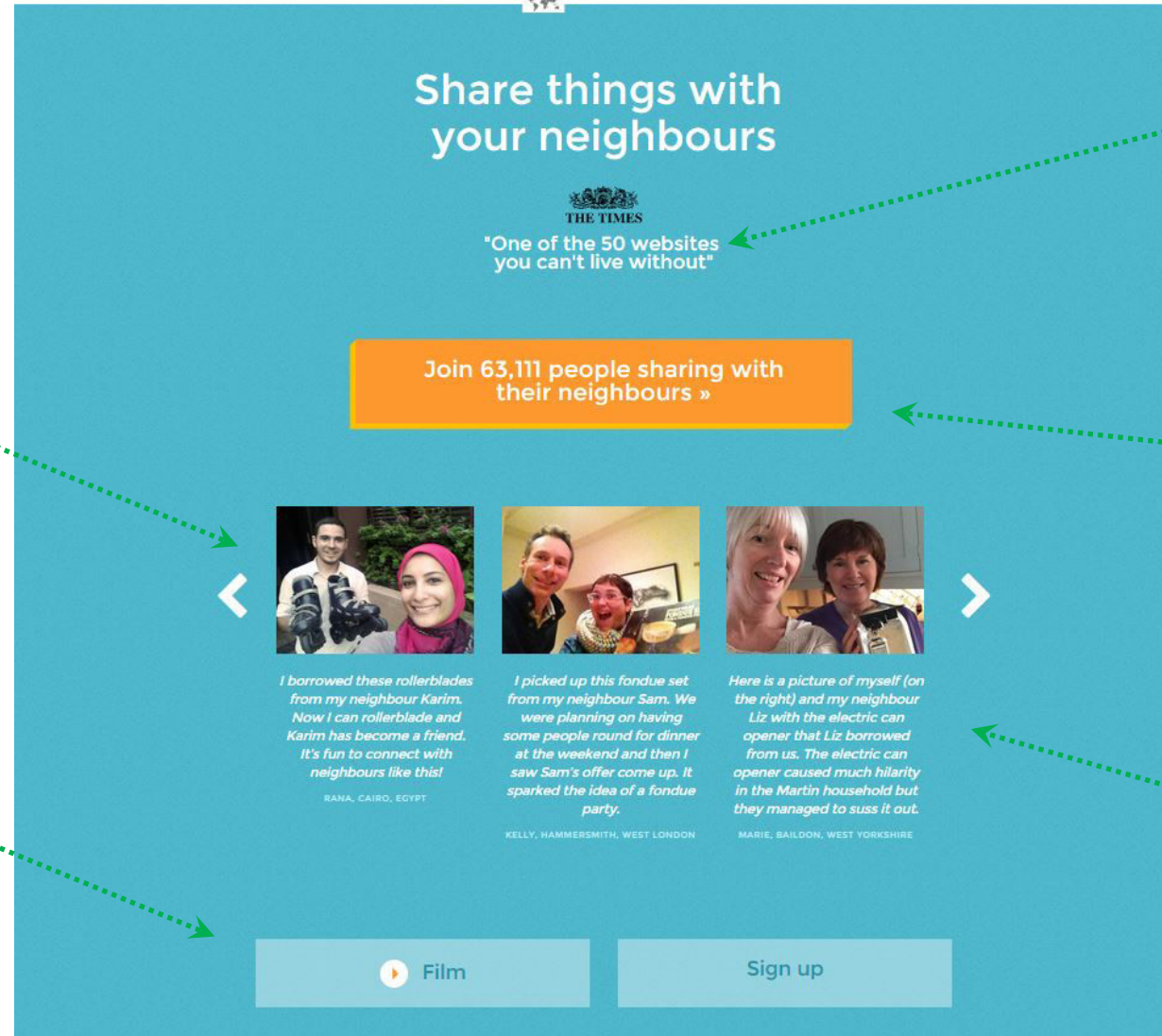
CONTRAST

SOCIAL PROOF

HUMOUR



In practice..... Streetbank homepage



PRIMAL:
Good looking,
happy people!

RATIONAL:
Endorsement from
national newspaper

RATIONAL:
Wow, everyone's
using it!

EMOTIONAL:
A film to bring things to life
and relate to...

EMOTIONAL:
Read real member
stories!

Reach

- **Collect data:** email addresses are key
- **Maximise your contacts:** and use the collective power of others
- **Engage the media:** make your story newsworthy
- **Be clever with timings**
- **Follow up**

Camden New Journal

Home Letters Gulliver Islington West End Arts & Entertainment Job Directions

Everything must go! Kentish Town woman gives away possessions every day for a month



Kate Groves plans to give something away for every day Advent

Published: 28 November, 2014
By ALINA POLIANSKAYA

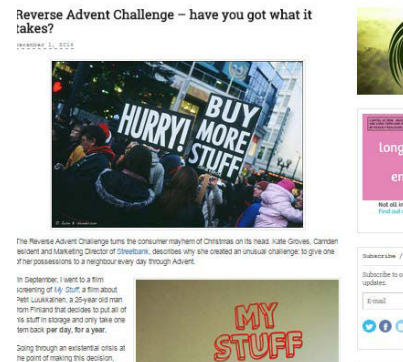
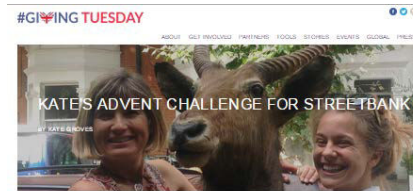
WHILE hordes of desperate shoppers battle it out to try and grab a bargain this "Black Friday", one Camden woman is providing an antidote to the consumer madness.

Kate Groves, 29, has vowed to give away one of her possessions throughout every day of of Advent, to her neighbours.

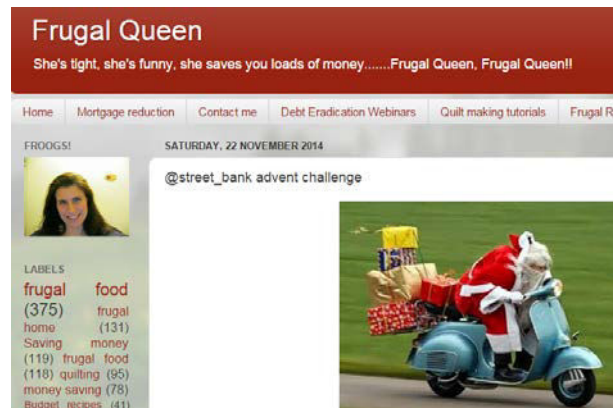
The Kentish Town resident will be giving away 24 things starting next week, with items including a DVD player, vinyl records, framed artworks and fancy dress items

Collective reach of partners

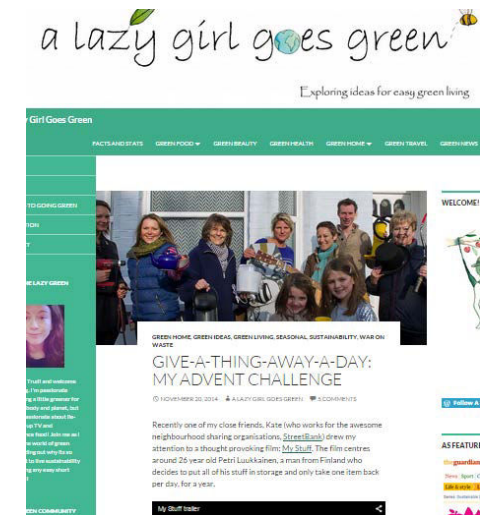
National or local organisations ...



Bloggers...



Local websites and forums...



Preparing your content

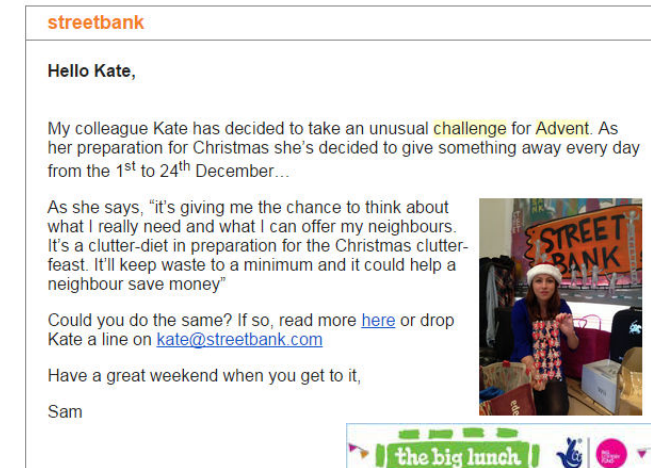
- Create two types of material:

1. For your audience

Campaign summary, blog, social media posts, newsletter

2. For external audiences

Press release, text for other people to use online, suggested social media posts



In practice....The Big Lunch



The Big Lunch is the... UK's annual one day get-together for neighbours.

Real stories and findings...

The Big Lunch
28 April at 12:36 · Edited ·

#CharityTuesday Want to fundraise at your Big Lunch? Hear from a fellow Big Luncher how she fundraised last year - <http://bit.ly/1dnY9A3>



Like · Comment · Share

4 people like this.

1 share

The Big Lunch @thebiglunch · 21 hrs

"Neighbours who have chatted over strawberries are more likely to help each other clear snow in February." bit.ly/1FjhBr6

Relevant and fresh content...

the big lunch
an eden project

LOTTERY FUNDED

PARTNERED BY ASDA HALIFAX

Home About Join in Ideas Our partners News

Log In

Share your story

Feature in our films and photos on the day

Make your Big Lunch famous and inspire others!

Be part of The Big Lunch family

Meet our friends

Share your story

Get in touch! Share your Big Lunch

Your Big Lunch stories are a great way to inspire others to take part. Tell us about yours today!

> Share your story

Request a pack

The Gruffalo is ready to visit your neighbourhood!

What would the Gruffalo eat at your Big Lunch? Enter our competition to win a visit from the grizzly himself and family tickets to the Eden Project

Enter now

Big Lunch Extras

Take your community to the next level with Big Lunch Extras.

Find out more

Got a question?

Contact our friendly team for advice on Big Lunches

Celebs corner

People are talking about The Big Lunch...

Which type of social animal are you?

We're calling on our Big Lunchers to identify which personality type they fit into with our Social Animals quiz!

Take the quiz

Big Lunch news

Keep up to date with our newsletter

Topical but on message...

The Big Lunch
5 May at 12:22 ·

Wherever you place your vote this Thursday, make sure to vote Big Lunch on the 7th June!



Vote for the Neighbourhood Party

Vote for the Neighbourhood Party

THEBIGLUNCHERS.COM

Like · Comment · Share

Gwion Thorpe Big-Lunch Cymru and 11 others like this.

5 shares

Campaign example: For The Love Of....

Objectives:

- show impacts of The Big Lunch
- Share positive stories
- Expand out to new audiences

Method:

- Simple, consistent message
- Fun, engaging images
- Tailored messages for third parties

1. Pick your key message...



2. Use real examples...



3. Get others involved...



Now it's your turn!

1. What's the key elements of your message?
2. Who is your audience?
3. How can you make it come to life?
4. What tools would you use?

Thank You!

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