Marketing Emergency Management Principles and Projects

Constant & Associates, Inc.
Michelle Constant, CEO
Scott MacKay, GM/Marketing

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9:20 AM – 10:30 AM
“If a program, plan, or tool is created, and no one hears about it on Twitter, does it make any impact?”

-Anonymous Philosopher
Our Mission
Program Overview:

Why emergency management marketing is different

How to build a marketing campaign using

Medium, Moment, Message
Who we are

Constant & Associates

Found in 2004, we are an Emergency Management & Security Consulting firm based in Los Angeles.
Who we are

Michelle Constant
CEO

Scott MacKay
General Manager &
Marketing SME
Who we are

Marketing Experience

Community Preparedness Marketing for City of Los Angeles EMD

Hospital Preparedness Program Marketing for California Department of Public Health

Psychiatrist Marketing Recruitment Campaign for LA County Department of Mental Health
WHY IS MARKETING EMERGENCY MANAGEMENT DIFFERENT?
What is marketing?

**marketing**

/mərkətɪŋ/
noun
the action or business of promoting and selling products or services, including market research and advertising.

Translations, word origin, and more definitions

What is marketing? definition and meaning

www.businessdictionary.com/definition/marketing.html

Definition of marketing: The management process through which goods and services move from concept to the customer. It includes the coordination of four ...

What is marketing concept? - What is marketing advantage? - What is a concept?
Why is marketing Emergency Management programs different?

We aren’t selling anything.
Most people already see a need for what we are offering.
We’ve been doing this already, it’s just been called outreach and not marketing.

As emergency managers we need to be flexible, stretch, and learn about tools & resources.
Marketing

KEEP CALM AND SEMPER GUMBY
Marketing

Prove your marketing & outreach skills!
In Three Minutes:

- Introduce yourself to two new people, not just the people next to you
- Tell them about an Emergency Management program you or your department is running.
- Ask what their favorite TV commercial is and why.
- Exchange business cards
CREATING YOUR CAMPAIGN

MEDIUM – MOMENT – MESSAGE
CREATING YOUR CAMPAIGN

MEDIUM – MOMENT – MESSAGE

What you are using and who you are targeting with your message.
CREATING YOUR CAMPAIGN

MEDIUM – MOMENT – MESSAGE

The timing of when you deliver your message.
CREATING YOUR CAMPAIGN

MEDIUM – MOMENT – MESSAGE

What you are saying and asking people to do.
CREATING YOUR CAMPAIGN

MEDIUM – MOMENT – MESSAGE

What you are using and who you are targeting with your message.
Know your Audience

Who are you trying to reach?
Matching Program to Target Audiences:

- Small Business Preparedness Program
- Preparedness in Spanish Speaking Communities
- Build a Family Emergency Plan Initiative
Matching Program to Target Audiences:

• Small Business Preparedness Program
  - Small Business Owners
  - Local Chambers of Commerce
  - Writers for Business Publications
Matching Program to Target Audiences:

- Preparedness in Spanish Speaking Communities
  - Spanish Speaking Populations
  - Houses of Worship
  - Hosts Spanish Radio Shows
Matching Program to Target Audiences:

- Build a Family Emergency Plan Initiative
  - People with families
  - Youth Sports Leagues
  - Mommy Bloggers
Medium-Media

Traditional Mass Media
Online Media
Public Relations/Earned Media
Medium-Media

Traditional Mass Media
- TV
- Radio
- Print
- Out of Home (Billboards, Transit)
- Costs Money!

Online Media
Public Relations/Earned Media
Medium-Media

Traditional Mass Media

Online Media
- Website Advertising (Banner Ads)
- Online Video/Audio
- Keyword Searches
- Email Marketing
- Mobile Advertising
- Costs Money!

Public Relations/Earned Media
Medium-Media

Traditional Mass Media
Online Media
Public Relations/Earned Media
  - Press Releases
  - News Coverage
  - Interviews Appearances
  - Events
  - Social Media Sharing
  - Community Outreach
  - Costs money and FREE!
Know your budget

Traditional Mass Media = $$$$$$
Online Media = $$$$$
Public Relations = $$$
Earned Media = FREE
If you have money to spend, know what you’re buying:

**CPM:** Cost per thousand impressions

**GRP:** Gross rating point

**Daypart:** Time period an ad unit may appear

**Frequency:** # of times an ad is experienced

**CPC:** Cost per click
Matching Target Audiences to Media:

- **Small Business Preparedness Program**
  - Small Business Owners
    - Buy print ad space in small business publications
    - Partner with insurance companies to distribute information
  - Local Chambers of Commerce
    - Ask to speak at a meeting
    - Have their social media share program information
  - Writers for Business Publications
    - Send press releases, request a feature
Matching Program to Media:

- Preparedness in Spanish Speaking Communities
  - Spanish Speaking Populations
    - Buy Traditional Marketing in Spanish Language Media
  - Houses of Worship
    - Offer materials at churches
    - Encourage participation in preparedness events
  - Hosts Spanish Radio Shows
    - Be a show guest talking about the program
Matching Program to Media:

- Build a Family Emergency Plan Initiative
  - People with families
    - Mass Media
  - Youth Sports Leagues
    - Flyers at league office or events
  - Mommy Bloggers
    - Social Media Sharing
    - Featured Article/Interview with influencers
Leverage your network

Create a list of everyone you know:

• Inside your office
• Business leaders/organizations
• Other departments
• Elected officials
• NGOs
Leverage your network
Before you begin know how to track your media:

• Define
• Measure
• Analyze
• Report
Quick Recap:

1) Define your target audience
   - Individuals or organizations

2) Decide how you can reach them
   - Pick media your target audience uses
   - Leverage your network

3) Use numbers to track your success
MEDIUM – MOMENT – MESSAGE

The timing of when you deliver your message.
When will marketing work?
Near Misses
Individual Decision
Bad Timing
Near Misses

- Recent event in your community or region
- Gentle reminder
- Show positive results of preparation
Moment – Bad Timing
CREATING YOUR CAMPAIGN

MEDIUM – MOMENT – MESSAGE

What you are saying and asking people to do.

What is a brand?

Just ______.
What is a brand?
What is a brand?
Brand Development

- Name
- Logo
- Tagline(s)
- Website URL
- Social Media Handles/Hashtag
Message - Brand
Springfield Evacuation Program

Group of four – new people!

- Program name
- Tagline(s)
- Website URL
- Social Media Handles/Hashtag
- Who is your target audience
- What mediums you would use to spread the word.
People like humor

Simple ways to use humor in marketing:

• Deliver data with a punchline
• Tap into pop culture
• Social media personality
• Encourage your audience to participate
People like humor

Deliver data with a punchline

10 out of 10 Small Business Owners Who Lost Their Business Recommend a Business Continuity Plan
People like humor

Tap into pop culture

ONE DOES NOT SIMPLY
STAY IN BUSINESS WITHOUT A CONTINUITY PLAN

WHAT IF I TOLD YOU
A DISASTER COULD PUT YOU OUT OF BUSINESS
People like humor

Social Media Personality

#RuinAMeetingIn5Words

@DiGiornoPizza

#TheSoundOfMusicLive Can’t believe pizza isn’t one of her favorite things smh
5:19 PM - 5 Dec 2013
659 576

@CitrixGoToMeeting

“My doctor says it’s contagious” How to #RuinAMeetingIn5Words
9:00 AM - 18 Feb 2015
7 12

@DiGiornoPizza

CLIMB EVERY MOUNTAIN, FORD EVERY STREAM, FOLLOW EVERY RAINBOW, UNTIL YOU FIND A SUPREME (PIZZA FROM DIGIORNOOOOOOO) #TheSoundOfMusicLive
6:48 PM - 5 Dec 2013
698 583
People like pretty

Tips for building marketing creative:

- Simple, clean, organized
- One clear call to action
- Avoid clutter (excessive logos copy)
- Understand the how it will be used
Marketing Experience
Community Preparedness Marketing for City of Los Angeles EMD

5 Steps to Neighborhood Preparedness
City of Los Angeles Emergency Management Department

www.5Steps.LA
You plan parties, you plan vacations. Do you plan for disasters?
Prepare now for the next disaster

www.5Steps.LA
Who we are

Marketing Experience – General Market

Community Preparedness Marketing for City of Los Angeles EMD
Who we are

ReadyLA
@ReadyLA

@ReadyLA - provided by the City of Los Angeles Emergency Management Department as a resource about emergency preparedness and emergency notifications.

Los Angeles
readyla.org
Joined April 2009

23 Photos and videos

Tweets

ReadyLA @ReadyLA · 2h
Wanted: neighborhood heroes-in-training. Develop a disaster plan and help your neighbors during an emergency bit.ly/YXzw66 #5Steps

ReadyLA @ReadyLA · Aug 19
Part of being prepared is recognizing what this means? Learn how to #GETREADYLA. For more information click here... ow.ly/AvzIY

ReadyLA @ReadyLA · Aug 19
Join @ReadyLA & observe National Preparedness Month in Sept. Theme: Be Disaster Aware, Take Action to Prepare ow.ly/AvmdJ

ReadyLA @ReadyLA · Aug 15

Discover what you can do to help your neighborhood manage and bounce back from disaster.

You plan parties, you plan vacations. Do you plan for disasters?

Prepare now for the next disaster

www.5Steps.LA

Prepare in 5 Simple Steps

WWW.5STEPS.LA
The key to creating an effective preparedness campaign is an understanding of what are the critical elements that motivate individuals to take action.
Key Takeaways:

- Campaign that includes multiple agencies and partnerships
- Peer-to-Peer motivation
- Powerful imagery
- Message specific to the community you are addressing
Crafting a message:

- Access to the very specific knowledge needed for risk reduction
- Being convinced that it will be effective
- Knowing that you are capable of doing it
- Believing that “everyone is doing it”
How we make decisions:

- Rational
  - Benefits
  - Consequences

- Emotional
  - Why I care
  - How it makes me feel

Persuaded by Reason
Motivated by Emotion
“People want to feel like heroes in responding to disasters, without being bullied or scared into action.”
Recap

“People want to feel like heroes in responding to disasters, without being bullied or scared into action.”
Recap

“People want to feel like heroes in responding to disasters, without being bullied or scared into action.”
People want to feel like heroes in responding to disasters, without being bullied or scared into action.
Recap

MEDIUM – MOMENT – MESSAGE
Questions?

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