

Developing a Message That Motivates

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MAC May 2015 Lexington
Triple Crown of Outreach session

“Half the money I spend on advertising is waste - the trouble is I don't know which half.”

- widely attributed to John Wanamaker

On the “M” Word . . .

All a Marketing Plan is:

- scheduled communications
- meaningful content/scope
- defined audience/recipient

Marketing = Communication

(Seriously. That's what it boils down to.)

We already communicate and can use marketing as a way to do it more effectively.

Know Your User

- Obstacles
- Motivations
- Benefits
- Consequences

What is Your Value Proposition?

Archives and records management provide a valuable service to our donors/record creators. How can we frame the conversation about talk about the value we offer them?

Tell Your Story

- Overcoming monsters
- Rebirth
- Quest
- Journey and Rebirth
- Tragedy/Comedy