



Marketing, Branding, and Storytelling

Christian Citlali, M.S.W., Martina Durant, M.P.A.,
and Allen Fowler, M.A. | October 7, 2024



Indigenous Land Acknowledgement

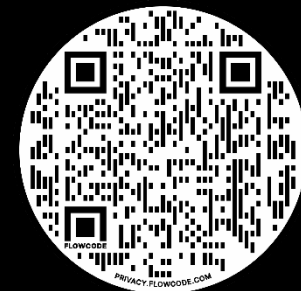
- We respectfully acknowledge that we live and work in territories where indigenous nations and tribal groups are traditional stewards of the land. Our California office resides in Tongva territory.
- Please join us in supporting efforts to affirm tribal sovereignty across what is now known as California and in displaying respect, honor, and gratitude for all indigenous people.

Whose land are you on?

Option 1: Text your ZIP code to 1-907-312-5085

Option 2: Enter your location at <https://native-land.ca>

Option 3: Access Native Land website via QR Code



Community Agreements

- Be present and be an active listener.
- Remember: One mic, one voice.
- Practice inclusivity.
- Honor pronouns and gender identity.
- Show respect. (This may look different for each person.)
- Allow conflicting perspectives to exist.
- Assume best intentions.
- Take space, make space.
- Share what you are comfortable sharing.
- Protect individual privacy.
- Practice self-care.
- Encourage growth of self and for others.
- Support resource sharing.



Today's Learning Objectives



1. Understand the importance of branding when marketing and telling your stories.
2. Explore how to leverage relevant data to design a robust marketing and outreach strategy.
3. Understand the nuances of leveraging various platforms to maximize engagement.
4. Learn how to develop and apply engaging storytelling techniques designed for diverse audiences and showcasing the stories of clients, staff, and community members to promote your program.
5. Understand how to measure your marketing success and adapt to improve.

Defining Terms

- **Marketing:** Strategic process of promoting and communicating your organization's programs, services, and offerings.
- **Branding:** Graphic or phrase that connects to your organization and represents your values or mission.
- **Outreach:** Active effort to connect, build relationships, and provide information to diverse audiences.
- **Target Audience:** Specific groups or demographics the organization aims to reach with tailored marketing and outreach.



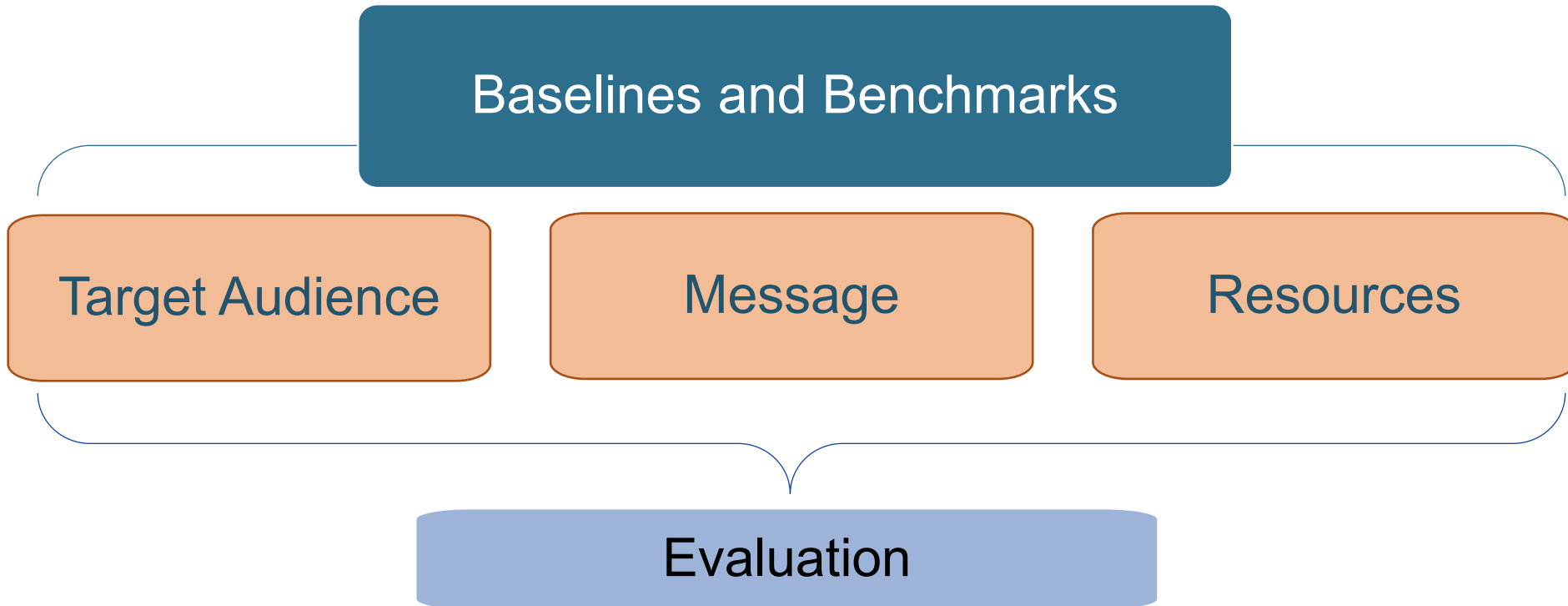
The Power of Data

Data Is Your Compass

To improve community and stakeholder engagement and recruitment outcomes, you need a marketing and outreach strategy that engages, informs, and sparks action within your target audiences.



Know Where You Are to Know Where You're Going





Best Practice Tip

Start Small

- Limit yourself to one or two platforms.
- Work to create a clear, vibrant presence.
- Don't be discouraged if it takes some time to gather momentum.

[Social Media Toolkit](#)

Target Audience

Who is underrepresented in your active community partners and connections?

What kind of donor are you hoping to engage with?

Who is underrepresented in your staff?

What pipelines do you need to start building?



Storytelling Through Data

Message

What is the takeaway you want your target audience to leave with?

How does your branding connect to your message?

What is the call to action? Is this call to action clearly communicated?



Storytelling Through Data

Resources

What wraparound supports are needed to maintain engagement?

What partnerships need to be developed?

What tools are needed to cast a wider net?



Storytelling Through Data



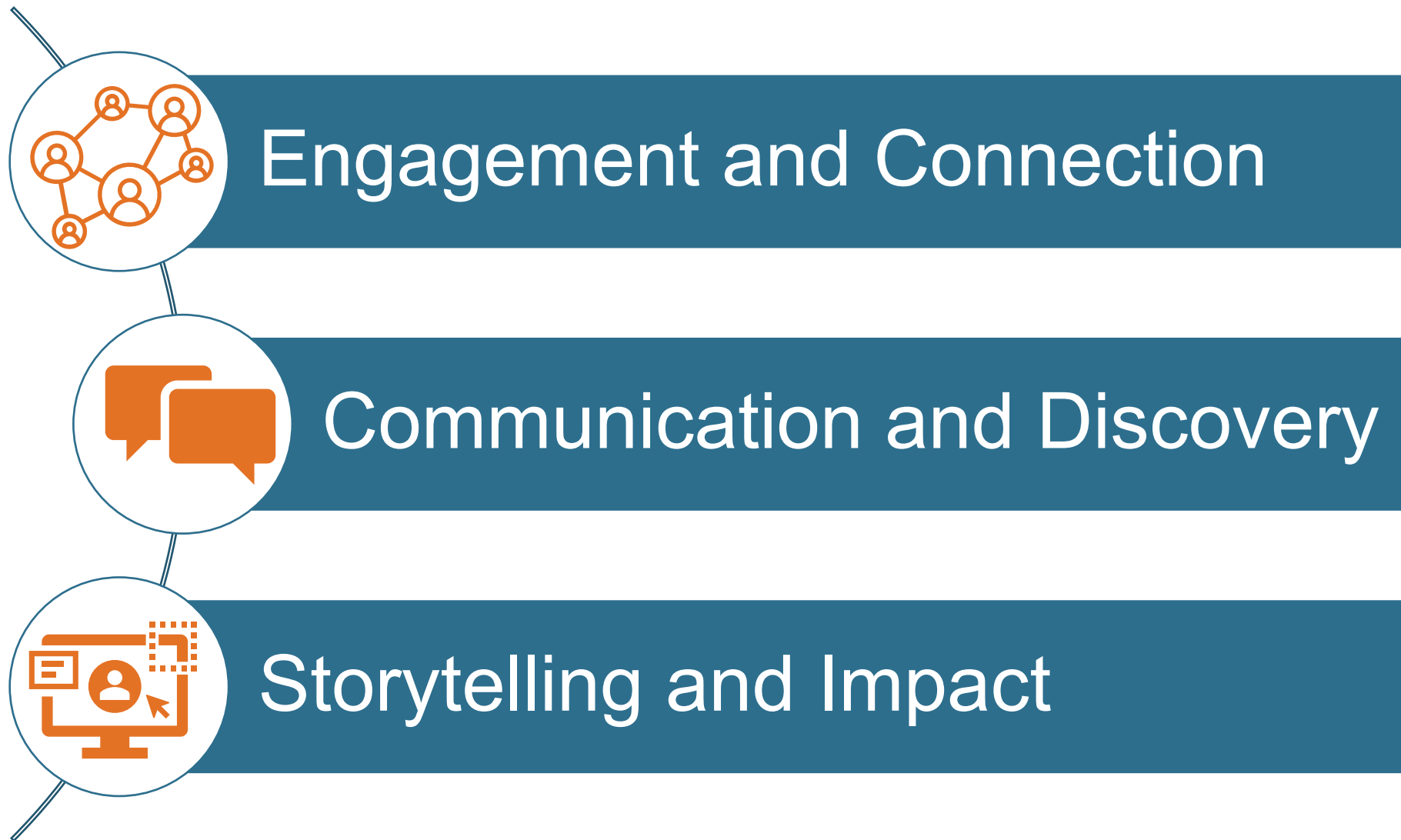
Multimedia Marketing and Outreach

Content Strategy

- Clear set of working statements
 - Messaging goals
 - Priorities (urgency and budget capacity)
 - Target audiences

[Social Media Toolkit](#)

Enhance Engagement, Connection, and Impact



Engagement and Discovery

Virtual Facility Tour

- Immersive opportunity to visualize self on site:
 - To see resources, services, and staffing (donors).
 - To imagine receiving services (community partners, referrals, clients).
 - To explore whether it is a good fit as an employer (prospective staff).

Engagement and Discovery (cont.)

Interactive Infographics

- Convey key information in an easily digestible manner.

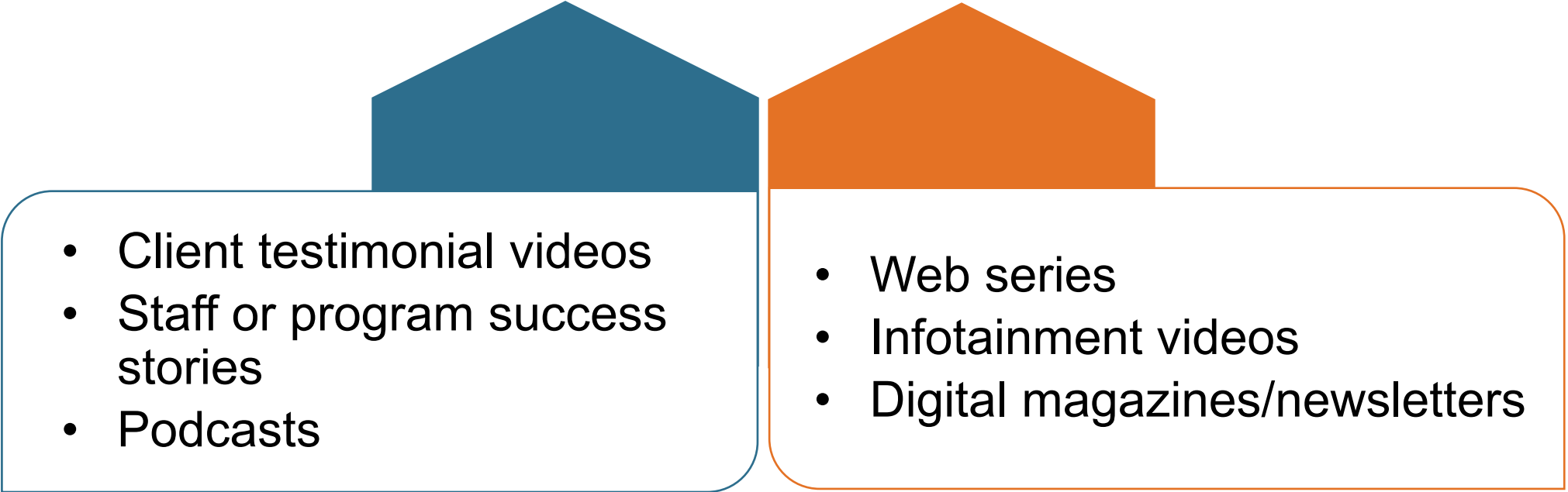
Social Media

- Share client, staff, and program achievements, services, and benefits.

Highlight Videos

- Combine program overview with interviews and testimonials from client, staff, and community partners.

Storytelling and Impact

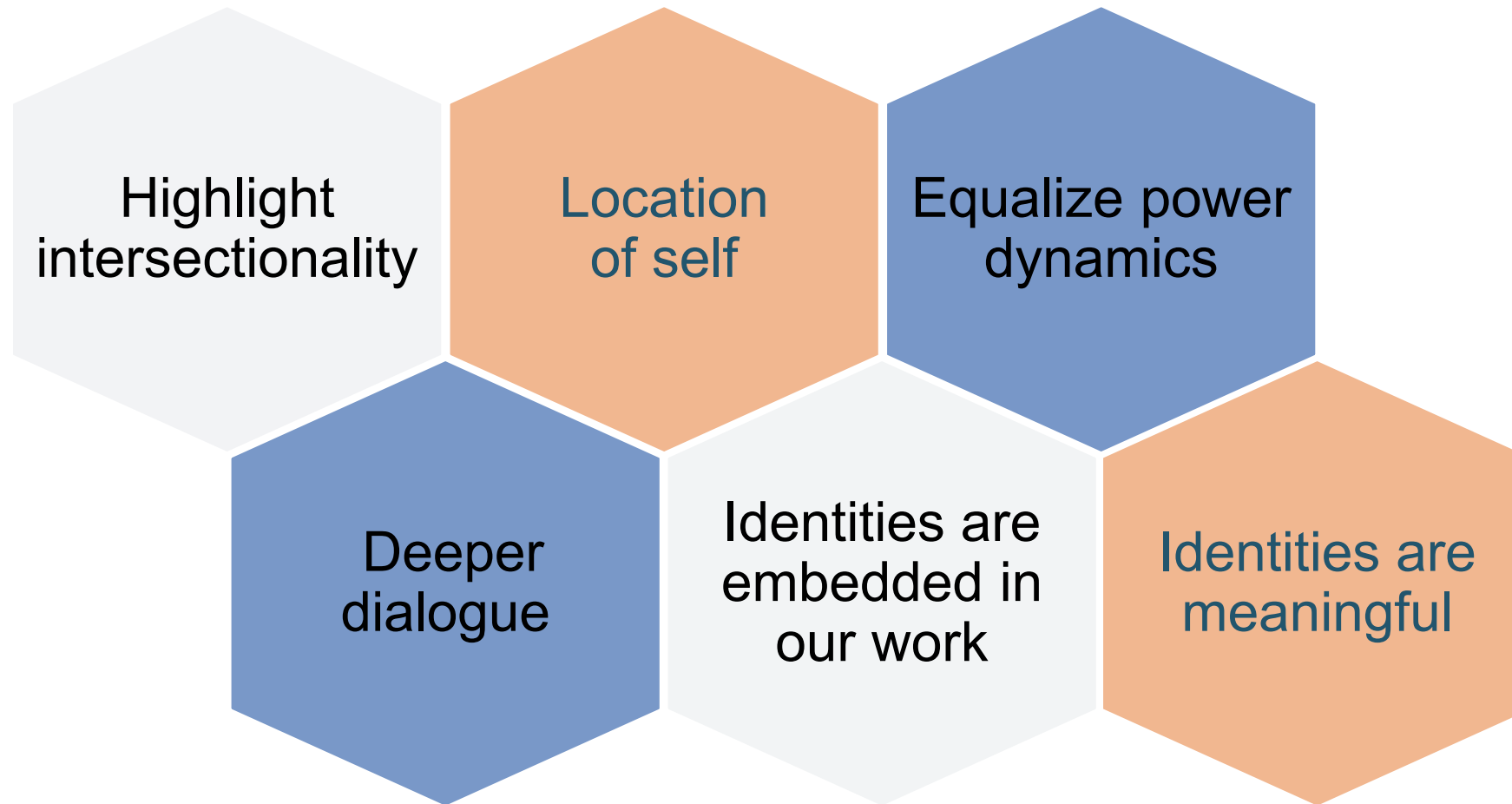
- 
- Client testimonial videos
 - Staff or program success stories
 - Podcasts

- Web series
- Infotainment videos
- Digital magazines/newsletters



Key Elements of Storytelling

Introductions Tell a Story

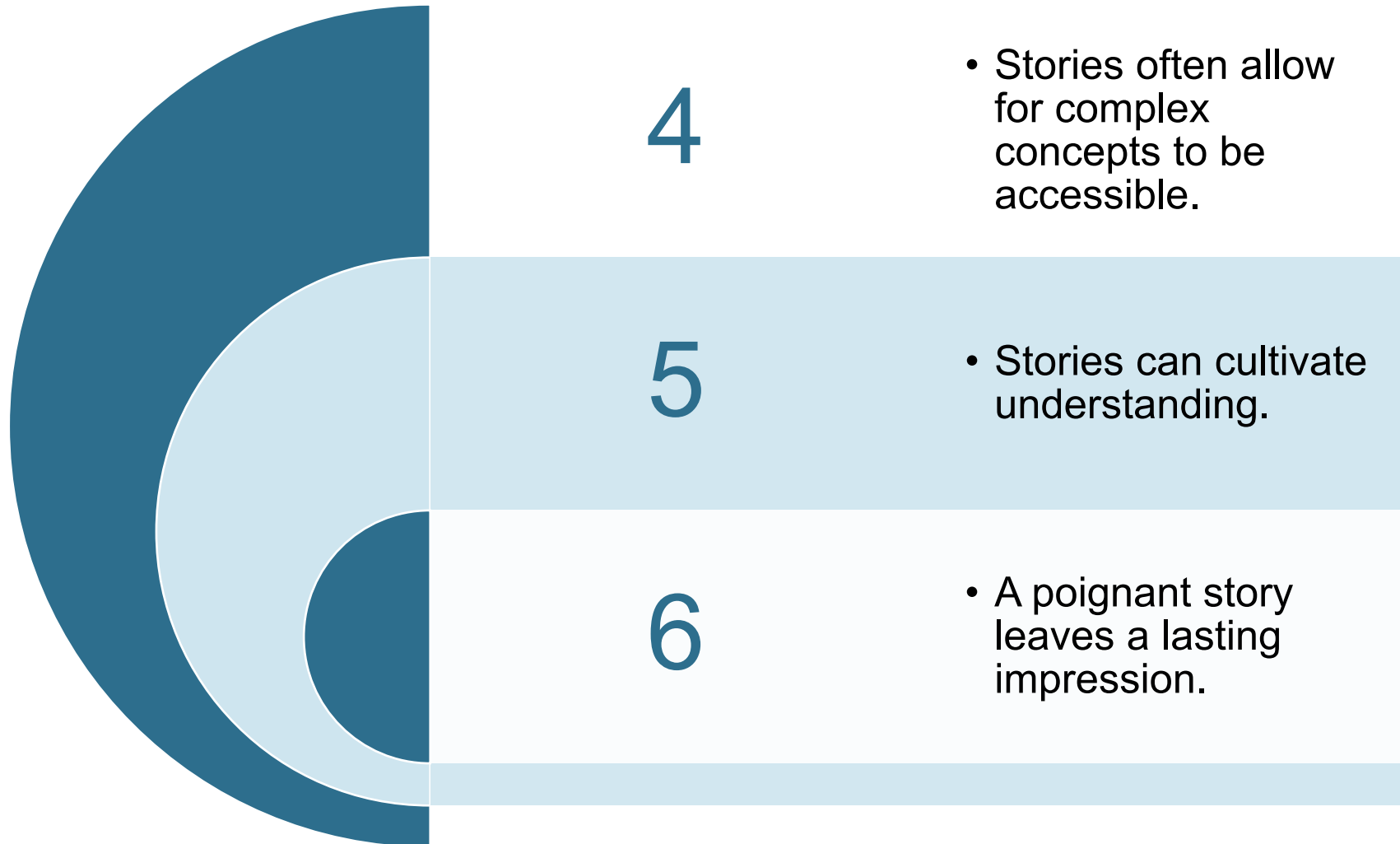


([Watts-Jones, 2010](#))

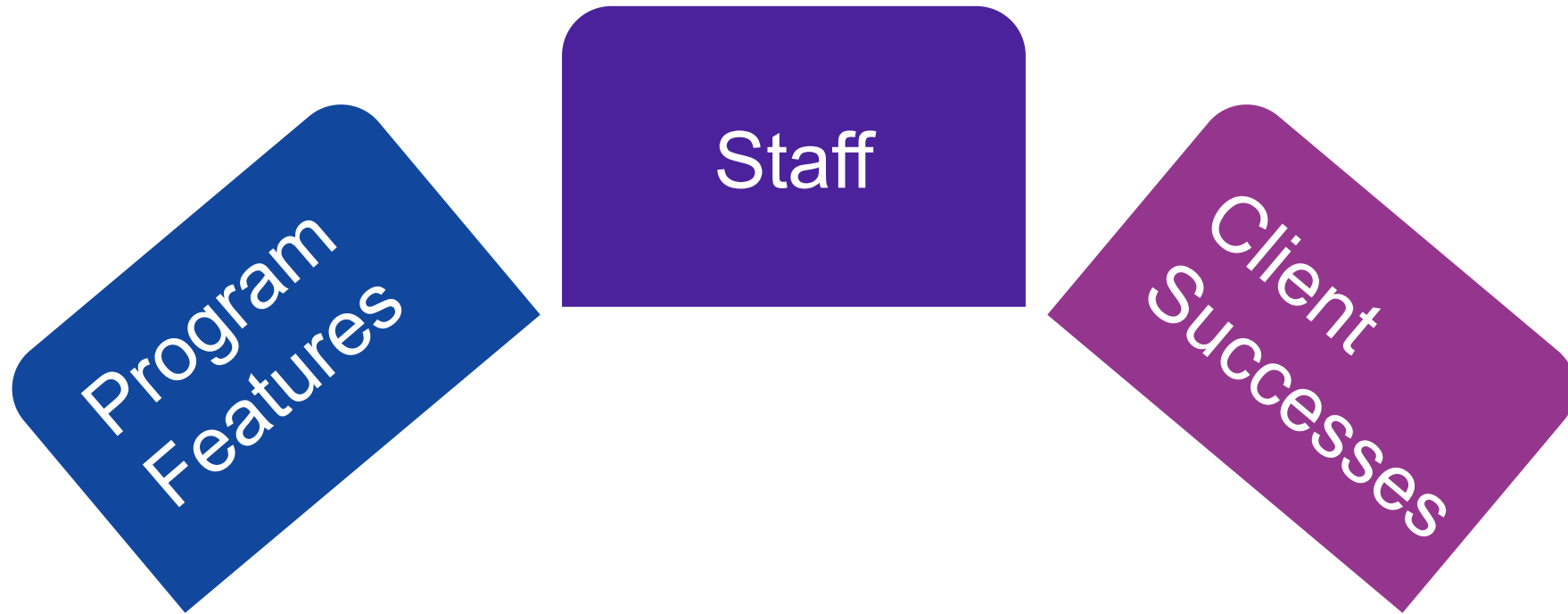
Storytelling in Behavioral Health



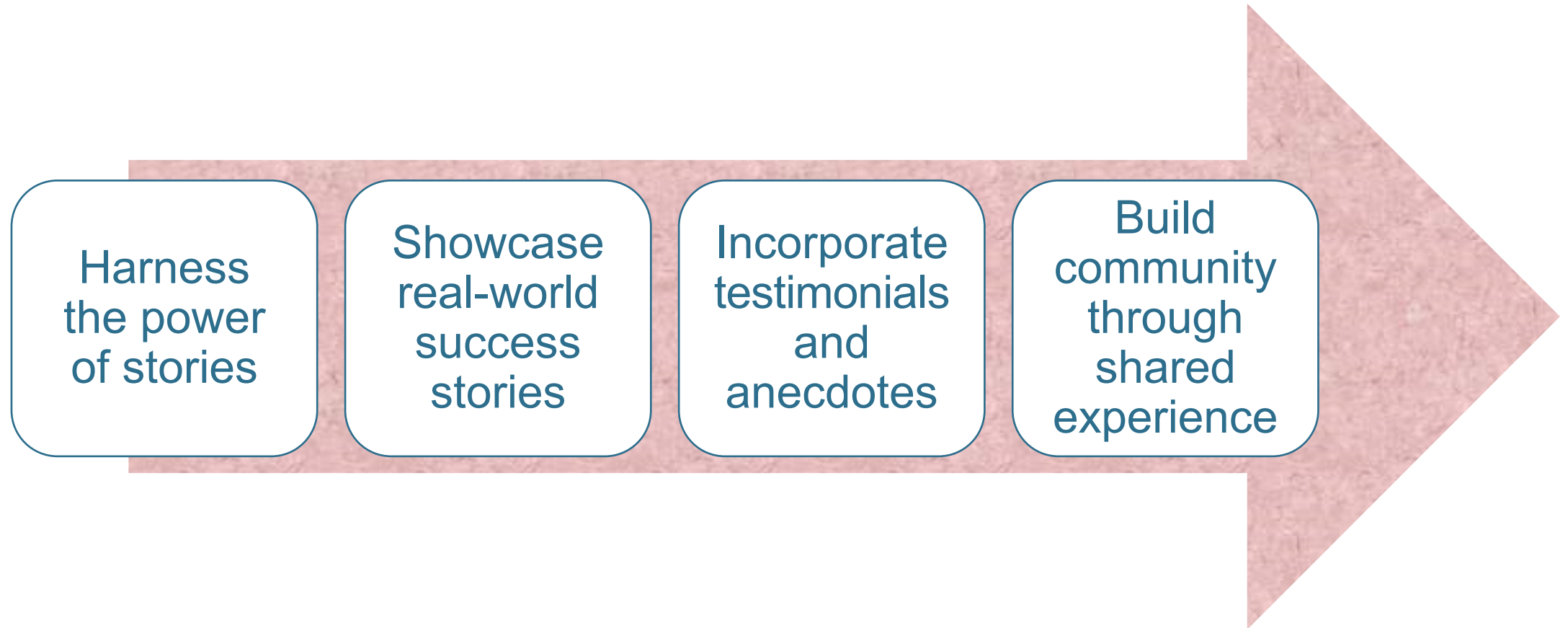
Storytelling in Behavioral Health (cont.)



Educate and Attract: Crafting Your Program's Narrative



Leverage Staff and Client Experiences





Zchon Polon



Geana Hopkins-Spann



Comfort Railey



Direct Care Worker Story Project

Marichu Buenaventura



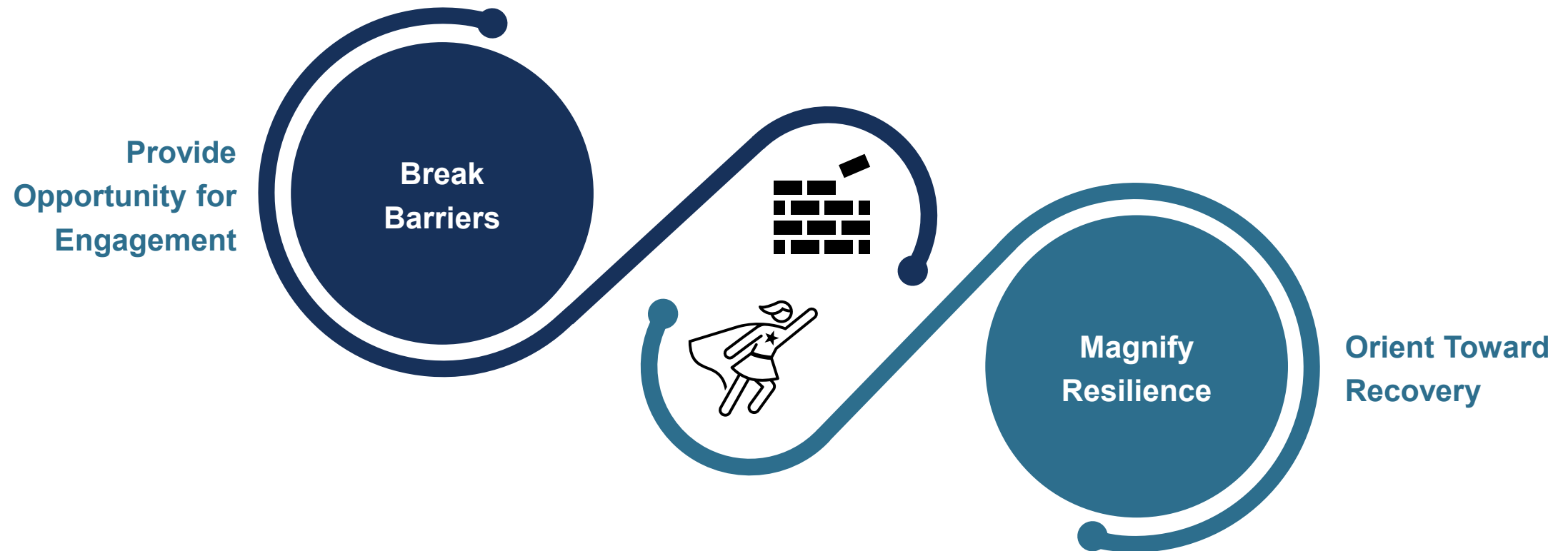
The Benefits of Storytelling in Behavioral Health

Storytelling to Destigmatize and Diversify



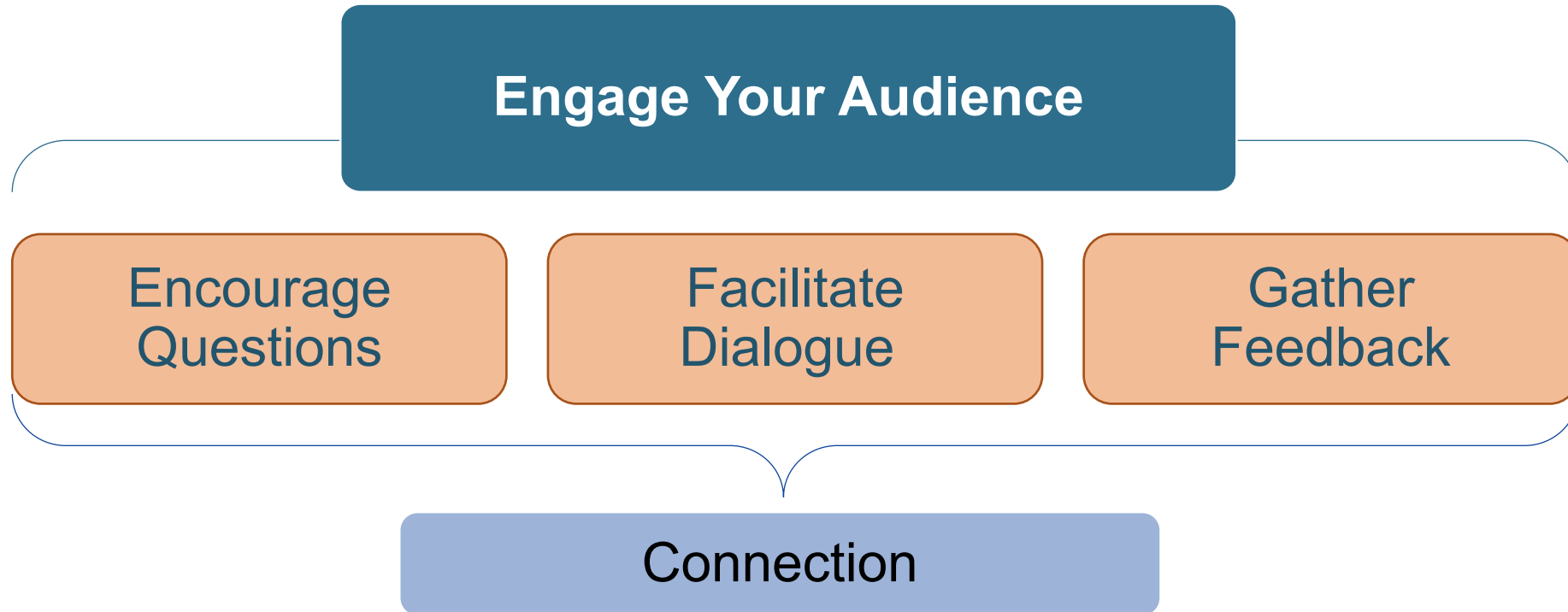
([Watts-Jones, 2010](#))

Storytelling to Destigmatize and Diversify (cont.)



([Watts-Jones, 2010](#))

Engagement



Call to Action: Join Our Story...Create Your Future

Prospective Donors

Invite prospective donors to be part of the success story.

Assessment of Services

Provide clear steps to access services.

Value of Program

Reinforce the value and impact of your program.

Engagement

Talk to staff and clients to engage them in defining the program.



Tracking Your Success

Metrics

Qualitative

- Stakeholder testimonials
- Client satisfaction surveys
- Stay interviews for staff

Quantitative

- Yield: funding awards
- Clients engaged and services provided
- Turnover and retention rates

Analytics

Analytics is the analysis of data. Intentional evaluation of your social media efforts can help you:

- Make sure your marketing and outreach are working the way you hoped.
- Help you see when you need to course correct.
- Guide your content and strategy.
- Inform how to focus your budget and resources.

[Social Media Toolkit](#)

Deciding on the Right Analytics

You might consider some third-party tools for tracking social media performance, such as the following:

- [Hootsuite](#)
- [HubSpot](#)
- [Google Analytics](#)

When deciding on the third-party tool, revisit your strategy and your goals.

- What data will help you evaluate your set of outcomes?
- Which tool can give you this data?

References

PHI National. (n.d.). *The Direct Care Worker Story Project*. <https://www.phinational.org/worker-stories/>

Thorson, S. (2022, January 24). *How storytelling delivers results in college recruitment marketing*. Epicosity. <https://www.epiccommons.com/blog/how-storytelling-delivers-results-in-college-recruitment-marketing>

Tobacco Education Clearinghouse of California. (n.d.). *Social media toolkit*. <https://s3-us-west-1.amazonaws.com/learning-products/Social+Media+Toolkit+7/index.html#/>

Watts-Jones, T. D. (2010). *Location of self: Opening the door to dialogue on intersectionality in the therapy process*. *Family Process*, 49(3), 405-420. <https://doi.org/10.1111/j.1545-5300.2010.01330.x>



Q&A



Please fill out the attendance form and feedback survey in the chat to meet your requirements for today's event!



Thank You