

Designing Relevant Media Strategies

It's tricky to stay relevant in a digital age. Technological and social advancements come and go faster than ever before, making it more crucial than ever to be a savvy media strategist. But how do we know what tools to use when they're all evolving so quickly? Is content really king, or is it a matter of leveraging different social tools to stay ahead of the curve? In this presentation, you will learn the importance of media strategies – such as social media, email campaigns, websites, and search engine marketing – to become a relevant thought leader and organizer. Participants will learn how to truly connect on all landscapes of media from a business and social standpoint, and learn how global leaders utilize media strategies in order to share their ideas and missions. Participants will understand the importance of finding the right platform for their audience, timing, and content originality. With an increased need to emphasize communication across a number of channels, this enhanced engagement will be key to designing and implementing relevant media strategies that have impact.

In this presentation, you will learn:

- How to develop relevant media strategies and how to pair them with your target audience
- How to utilize the right media tools in an evolving digital landscape
- Best practices in developing a media strategy for greater impact
- How to leverage social media to become a thought leader of your cause – driving increased followers and participants
- How to truly connect on all media landscapes in order to share ideas
- Understand the importance of audience, timing, originality and content

Steve Lowisz is a widely renowned and trusted entrepreneurial business expert. A highly-rated speaker, author and educator, Steve has served as a consultant across the globe for many Fortune 500 organizations. Having started and led multiple businesses in the field of Human Resources, in 1999 Steve founded Qualigence International, a recruitment research and professional search firm headquartered in Livonia, Michigan, of which continues to serve as CEO. In addition, Steve is also the principal consultant for Lowisz Consulting, which provides both group and individual leadership development consulting and individualized goal planning. Steve's business philosophy has always been to put the best interests of his clients first. His continual goal is to spread the word of successful business practices to fellow partners, associates and colleagues.

I. INTRODUCTION

II. Define Your Goals

Understand the purpose of your social media strategy.

- What is the message you are trying to get across and why?
- Are you promoting a business? An idea? A vision?
- Is your strategy short or long term?

III. Identify Your Audience and Objective

1. Pinpoint who you are trying to reach – social media offers a chance to target them in real-time!
 - Research your target demographics:
 - Age
 - geographic area
 - beliefs
 - attitudes
 - habits
 - culture
2. Where do people go to discuss what you want to promote? Find where they are and be there too!
 - Find the digital communities involved with the issues you want to address
 - Which media do your communities have access to?
 - Which communities have the most followers?
 - Which avenue would best carry your message?
 - Which social channels will encourage people to listen and take action?

IV. Do Your Homework

In the business world, this is considered ‘competitor analysis’

- What are other Thought Leaders doing that works?
- What campaigns have you noticed that are successful?
- What drives the most traffic, discussion and influence online?
- Research and strategize what others are doing right

V. Prioritize Networks - Beware of ‘Shiny Object Syndrome’

This is the tendency to become involved in too many avenues and tools without focusing your message on a couple of effective areas.

- There are so many tools available – start with the basics
- Wasted resources and unfinished ideas won’t get your message across
- Don’t dilute your focus by trying to be everywhere at once

VI. Create an Effective Message – Have a ‘Call to Action’

1. This is a critical step! Your message is what will push or pull people away from your idea.
 - Be simple and to the point without jargon
 - Emphasize your cause – what message are you trying to convey and why?
 - People love to learn: tell them something they don’t already know
 - Articulate your thought, your suggestion to action, and your solution
 - Open yourself up for criticism – good discussion has a need for it
2. Example:
Oxfam International created message to invest in education for developing countries
 - They used evidence that shows education reduces poverty levels
 - They kept their message simple: “Education is every child’s right”
 - They stated a clear message that states the problem
 - They took the listener to the next level to get involved in change
3. *Awareness itself will not create change.* Be strategic with your audience and decide what it is you want to accomplish together once you establish trust.

VII. Budget & Leverage Your Content

1. Share and re-share across different channels to get the most effective reach and impact.
2. Example: Blog post about leadership
 - Share on website
 - Share on social media
 - Engage in discussion
 - Ask questions
 - Don’t OVERpost
 - Create a video that discusses topic
3. Plan ahead for your social media strategy: Identify the best approach and stick with your overall plan

VIII. Give Before You Get

Offer your audience something they don't have before you can expect an answer/solution/commitment.

- Research, whitepapers, information that will enrich their understanding of your leadership efforts can help build and establish trust
- Listen to your audience first and then work toward your needs

IX. Be Consistent – Have a Timeline

Social Media strategies largely depend on timing. Allow for a progressive buildup of your message and allow for flexibility.

- Relate important world events to your Thought Leadership goals
- Decide what avenue to use when, then establish a calendar
 - Example: One email blast a month, three blog posts a month, two posts on Twitter a day
 - Follow your timeline

X. Evaluate Outcomes & Measure Impact

Once you have your strategy up and running, evaluate the effectiveness. Keep an eye on social media traffic, followership, levels of discussion and engagement.

- By measuring your impact, you will be able to track who you are reaching or not reaching
- You will know if your message is having the desired effect
- You can make changes accordingly
- Document this impact