



## ONLINE MARKETING CAMPAIGN

### Mission

**The purpose of The Sean Costello Memorial Fund for Bipolar Research is to apply Sean’s celebrity and the love of Sean’s fans and fellow musicians to increase research for treatment of Bipolar Disorder, develop and support education for early diagnosis and intervention, and translate the human side of bipolar disorder and its severity to improve outcomes and resources, especially for those without insurance, targeting the musical community.**

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## **Executive Summary**

An effective online marketing strategy is making the web presence of an individual or organization ubiquitous on the web for their name/brand and/or message they are trying to convey. These days everybody is talking about social media and how it is "changing the world". Recent events such as the [Occupy Movement](#) and the "[SOPA](#)" protest are proof of that, showing the power of social media and the influence it can have on society. As with most non-profits, the message of the Sean Costello Memorial Fund for Bipolar Research is one that promotes social change through education and collaboration of information. Therefore, this social change is made possible through social media technology.

Here, we will use social media marketing to reach the entire scope of individuals within our target market in order to bring them to the website where they can donate money, educate themselves, or provide additional research information to support the cause. Here, effectiveness of any such online marketing initiatives are dependent on the effectiveness of the website itself in regards to its ability to convert visitors into participants performing desired action such as making a donation, signing up for the newsletter, or requesting more information, etc.

After an initial evaluation of the company's current website, the blog, social media network pages, and any additional sites currently associated with the cause; a more cohesive presence throughout the web is needed. Because each target market segment varies in terms of demographics, their online behaviors also vary. Strategic placement of our marketing message and participation in those relevant social media networks will be made in order to create awareness about the cause and attract visitors to the website. In order to do so we need to develop a strategy for each individual site and see how or even if its can be effectively used.

Measurement and monitoring of the social media activity and web traffic will be analyzed very carefully and optimized when changes are necessary in relation to the primary goal, that is an increase in donations.

## Goals and Objectives

Generally speaking, the goals of any marketing strategy are to:

1. Raise brand awareness,
2. Engage customers and build a community.
3. To transform visitors into customers.

Similarly, the goals of the SCMFBR are to:

1. Provide education and provide information for those with bipolar and/or their families/support systems.
2. Promote and foster research for bipolar treatments
3. Attract donors/potential grantors and to support research.

In order to achieve these goals our primary marketing objective is to attract visitors to the website. The website will be designed for optimal [conversion rate](#) with clearly defined [calls to action](#). Using a variety monitoring and analytics tools such as [Google Analytics](#), we will be able to measure the website performance and make any improvements as necessary.

The integration of these two components is essential for the success of the online marketing campaign.

### 1. An EFFECTIVE Website

- a. a means for collecting donations.
- b. information and resources about the cause
- c. company specific information, Sean's story, and the mission of the SCMF

### 2. Social Media Marketing

- a. creates awareness and provides education supporting the cause.
- b. Engaging people in conversation, spreading the word, bringing people together, exchanging information
- c. links to and from the website as the source for more information and contribution collection.

## **Target Audience**

With a worldwide reach, the internet allows your marketing message to be perceived by anyone and everyone online within your target market across the globe.

The website brings together those affected by this disease looking for answers and those who provide the answers. Also, in order to support and further research, donations are collected by those who want to support the cause:

The target market can be divided into four segments:

1. Creative people with bipolar
2. Families and support systems of people with bipolar
3. Researchers
4. Potential Donors, Grant Agencies

## **Locations and Sites**

In addition to the [main site](#) and company [blog](#), there are many third party websites that can be used to create awareness and support for the cause. Because each target segment is different in terms of demographics, their online behaviors also vary.

Therefore, our targeted sites can be grouped as follows:

1. Music/creative sites
  - fans of Sean and his music and other creative people that can relate to the cause
2. Charity/Nonprofit specific
  - potential donors and grant agencies.
3. Bipolar Resources and Research sites
  - those affected by bipolar looking for answers and those supplying the information.

These sites may be social networking sites, music listening/sharing sites, or just purely information resources.

See [Appendix 1A](#) for a detailed description of the social media sites and suggestions of how to effectively leverage them for the campaign.

## Controls

Overall campaign management in terms of delegating and monitoring of such marketing initiatives will ultimately be the responsibility of the fund's executive committee. However, there are certain day-to-day or weekly tasks that need careful monitoring and should be delegated to those best suited for each task based on their individual skill set and time they are able to commit. These roles are just suggested and may or may not already be in place.

**Webmaster** - manages the wordpress website. Customize theme options. install widgets such as social bookmark and feed plugins.

**Facebook/Twitter/Social content manager** - Posts to FB, Twitter, and other relevant social channels, etc. Integrates social media networks via Hootsuite or other social monitoring programs as needed.

**Blog Editor** - with the creative and writing skills to manage, write and edit the blog posts

**Email/Newsletter Campaign manager** - uses the [constant contact](#) program to create the e-letters and monitor subscriptions and analyze the subscribers.

**Website traffic and Conversion analyst** - uses Google analytics to track conversion rate and user behavior, discover ways to improve the site and attract more visitors

**Director of Donations** - monitors the various donation methods and implements optimization strategy.

## Reporting, Measuring, and Analytics (ROI)



In terms of quantitative metrics for performance evaluation we can look at increased web traffic, email newsletter signups, number of facebook fans or twitter followers, etc.

However, the only number that really matters as it can be directly linked to the fund and its ability to realize its goals, will ultimately depend on the number/amount of donations collected.

In order to maximize this ROI, each of the controls will be responsible for reporting any changes or increase inactivity for their specific area of the web, analyzing the traffic sources and discover areas for improvement.

## Looking forward

As an online marketing professional, I have seen the industry change dramatically over the past decade, even more so in the past 2 years, with even more changes in the years to come. Social media is evolving and fragmentation across the web is declining. It is important to stay on top with those latest development and to "follow" those experts within your industry. Also, to stay connected with your audience, one should always be looking ahead for new in which your target market can be reached.

This change can be seen in the music industry, for example, as people's listening behaviors change with new technology and music listening services, it is important to be aware of and make Sean's music available for these fans as well.

Also, as the fund grows in size, new ways to reach your audience can also be utilized. [Hulu.com](http://Hulu.com) runs a significant number of ads for charities and non-profits, and even traditional media campaigns are not out of the question.

On a personal note, I would like to thank Deb, and all those involved in this campaign for their support, assistance, and patience. Even though it is something I do for all my clients, but especially for this one, with a personal attachment to the cause as well, I want you all to know that I will always be available to help out with any questions or issues that you may have down the road.

Sincerely,  
greg vardaro