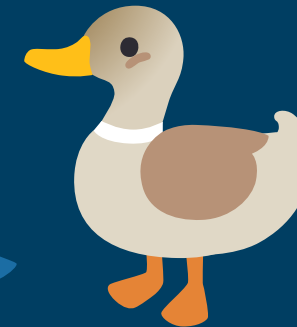
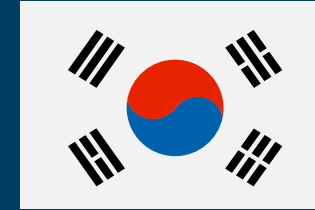
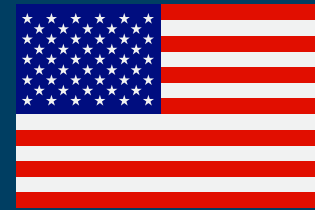


Transforming A REGION

Sharing a Planning District Commission Story, Moving People to Action

Presented by Stephanie Heinatz
Founder, Consociate Media





I've learned that people will forget
what you said, people will forget
what you did, but **people will never
forget how you made them feel.**

–MAYA ANGELOU



Discovery

The first things we determine when starting any project – whether it's for-profit business, non-profit group or government organization.

- 1 What are we trying to accomplish?
- 2 Who is our audience?
- 3 What is our message?
- 4 What are the mediums by which we can communicate?
- 5 How will we measure success? Key performance indicators.



WHAT ARE WE TRYING TO *Accomplish?*

MID PEN RIDE SHARE





WHO IS OUR

Audience?



Virginia's Coastal Wilds



WHAT IS YOUR

Message?

FIGHT THE FLOOD

MIDDLE PENINSULA



MESSAGE DEVELOPMENT GUIDING PRINCIPLE

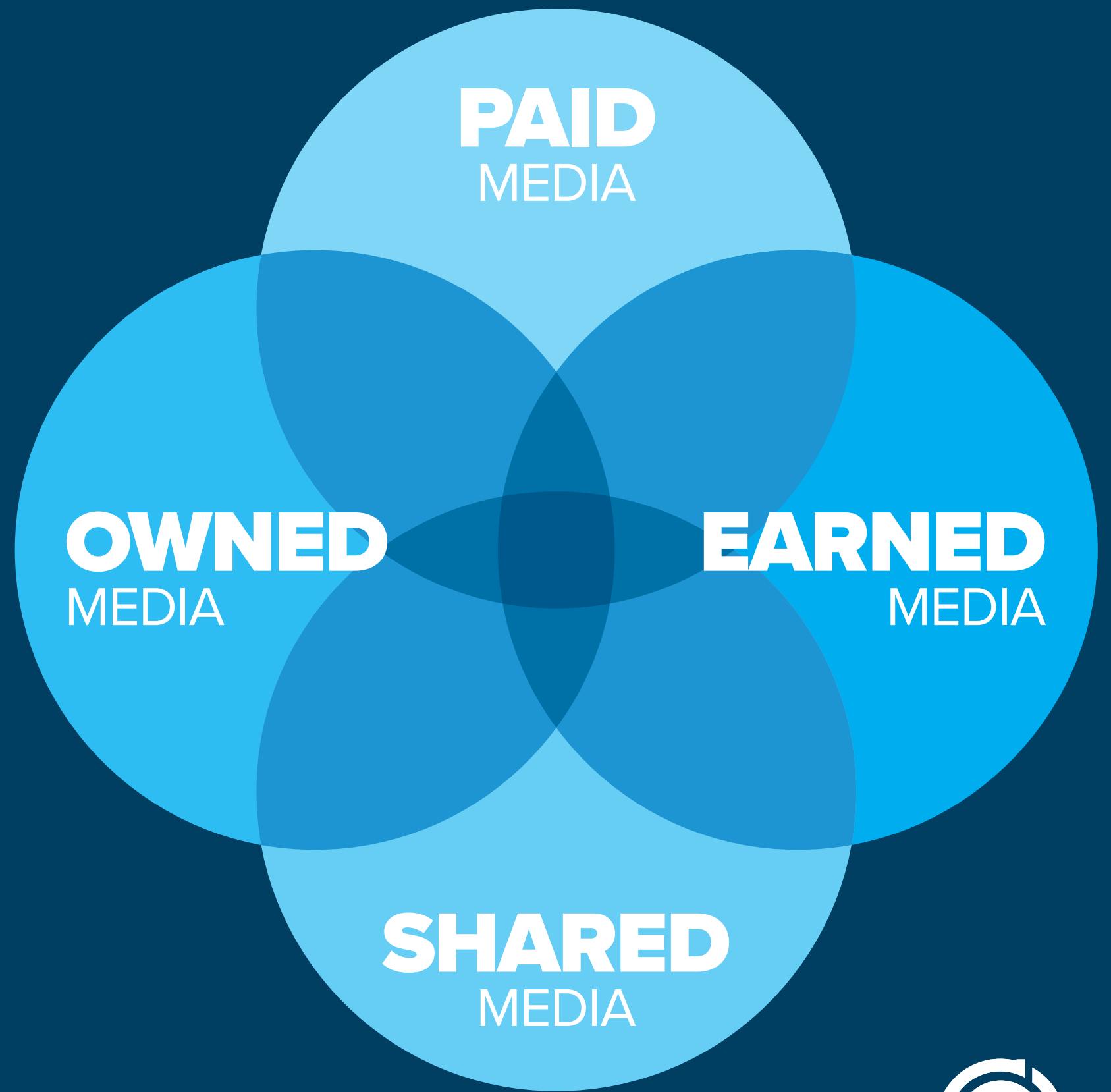
All of which
can be done
through story!

Real people!
Real impact!

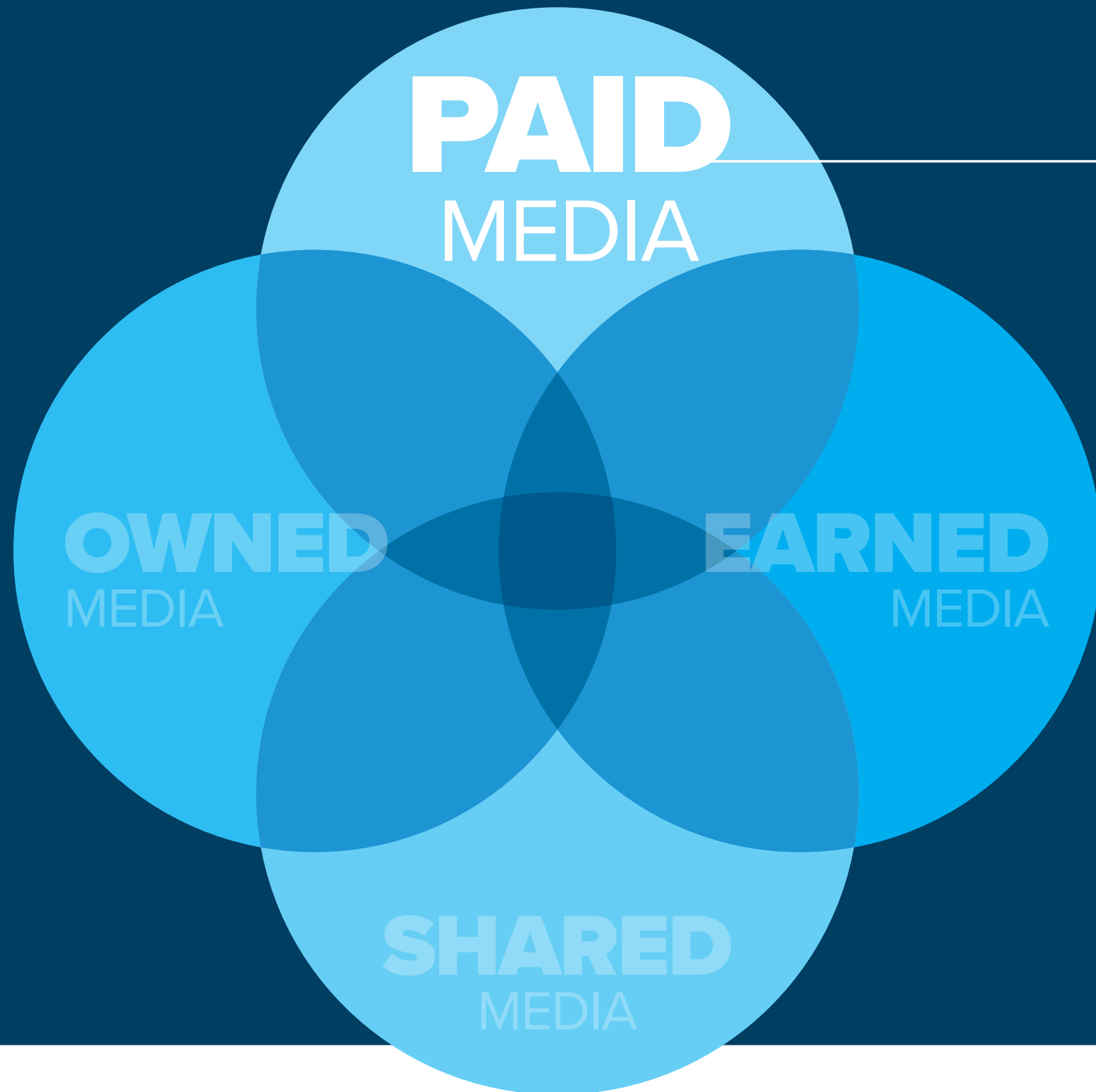
- ① Define the problem.
- ② Tell them why they should care.
- ③ Tell them what you are going to do about it.
- ④ Tell them what they need to do, if you need them to do something.
- ⑤ Be quiet.



WHAT ARE THE MEDIUMS BY WHICH WE CAN COMMUNICATE?



WHAT ARE THE MEDIUMS BY WHICH WE CAN COMMUNICATE?



Full Campaign Concepting

Creative to Support Paid Campaigns

(graphic design, videography, photography)

Paid Media Planning and Placement Management

Social Media Advertising

Digital Advertising (display, search, etc)

Print Advertising

Sponsored Content



WHAT ARE THE MEDIUMS BY WHICH WE CAN COMMUNICATE?



Media Relations

Influencer Relations

Blogger Relations

Link Building

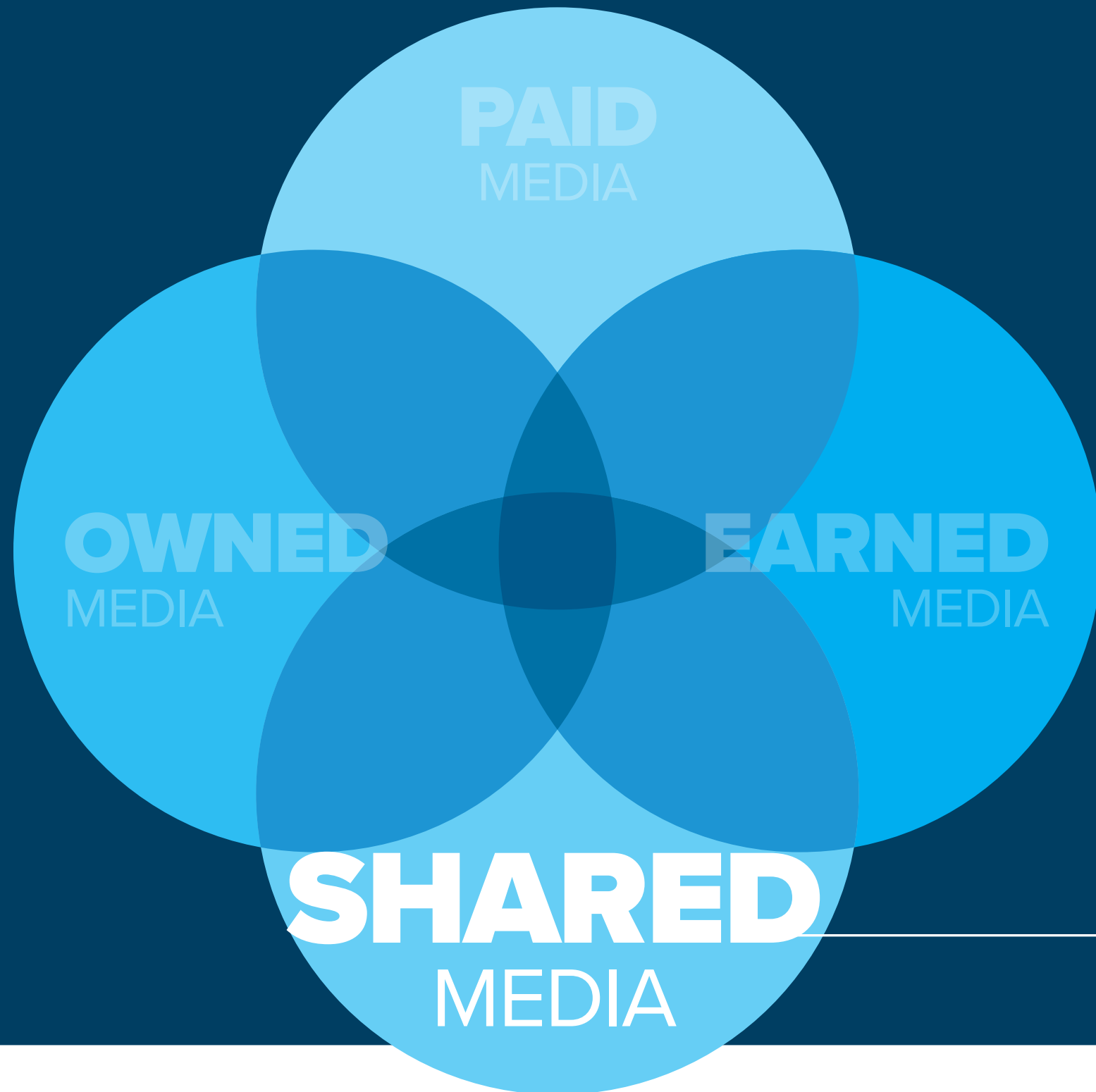
Community Relations

Media Training

Crisis Communications



WHAT ARE THE MEDIUMS BY WHICH WE CAN COMMUNICATE?



**Organic Social Media
Support and Management**

**Online Review Campaigns and
Management Social Monitoring**

**Brand Ambassador Program
Development and Management**

**User Generated Content
Campaign
Development and Management**

**Collaboration/Partner Programs
and Campaign Development and
Management**



WHAT ARE THE MEDIUMS BY WHICH WE CAN COMMUNICATE?



**Website Development
and Maintenance**

Content Marketing (blogging)

Search Engine Optimization

Email Marketing

Graphic Design

Videography

Photography

Copywriting

Grant Writing



HOW WILL WE MEASURE SUCCESS?

WILD at HEART

Escape to King & Queen County, where history meets natural beauty and adventure awaits around every corner.

Here the past comes to life and the present is brimming with opportunities for fun and relaxation.

Welcome to King & Queen County, where adventure and heritage will make you Wild at Heart!

King & Queen County is rich in American history with an array of colonial-era churches and landmarks throughout the county.

King & Queen County offers a lush landscape of towering forests, winding rivers, and endless opportunities for outdoor adventure.

Paddle down our pristine rivers or try your hand at hunting, fishing, and birdwatching in our unspoiled wilderness.

Visit King & Queen



HOW WILL WE MEASURE SUCCESS?

Examples of Key Performance Indicators

PAID MEDIA

- Impressions
- Engagement
- Click Thrus
- Conversions
(phone call, form fill out, etc)

EARNED MEDIA

- Interview Requests
- Quoted in News Coverage
- Story on Program / Initiative


SHARED MEDIA

- Google Reviews
- Social Media Impressions,
Engagement, Followers, Click Thrus

OWNED MEDIA

- Unique Visitors to Site
- Form Fill Outs from Site
- Requests for Information from Site
- Time on Site
- Contacts
- Email Database Growth
- Newsletter Open Rates
- Newsletter Click Thru Rates



If your Momma tells you  she loves you, check it out.

PILLARS OF BUILDING TRUST

1

Vulnerability

2

Simplicity

3

Transparency

4

Reliability



Q&A

Discussion on Action Steps!





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