

OHIO ASSOCIATION OF PUBLIC TREASURERS
PUBLIC FINANCE OFFICER TRAINING INSTITUTE
June 17, 2021 | 1:15 - 2:15 p.m.

HOW TO ELEVATE YOUR COMMUNICATION STRATEGY



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About Me

Adina Magda
Senior Marketing Manager
Weltman, Weinberg & Reis Co., LPA

- 13+ years of experience in sales + marketing
- Experience in email marketing, social media, website design, print, video, events
- Develop and executes content marketing and digital marketing strategies
- Love marketing
- Live in Lakewood
- Design + remodel home improvement projects, cooking, spending time with my family + friends



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Key takeaways:

Things to discuss:

- Tips on developing a robust content marketing calendar
- Social media best practices + trends
- Email marketing best practices + trends
- Communicating through your website →

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01 Create/Assemble Your Dream Team

- Marketing/Accounting/Leadership
- Meet ideally 4-6 months in advance of calendar launch
 - Ex: Jan launch - meet in July/Aug



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02 Identify Goals

- Establish SMART Goals
 - Specific
 - Measurable
 - Achievable
 - Relevant
 - Time-Bound
- Ex: Gain 100 new Facebook followers this quarter by posting educational content, statistics, and community news that we know our residents engages with, at least three times a week.



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02 Identify Goals Cont'd

- Examples of Goals (not SMART)
 - Increase overall awareness of your community to attract new business + residents
 - Inform residents of current events
 - More engagement across all social media channels



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03 Establish Budget

- Marketing is an investment
- Things to consider:
 - Is there a new website in the plan?
 - Digital ads on Facebook?
 - Need for summer intern?



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04 Set a Plan

- Brainstorm ideas
- Add community events + forums, milestones, and holidays
 - Build plan around this
- Plan by month
 - Identify gaps and add relevant content
- Be consistent!



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05 Be Flexible

- Don't overplan
 - Leave room if things come up
- Give yourself some wiggle room
 - When last minute requests come in, it doesn't throw off the entire plan.
 - Ex: Plan your content for Monday, Wednesday, and Friday. If something comes up, you can slot it in for Tuesday or Thursday.



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06 Measure Success

- Check website traffic
 - Did it increase?
 - Check Google Analytics
- Attendance rates for events
- Any changes to social media channels
 - Check engagement



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07 Adjust Plan

- Look at what performed well and continue plan, look at what didn't perform well and find out why.
 - Adjust for next month, quarter, year
- Document lessons learned



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1.88B

Facebook daily active users

Increase of 8%,
year-over-year

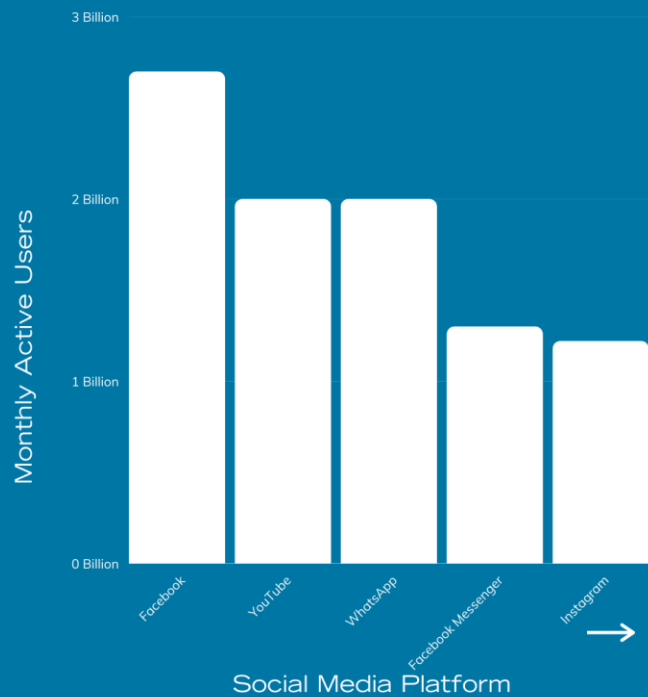
According to Facebook. Read full report here:
<https://investor.fb.com/investor-news/press-release-details/2021/Facebook-Reports-First-Quarter-2021-Results/default.aspx>



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Top 5 Most Popular Social Media Platforms

Source: <https://www.insidermonkey.com/blog/5-most-popular-social-media-platforms-in-2021-937994/5/>



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Social Media Best Practices

- Don't have to master every social media platform
 - Find one that works and be great on that
- Recommendation - Facebook
 - Ease of use
 - Target audience uses it
- Post consistently
- Use hashtags
 - Make them relevant
- Try to link to some page on your website when posting



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Social Media Best Practices Cont'd

- Drive engagement
 - Like and leave genuine comments
 - Share others posts + stories
 - Encourage all staff to follow your page
- Content is King
 - Solve a pain point
 - Three types of content
 - Educational
 - Inspirational
 - Conversational



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Social Media Trends 2021

Video Marketing

Use short videos to help share your stories.

Can be taken on a smartphone

- Adobe Premiere Pro
- CyberLink
- Apple iMovie

Be Authentic

Humanize your brand

Builds trust

- Share testimonials
- Day in the life content

Go Live

Share important moments with people who cannot be there in person.

- Townhall meetings
- Concerts in the park
- Q+A with Mayor

User-Generated Content

Motivate residents to post content using a hashtag for a contest.

Free

- #LakewoodSummer
- #MyBurton
- #MarysvilleShines



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Social Media Tool

Canva



Free
or
Pro - \$10 per month



250,000
Templates



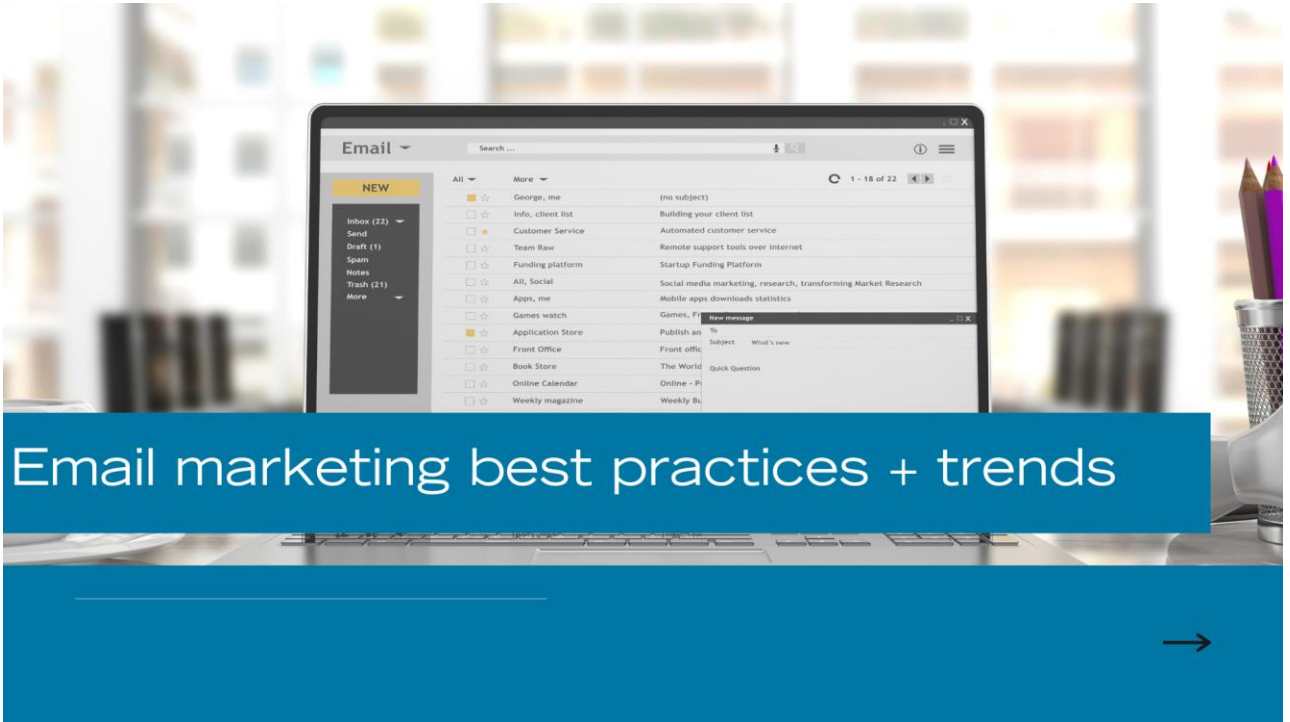
Seamless
Easy to use



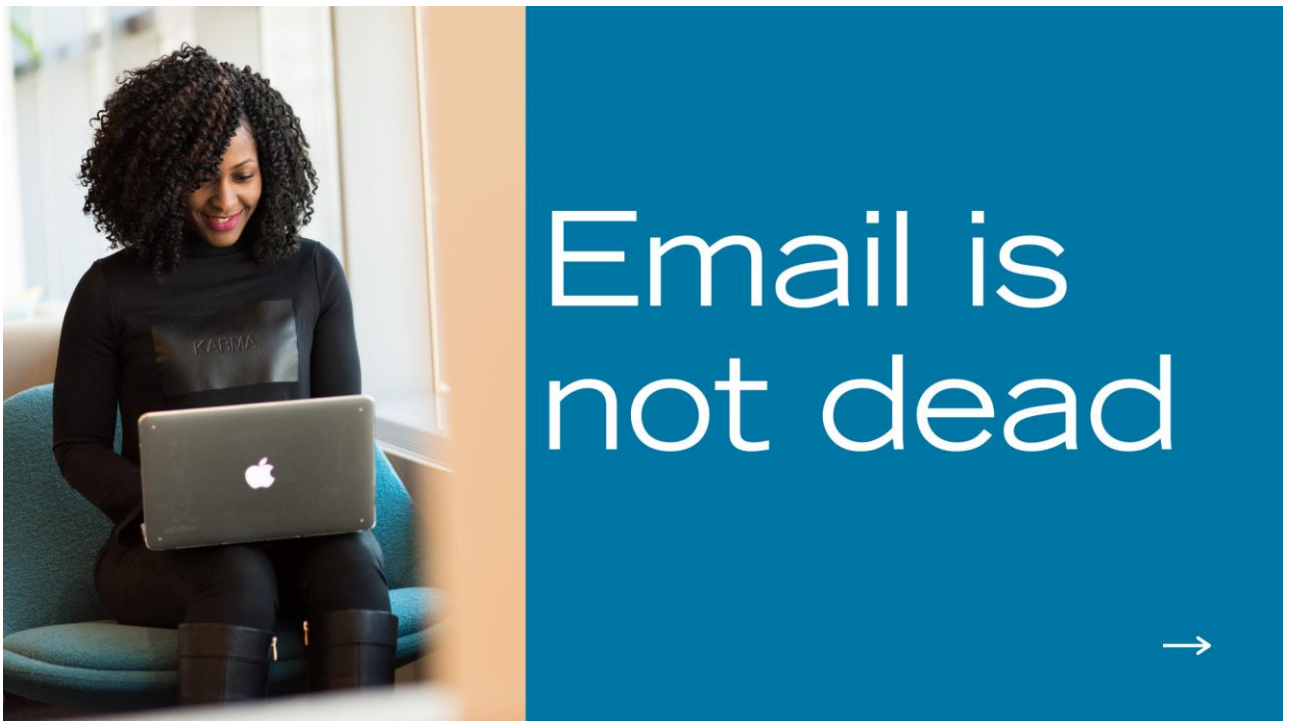
Video editing
abilities



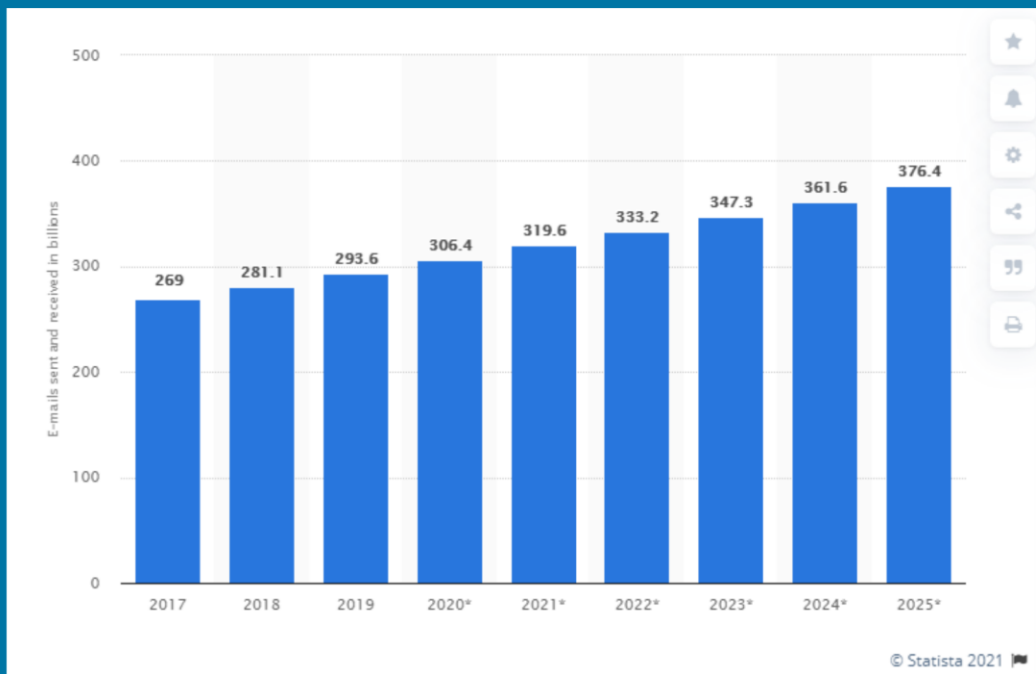
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Email Marketing Best Practices

- Have a way people can sign up for your emails on your website
 - Don't have it hidden
 - Put at the top
- Use a real email address for the reply field
 - Do not use 'No-Reply' in the sender's email address
- Keep main information + call to action (CTA) above the fold
 - 2-3 CTA's in an email



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Email Marketing Best Practices Cont'd

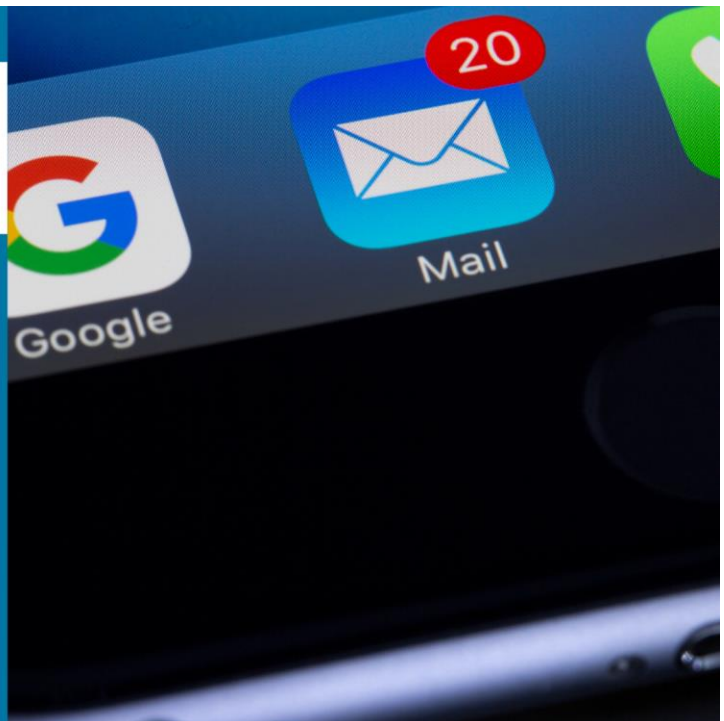
- Add personalization
 - Subject line
 - Greeting
- Always have your logo displayed
 - Place at the top
 - Left
 - Center
- Grab their attention with compelling subject lines
 - Create a sense of urgency



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Email Marketing Best Practices Cont'd

- Have someone proof the email before sending
 - Two people at minimum
 - Check links and grammar
- Test send times
 - Try a weekend or evening
- Keep the copy short and to the point
- Include eye-catching graphics or photos
 - StockSnap.io
 - Pexels
 - Unsplash



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Email Marketing Trends 2021

Personalization

Share information that is relevant to the audience

Segment your audience

Newsletters

Share your community news on a monthly basis

Share links to other people's content if it's relevant

Experiment with the layout to achieve compositional harmony and avoid sharing too much information.

Mobile Optimization

More and more people are viewing emails on their phones, make sure your email looks visibly appealing for cellphones as well.

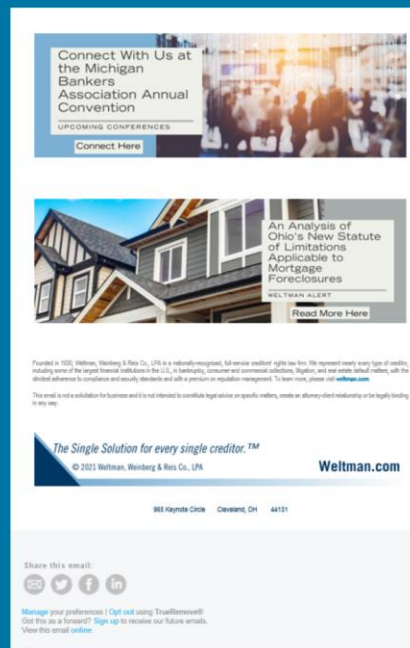
- Check iPhone + Droid

Be Bold

- Grab their attention
- Use 2-D or 3-D images
 - Minimalistic design
 - Representation matters



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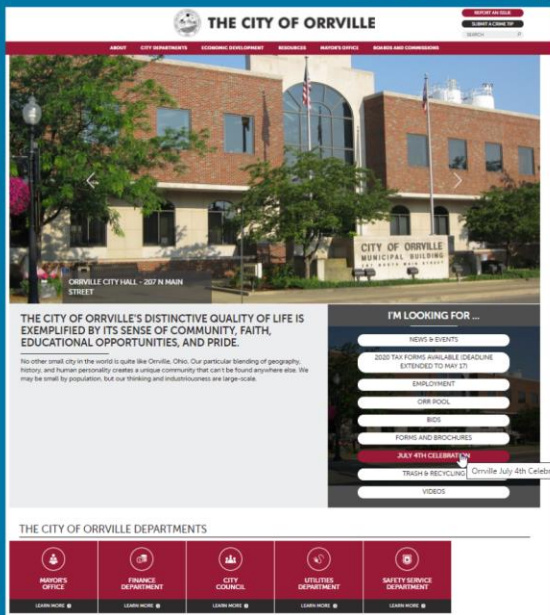


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The City of Orrville



Top:

- Report an Issue
- Submit a Crime Tip

Middle:

- I'm Looking For...

Bottom:

- Link to Facebook
- Email signup

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Village of Yellow Springs

Top:

- COVID-19 Updates

Middle:

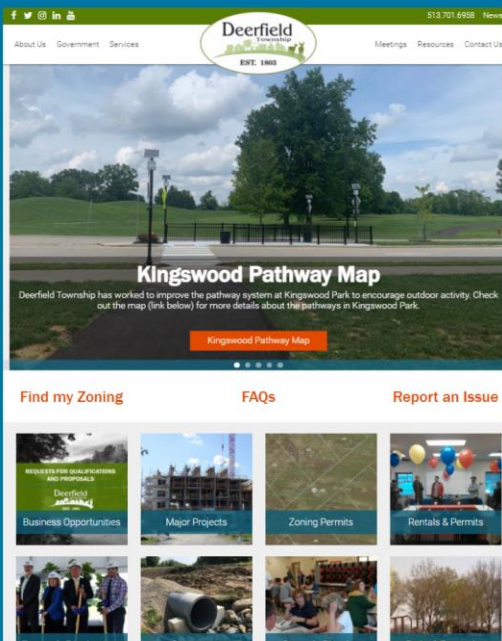
- Breaking News
- Upcoming Events

Bottom:

- Link to Facebook
- Email signup



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Deerfield Township

Top:

- All social media channels at the top

Middle:

- FAQs

Bottom:

- Why Choose Deerfield?
 - Video



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Website Do's + Don'ts

● Do's

Limit top-level navigation to 5-6 choices

Regularly check website

- Fix broken links
- Typos

Make website responsive

Keep content short but engaging

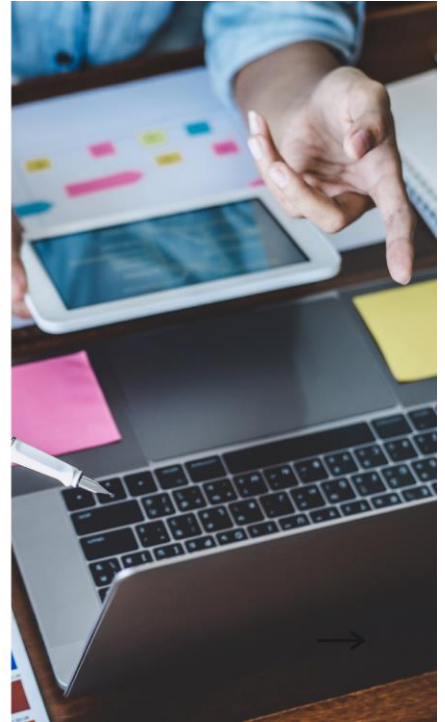
● Don'ts

Use multiple fonts

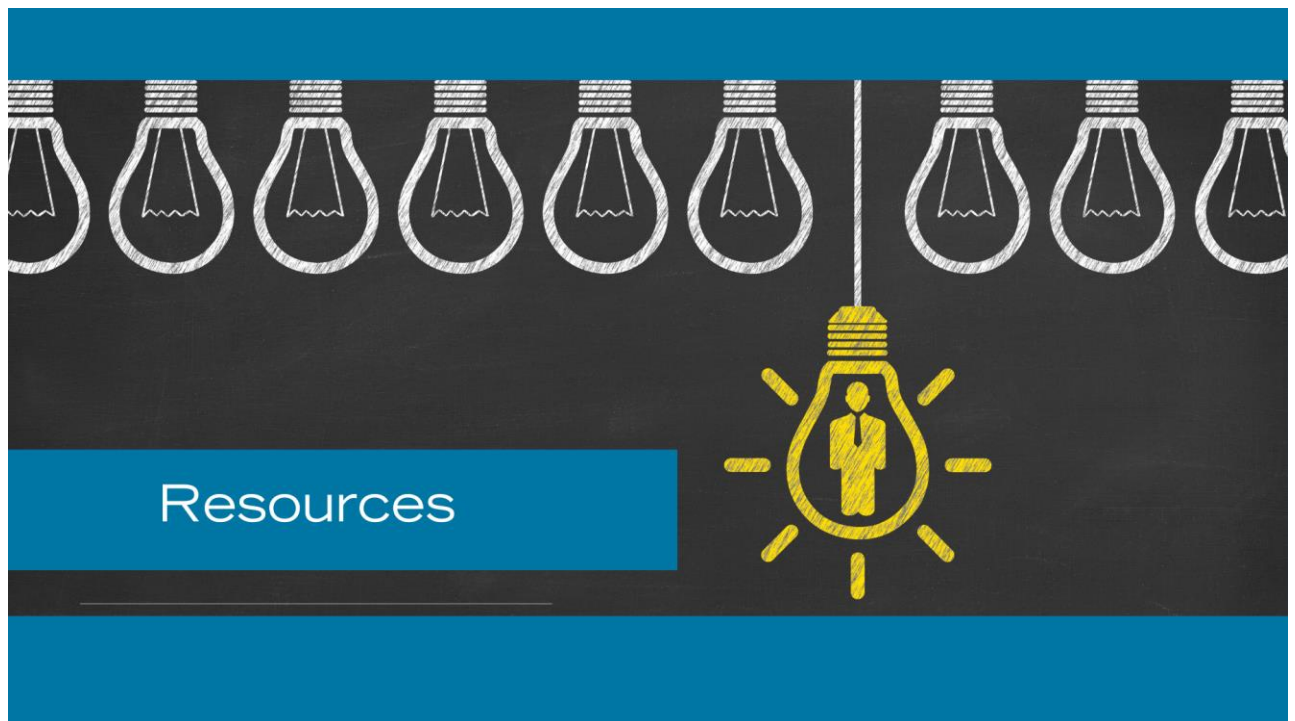
Include too many colors in the design

Incorporate stock photos (if possible)

Bury links to your social media sites + newsletter sign ups



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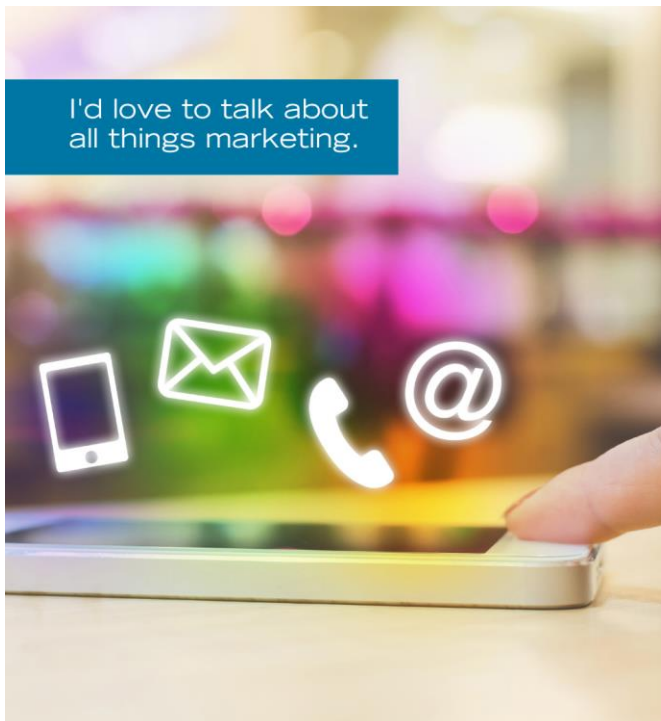
More Info

- MarketingProfs Today
- Content Marketing Institute
- HubSpot Blog
- Neil Patel
- Facebook Blueprint



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I'd love to talk about all things marketing.



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