g+s Business Communications

a **G&S.** Agency

Hitting the Ground Running:

A Blueprint for your Digital Marketing Future

August 2024

DRIVE GROWTH

MEMBERSHIP
CERTIFICATIONS
EVENTS
PROGRAMS

BEHAVIORAL CHANGE

MEMBER ENGAGEMENT WITH CONTENT, MORE SELF-SERVICE ON THE WEBSITE

PROSPECT SEE ROBUSTNESS OF CONTENT AND WANT TO JOIN

How we'll do it

A PERSONA-BASED APPROACH TO DRIVING ACTION

THE EXECUTIVE Prospective Member	• Go to the website • Explore content • Join NACD	**See Value**
EARLY DIRECTOR Current Member	• Go to the website • Get excited • Plan/register for certification programs • Plan/register for NACD Director Summit™	**Experience Value**
SEASONED DIRECTOR Current Member	• Go to the website • Discover new content • Develop new consumption habits with NACD	**Reinforce Value**
EXPIRING DIRECTOR Current Member	• Go to the website • Get nostalgic • Maintain membership	**Extend Value**

A CAMPAIGN-AND-TEST MINDSET

We will implement a campaign-focused approach to your digital marketing efforts, with focused testing integrated throughout:

FOCUS AREA ONE
Marquee Content Promotion: Synching with Key PR Initiatives

FOCUS AREA TWO
Membership Growth

FOCUS AREA THREE
Events & Certifications

Testing plan integrated through out

INTEGRATION BETWEEN DIGITAL, SOCIAL, PAID & PR EFFORTS

We will focus on smart integration with your broader marketing efforts to help elevate NACD beyond earned media

- Maximize and amplify materials and messaging through digital, social, and paid media amplification

- Embedded "Synergy Specialist" who can help identify opportunities for cross-collaboration

- Plan bi-weekly or monthly scrum with cross-functional team (client and agency if desired) to ensure interconnectivity


EARNED MEDIA

SYNERGY

DIGITAL MARKETING

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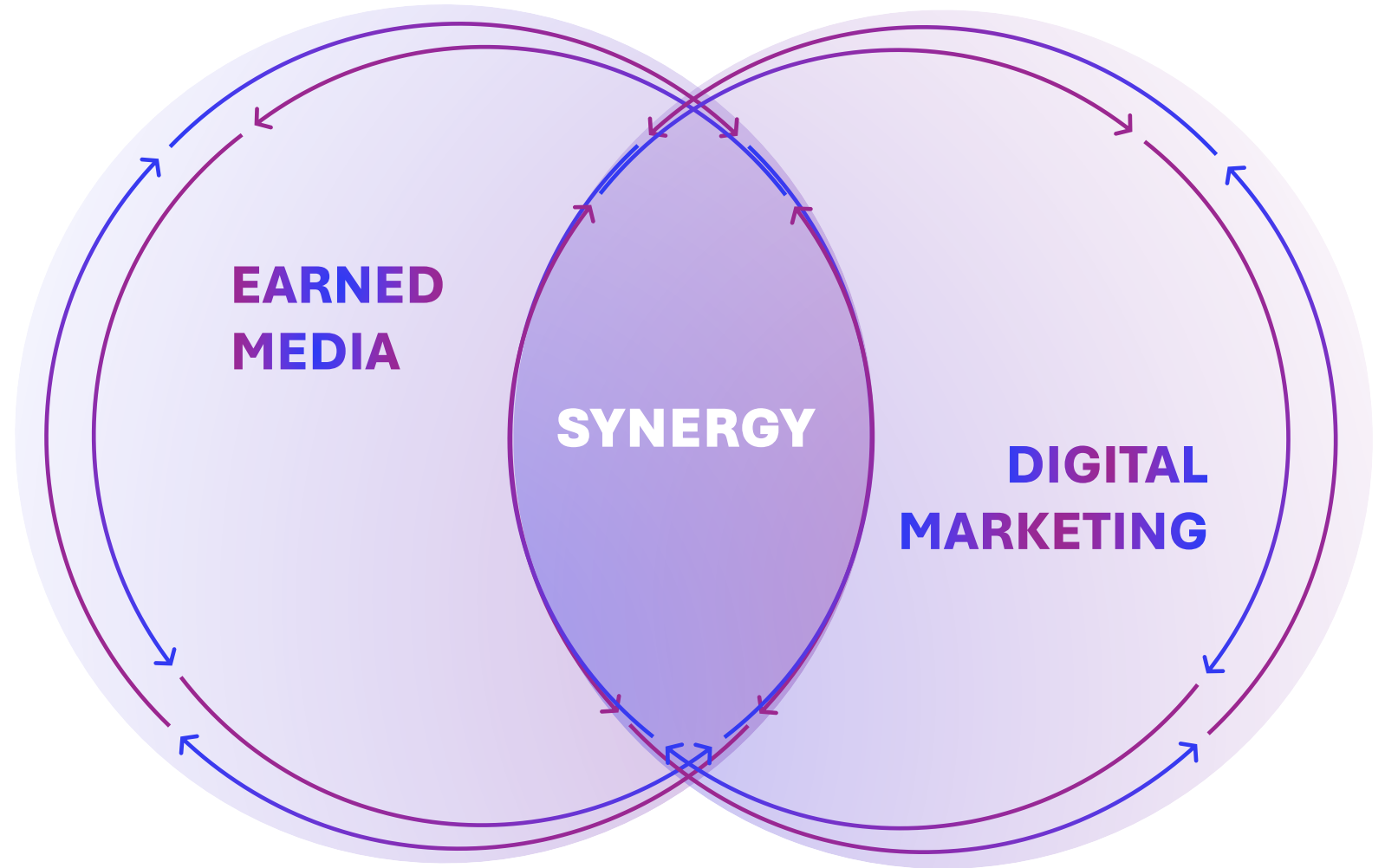
A MULTIDISCIPLINED TEAM OF EXPERTS

SOLUTION ARCHITECTS — Understanding the digital landscape and crafting technical direction

DIGITAL STRATEGISTS — Blending goals and audience with technical execution

UXUI DIGITAL SPECIALISTS — Understanding the audience and creating fluid interactions

DEVELOPMENT — Build, deliver, and monitor development and execution of projects and campaigns.

QUALITY ASSURANCE (QA) — Making sure deliverables are bug free and accessible no matter device or skill level

PAID MEDIA PLANNING — Create integrated, strategic paid media plans

PAID MEDIA ACTIVATION — Bring paid media to market, optimize campaigns, analyze data and provide insights and recommendations

MEDIA & STRATEGIC ANALYTICS — Tracking and reporting to guide direction

**PROJECT MANAGEMENT** — A team dedicated to meeting deadlines and navigating obstacles

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WE HAVE A ROBUST TECH STACK

SOCIAL LISTENING • Netbase	**SOCIAL MEDIA MANAGEMENT** • Sprout Social • Screaming Frog	
SEARCH ENGINE OPTIMIZATION & STRATEGY • SEM Rush • Answer The Public • Google Search Console	**EMAIL MARKETING & LIFECYCLE MARKETING** • Litmus • HubSpot Draw.io	**NACD TECH STACK** We have experience with the tools (or an equivalent) in your tech stack: • Optimizely • Delivera • Salesforce
ANALYTICS & DATA VISUALIZATION • FaceLift (f/k/a Quintly) • Google Analytics • Tableau • Looker Studio	**PAID MEDIA MEASUREMENT & REPORTING** • Campaign Manager 360 • Double Verify • Google Ads, Bing and other direct search engine platforms • All Paid Social Platforms (Meta, X, LinkedIn, etc.)	

THREE PHASES TO INFORMED STRATEGIC PLANNING
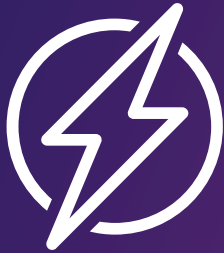
**HITTING THE GROUND RUNNING
GO-LIVE SPRINT**
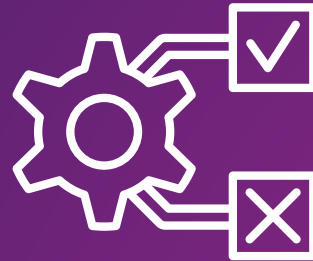
**MICRO-CAMPAIGN IN ACTION
TEST AND LEARN**

**2025 PLANNING
EVOLUTION OF ENGAGEMENT**

Hitting the Ground Running

The September to October 1 "Go-Live" Sprint

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TIMELINE TO THE TRANSITION

To be seamlessly up and running on October 1, we will take a focused approach to getting on board, processes set and everything in flight set to stay at altitude. Each week will have a primary focus:

WEEK 1

GET ACCESS

- Connect with current Agency and key stakeholders.
- Audit current & historical plans and goals.
- Understand Tech stack and access.

WEEK 2-3

MAKING CONNECTIONS

- Onboard G&S Project Management
- Ramp up digital execution and paid media teams
- Establish current timelines and deliverables
- Implement ways of working and approval process
- Schedule standups, touchpoints, and direct client connects

WEEK 3-4

TAKE ACTION

- Account/Platform set-up
- Develop email path
- Creative transfer
- Confirm naming taxonomy

WEEK 4

TEST & ACTIVATE

- Implement QA checks
- Audit systems
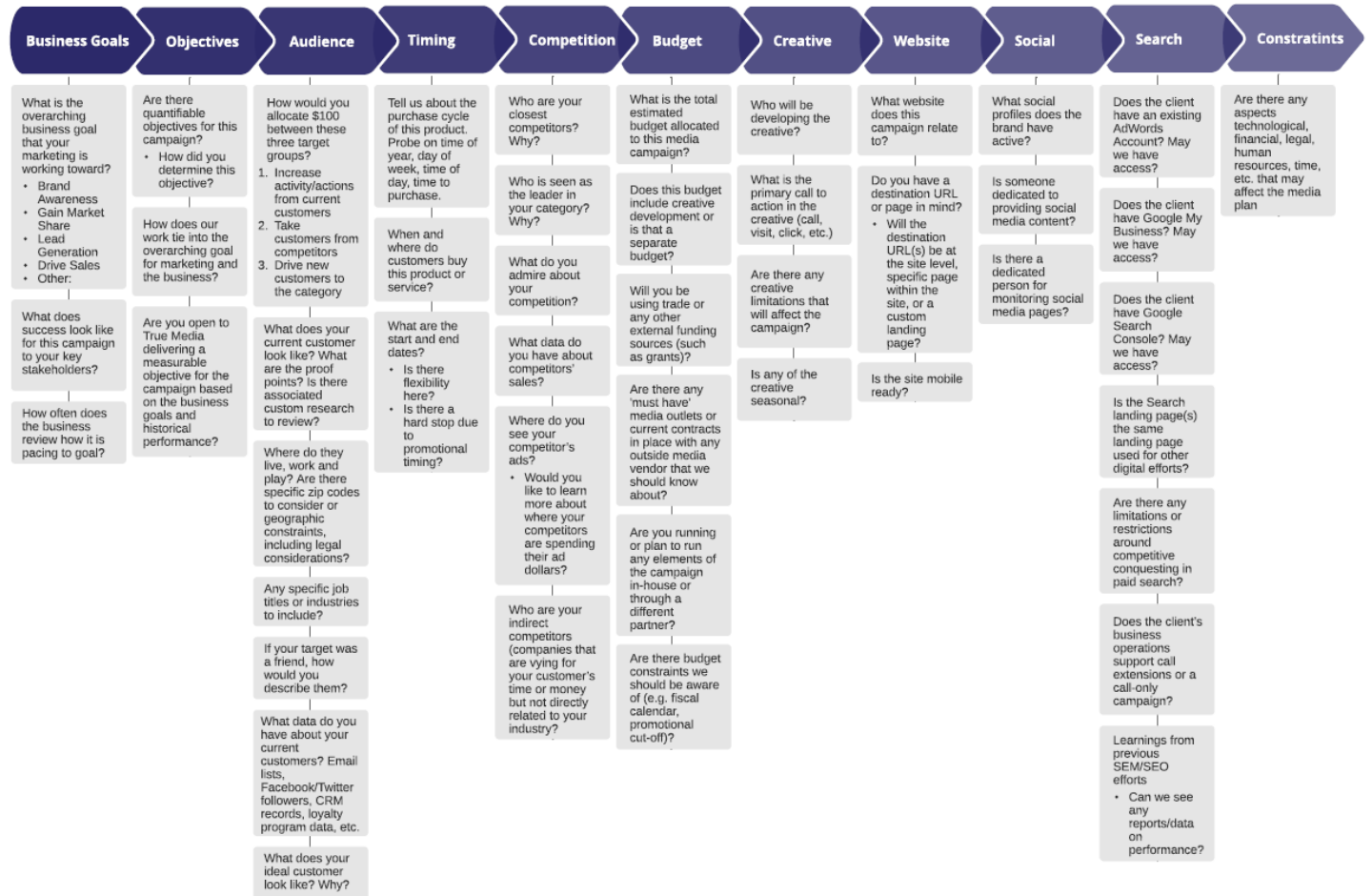- Test email delivery, analytics tracking, UTMs and current list data

Oct 1

LIVE

- Execution on current plan by G&S

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WHERE WE START

We have a proven and effective processes to understand your business and get your digital marketing and paid program online and making an impact

Business Goals	Objectives	Audience	Timing	Competition	Budget	Creative	Website	Social	Search	Constraints
What is the overarching business goal that your marketing is working toward? • Brand Awareness • Gain Market Share • Lead Generation • Drive Sales • Other:	Are there quantifiable objectives for this campaign? • How did you determine this objective?	How would you allocate $100 between these three target groups? 1. Increase activity/actions from current customers 2. Take customers from competitors 3. Drive new customers to the category	Tell us about the purchase cycle of this product. Probe on time of year, day of week, time of day, time to purchase.	Who are your closest competitors? Why?	What is the total estimated budget allocated to this media campaign?	Who will be developing the creative?	What website does this campaign relate to?	What social profiles does the brand have active?	Does the client have an existing AdWords Account? May we have access?	Are there any aspects technological, financial, legal, human resources, time, etc. that may affect the media plan
What does success look like for this campaign to your key stakeholders?	How does our work tie into the overarching goal for marketing and the business?	What does your current customer look like? What are the proof points? Is there associated custom research to review?	When and where do customers buy this product or service?	Who is seen as the leader in your category? Why?	Does this budget include creative development or is that a separate budget?	What is the primary call to action in the creative (call, visit, click, etc.)	Do you have a destination URL or page in mind? • Will the destination URL(s) be at the site level, specific page within the site, or a custom landing page?	Is someone dedicated to providing social media content?	Does the client have Google My Business? May we have access?	
How often does the business review how it is pacing to goal?	Are you open to True Media delivering a measurable objective for the campaign based on the business goals and historical performance?	Where do they live, work and play? Are there specific zip codes to consider or geographic constraints, including legal considerations?	What are the start and end dates? • Is there flexibility here? • Is there a hard stop due to promotional timing?	What do you admire about your competition?	Will you be using trade or any other external funding sources (such as grants)?	Are there any creative limitations that will affect the campaign?	Is there a dedicated person for monitoring social media pages?	Does the client have Google Search Console? May we have access?		
		Any specific job titles or industries to include?		What data do you have about competitors' sales?	Are there any 'must have' media outlets or current contracts in place with any outside media vendor that we should know about?	Is any of the creative seasonal?	Is the site mobile ready?		Is the Search landing page(s) the same landing page used for other digital efforts?	
		If your target was a friend, how would you describe them?		Where do you see your competitor's ads? • Would you like to learn more about where your competitors are spending their ad dollars?	Are you running or plan to run any elements of the campaign in-house or through a different partner?				Are there any limitations or restrictions around competitive conquesting in paid search?	
		What data do you have about your current customers? Email lists, Facebook/Twitter followers, CRM records, loyalty program data, etc.		Who are your indirect competitors (companies that are vying for your customer's time or money but not directly related to your industry?	Are there budget constraints we should be aware of (e.g. fiscal calendar, promotional cut-off)?				Does the client's business operations support call extensions or a call-only campaign?	
		What does your ideal customer look like? Why?							Learnings from previous SEM/SEO efforts • Can we see any reports/data on performance?	

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A Micro-Campaign in Action

October to December

BLUE RIBBON COMMISSION REPORT

Once the media embargo lifts, utilize paid and digital media to amplify key messages, highlight findings, and ultimately drive current and perspective member engagement

SCRUM, TEST, LEARN, APPLY – BLUE RIBBON COMMISSION REPORT

Email
*Current and
prospective members*

Targeted LinkedIn Ad Campaign
*Prospective members
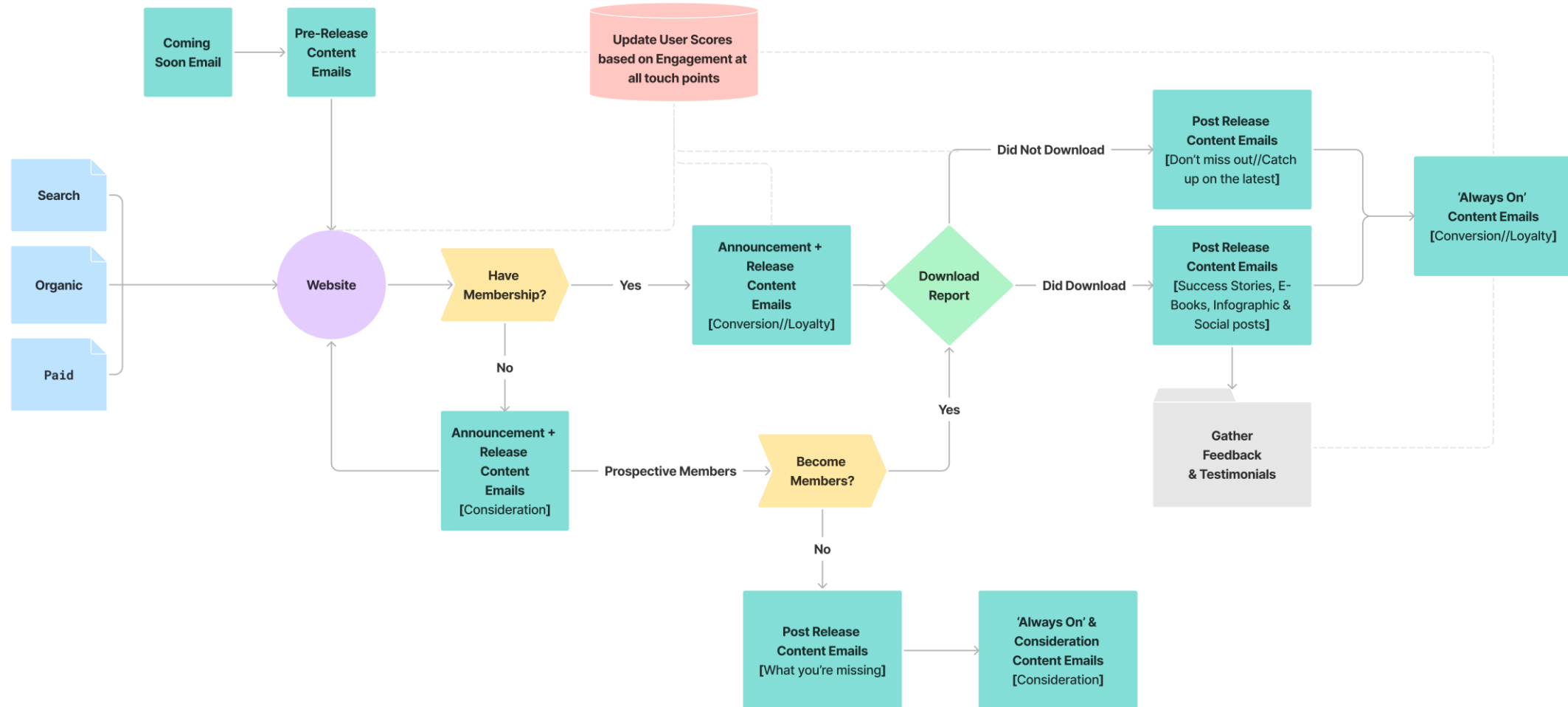in new sectors*

Native
*Current and
prospective members*

BRC EMBARGO LIFTS

ONGOING

Testing & Measurement (Throughout)

THE BRC REPORT CUSTOMER JOURNEY

MAXIMIZING NACD'S CAMPAIGN SUCCESS WITH PRECISION AND INSIGHT

Our iLearn Agenda™ and Impact Analysis ™ tools empowers NACD to strategically test and refine the impact of each campaign element, from paid display ads to social media and email strategies. Here's how these provide added intelligence for our support of The Blue Ribbon Commission Report.

ILEARN AGENDA™

- **Precise Testing:** Directly ties campaign efforts to outcomes, ensuring resources are focused on high-impact strategies.

- **Actionable Insights:** Provides clear, targeted metrics to guide continuous optimization.

- **Strategic Roadmap:** Structures measurement for informed decisions and sustained campaign effectiveness.

IMPACT ANALYSIS ™

- **Correlation Insights:** Uncovers direct relationships between tactics and outcomes (like ad spend and conversions), highlighting key performance drivers.

- **Resource Optimization:** Informs strategic planning by identifying the most impactful elements for maximum ROI.

- **Content Refinement:** Enhances messaging by aligning content with proven engagement drivers.

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2025 Planning

Evolution of Engagement

AN INTEGRATED CAMPAIGN DEVELOPMENT & PLANNING PROCESS

- Insertion Orders
- Spec Sheets
- Trafficking Documents
- UTMs
- Setting up Buys In-Platform
- Creative Due

Ongoing Monitoring, Optimizations & Reporting

Getting up to speed, Background, Logistics, Historical Performance

Align with client and internal teams prior to moving to next step.

Launch Phase
- Launch
- Campaign Setup & Execution

Input Phase
- Client Input Meetings
- Reviewing Historical Plans & Performance
- Data Connections & Access
- Campaign Briefs

Tactical Planning Phase
- Tactical Plan Presentation & Flowchart
- Learning Agenda & Measurement Framework
- RFP/ Negotiation

Strategic Planning Phase
- Research/ Brainstorming/ Cross Collaboration
- High-Level Plan & Channel Strategy

Putting together to final recommendation with all the details

Audience Development, High-Level Planning, Aligning on what's possible

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FUELING GROWTH

| Streaming Audio | Paid Social | Earned Media |

Awareness
Increase brand familiarity / brand building

| Email | Paid Social | Native | Paid Search |

Consideration
Drive site traffic for audiences to learn more

| Retargeting Display | Email | Paid Social |

Conversion
Sign up

Loyalty
Retention

An integrated approach helps increase interest and pull prospective and current members through the funnel, resulting in more signups for membership, certification and events.

Awareness | Consideration | Conversion

HOLISTIC THINKING TO POWER THE FUNNEL AND DRIVE GROWTH

Channel	Campaign	Target Audience(s)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Email	Campaign One: *The BRC Report*	Prosp. & Current Members									PROSPECTIVE / CURRENT			
Paid Social (LinkedIn)		Prospective Members											(Sep–Nov)	
		Current Members											(Sep–Nov)	
Native/Pub. Partnerships		Prospective Members											(Sep–Nov)	
Email	Campaign Two: Membership Growth	Prospective Members												
Streaming Audio/ Podcasts		Prospective Members												
Paid Social (LinkedIn & X)		Prospective Members												
		Prospective Members												
Paid Search		All, based on keywords												
Display & Paid Social		Site visitors												
Email	Campaign Three: Events and Certification Promotion	Prosp. & Current Members									PROSPECTIVE / CURRENT			
Paid Social (LinkedIn & X)		Prospective Members												
		Current Members												

BEYOND PROGRAMMATIC

GREAT IDEAS
Unearth new and fresh ways to reach your audiences

BOUNDARY PUSHERS
Expanding the possibilities by exploring, "What if?"

PRESTIGE PARTNERSHIPS
Reinforcing NACD as the "Gold Standard" through strategic partnerships with influential media brands
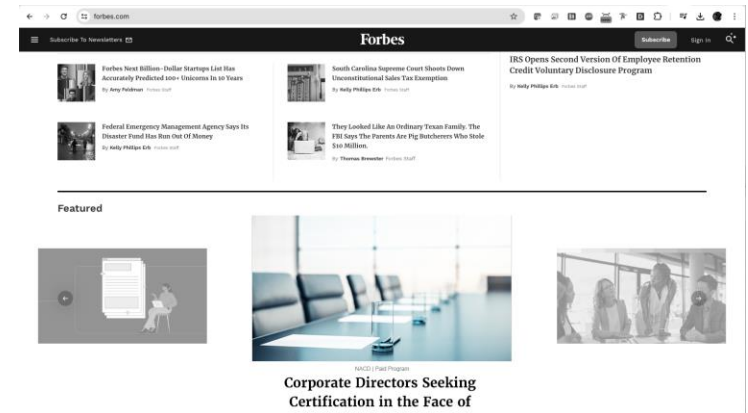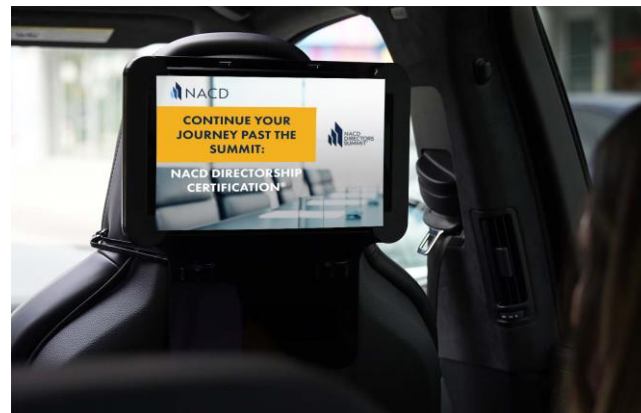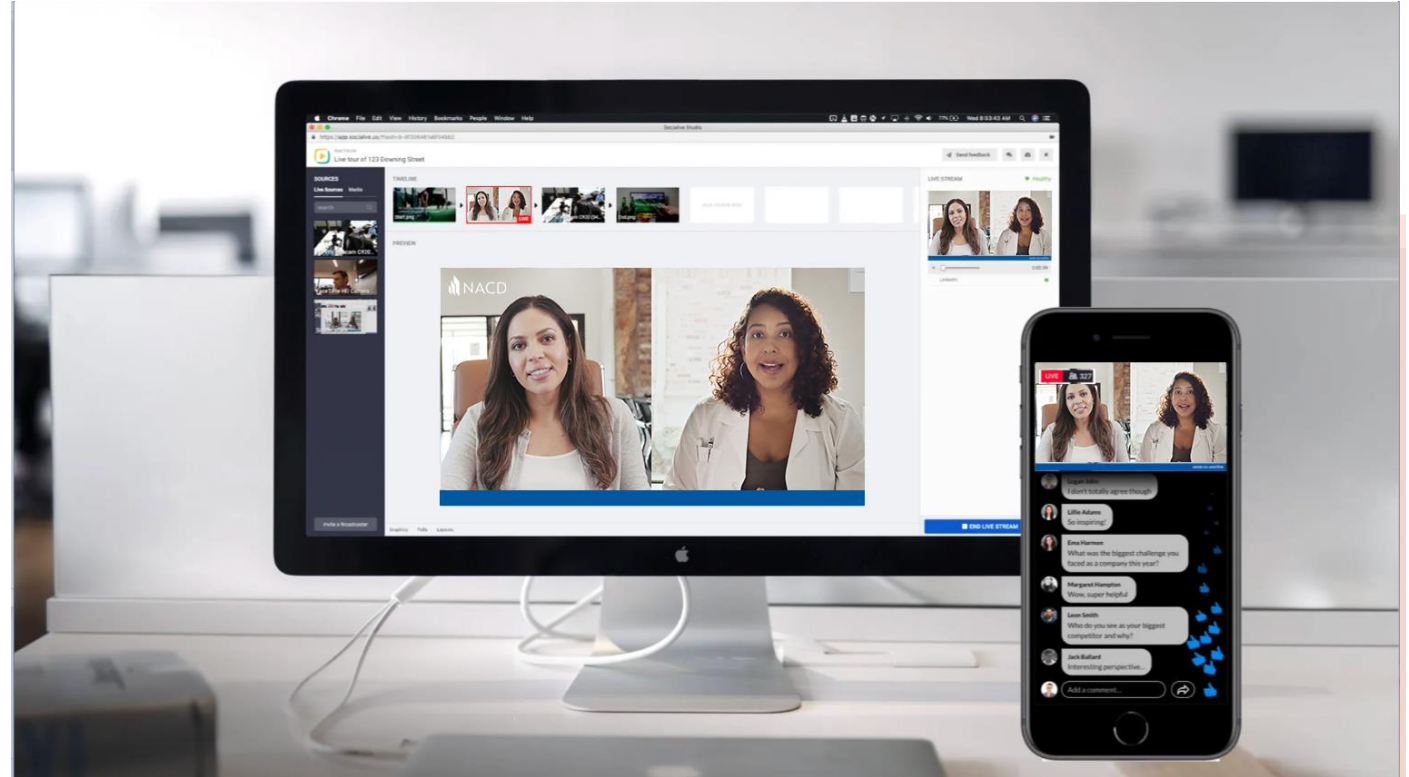
MEMBER GROWTH & RETENTION: LIFECYCLE MARKETING & AUTOMATION STRATEGY

LEAD SCORING
Scoring to move individuals from MQL to SQL to Brand Advocate and vice versa

DEEPER SEGMENTATION
Dive deeper beyond current personas to serve more relevant content at the right time

RE-ENGAGEMENT
Establish inactivity threshold to create a lapsed segment for a re-engagement focused tactic.

DRIVING ENGAGEMENT, MAINTAINING LOYALTY THROUGH E-MAIL/PR SYNERGY

CAMPAIGN BASED CONTENT
Email journeys aligned with PR Campaigns
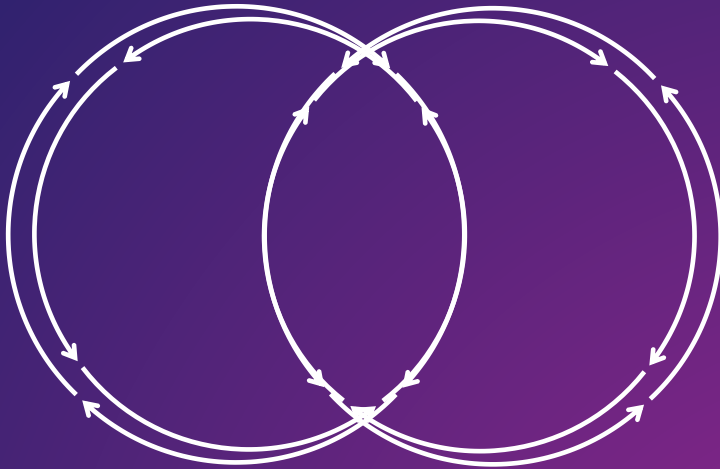
'ALWAYS ON' CONTENT

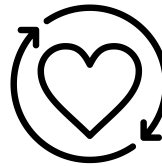Use these to keep audience active and as a testing ground to formulate and prove hypothesis.

NEW LEAD NURTURE SERIES

MONTHLY NEWSLETTER

SPECIAL ALERTS

LOYALTY EMAILS

MEMBERSHIP DRIVERS

CERTIFICATION DRIVERS

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FULL FUNNEL MEASUREMENT WITH OUTCOME-BASED RESULTS

|										
Business Goal	• Membership: Grow by 250 new Corporate Members (Full Boards). • Certification: Grow by 800 new registrants. • Certify 2,400 Directors. • NACD Director Summit™: 1,350 registered attendees.									
Campaign Objectives	Build awareness for NACD and increase site traffic to ultimately increase key conversions									
Media Objectives	Increase awareness			Increase consideration				Drive conversions		
Channels	Streaming Audio/ Podcasts	Paid Social	Earned Media	Paid Social	Native	Paid Search	Email	Retargeting Display	Retargeting Paid Social	Email
KPIs	Impressions Unique Reach			CTR / Site Traffic		CTR / CPC	# of Corporate Members and New Members	# of New Member Registrations and Summit Registrations		
Messaging	Branding, Thought Leadership, Member Benefits			Membership Benefits, Summit, The BRC Report summary and register for full report	The BRC Report summary and register for full report	Membership Benefits, Summit, The BRC Report summary	Exclusive & tailored content, early access, VIP offerings for events, Member success stories	Showcase available offerings (Summit, networking events, Become a Member)		

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CONSISTENCY

RELEVANCE

VALUE
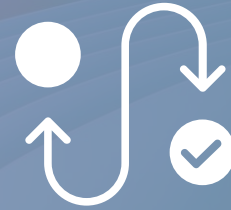
We know your industry.

We know your customers.

We know how to get the results you want.

We're ready to get started today.

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