

COMMUNICATIONS OBJECTIVES 2021

Establish Hudson Institute as a national and global research leader by creating and communicating a consistent, compelling and a differentiated story that builds target audience awareness, preference and funds.

1. **AWARENESS** | Reach new supporters
2. **CONSIDERATION** | Engage audience / visitors to sign up
3. **CONVERSION** | Nurture leads to donate advocate
4. **RETENTION** and **ADVOCACY** | Building a community



Reach the right potential new supporters, shape their opinion about the Institute and move them through the marketing funnel to sign up or donate (with Fundraising).

Reach and connect with the right people at the best time with the right message and experience ... so people know our Institute and choose to support our research (ers) over others - and stay loyal and recommend us.

COMMUNICATIONS OBJECTIVES THROUGH THE MARKETING – FUNDRAISING FUNNEL

1. **AWARENESS** | Reach new supporters

Audience need | Gathering information, researching options

Action | Provide information that address audience need or query

KPI | Increase new visitors to the website by 10 per cent

Tactics

- Content - written and visual
- Social media
- Partners, collaborators and influencers– amplification

2. **CONSIDERATION** | Engage audience / visitors (to sign up)

Audience need | Interested, looking and making up their mind

Comms action | Post click strategy – convert traffic to leads

Objective | Time on site increased by 5 per cent. Pages per session increased.

Tactics |

- Website projects
- SEO – content (keywords, schema), Technical (audit) Experience, Authority
- Closed Facebook (trial)

3. **CONVERSION** | Nurture I to donate advocate

Audience need | Testing their decision e.g. a form, email. A first experience, does it match their impression / what they thought?

Action | Consistency and transparency – content, photos, images, graphics, emails

Objective | 4000 signs ups

Tactics

- 'Sign up' update (via website)
- Newsletter (with Fundraising)
- Appeal (with Fundraising)
- On boarding thank you email (with Fundraising)

4. **RETENTION** and **ADVOCACY** | Building a community

AUDIENCE |

- Philanthropic foundations (with Fundraising)
- Community – patients, friends and family (with Fundraising and Committees)
- Government
- Industry (with Commerical)