

# Creating & Delivering Your Message



May 1, 2015



Ask questions!

Feel free to ask questions  
throughout this presentation



All about the people



***A good business is built on relationships between people***

People are more likely to do business with you if they **know, like and trust you**

**NMC**

NANCY MARSHALL  
COMMUNICATIONS



# Let's think about your organization as a business

What business are you in?

Who is your target audience?

What do you want people to know about you?

What do you want them to remember?

# How can you be “heard” above the rest

Create messages that are:

- True
- Strong
- Supported
- Repeated
- Succinct





# Creating your messages

- Start with a XYZ statement
- Create your brand manifesto – your story
- Determine your core message(s)
  - Concise messages explaining who you are and what you do
- Build supporting messages that validate your core message
- Consider how you want your audience(s) to hear your story
  - Tone
  - Personality



# XYZ statement

**Your XYZ: We do X, for Y, so they can Z.**

At Nancy Marshall Communications, **we apply 30 years of experience in public relations and marketing for clients statewide and nationally**, so they can **meet their goals to increase their sales and/or fundraising. We do that by creating a strategy so their targeted audiences will *know, like and trust* them.**





# XYZ statement

**Your XYZ:** We do **X**, for **Y**, so they can **Z**.

**We do X** \_\_\_\_\_

**For Y** \_\_\_\_\_

**So they can Z** \_\_\_\_\_



# Tell your story

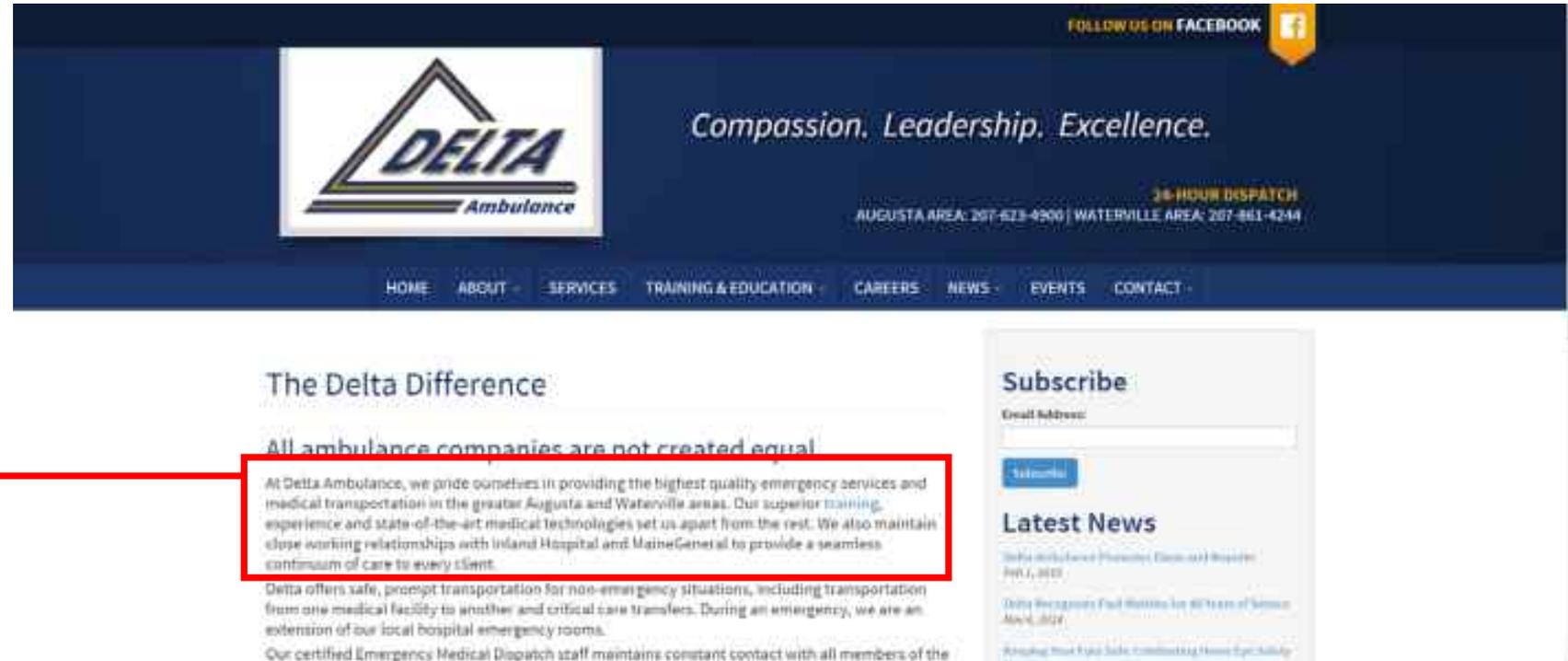
- Everyone likes a good story
- A story allows us to know a brand more intimately - feel a connection
- Brand manifesto – a written declaration of what and who you are



# Tell your story

## Your Brand Manifesto

At Delta Ambulance, we pride ourselves in providing the highest quality emergency services and medical transportation in the greater Augusta and Waterville areas. Our superior training, experience and state-of-the-art medical technologies set us apart from the rest. We also maintain close working relationships with Inland Hospital and MaineGeneral to provide a seamless continuum of care to every client.



# Tell your story

## Your Brand Manifesto

*"At LEAP, our message is our people."*

— LEAP Executive Director Darryl Wood

### Our Roots

LEAP's rich history began in 1980 when care for people with disabilities and the public's tolerance and understanding were less advanced. Dissatisfied with the nearest facility for people with developmental and cognitive disabilities at the time, a group of dedicated community members joined together and worked tirelessly to establish an alternative to improve the standards of care.

LEAP's inception was a monumental event for **disabled individuals in Western Maine**. After 30 years of growth and transformation, the historical philosophy and values upon which LEAP was founded are still present.

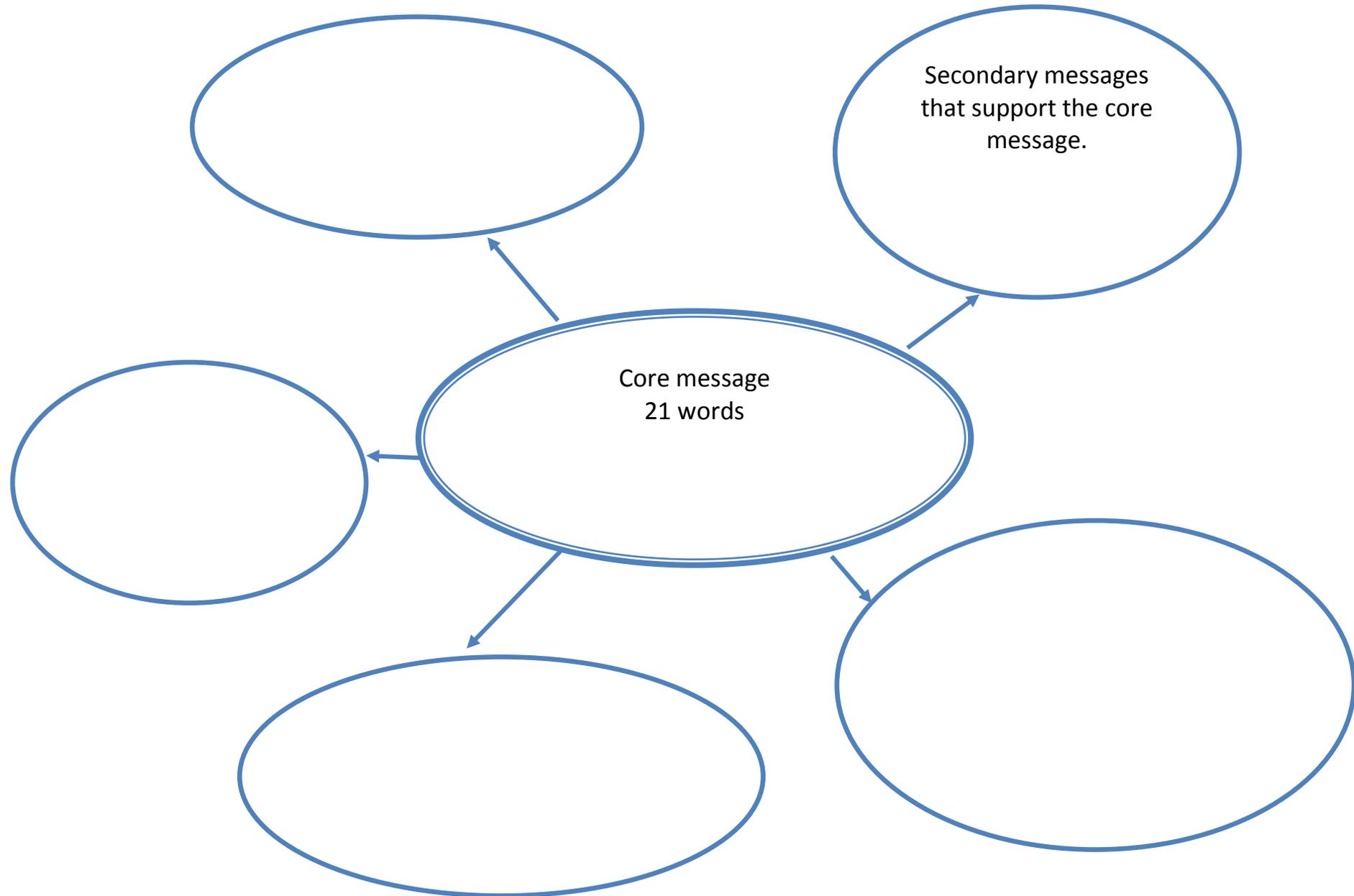




# What is a Message Map?

- A tool to tell your story – go back to your XYZ statement
- Easy to follow graphic using your brand manifesto
- Ensures everyone is singing from the same song sheet
- Consists of:
  - Core message – 21 words – your seven-second sound bite
  - Supporting messages that reinforce your key message

# Message Map Template





## Message Map

### High Quality

- All calls answered at the Regional Communications Center by Emergency Medical Dispatch-certified professional dispatchers
- Constant contact with all members of the medical team, strong relationships with local hospitals = unbroken chain of medical care
- Paramedics on hand for every emergency
- Every wheelchair transportation van is accompanied by medically-trained personnel, surpassing Maine Department of Human Services standards
- Platinum designation, Maine Cardiac Health Program's HeartSafe Communities project
- Past recipient of the Maine Employers Mutual Insurance Company's Safety Management Award

### Compassionate

- Treats all clients with professionalism, skill, kindness and respect no matter what their situation may be
- Teddy bears to comfort very young, elderly
- Expert billing department staffers are all Certified Ambulance Coders dedicated to ensuring clients get maximum reimbursement
- Affordable payment plans

### Resource for Emergency Care Education

- Community-based, in-house training team
- Courses (basic first aid, CPR) for local youth and adults
- Course geared toward EMTs and other professional health care providers
- Courses can be tailored to meet specific needs of specific clients

### Delta Ambulance

- Nonprofit founded in 1972
- Serves 29 communities in greater Augusta and greater Waterville
- Patient care is our exclusive focus
- Approximately 140 medical professionals on call 24/7, 365 days a year
- Dr. Steven Diaz, Chief Medical Officer at MaineGeneral and former EMS Medical Director for the State of Maine, has served as onsite medical director since 2000
- 17 ambulances, three wheelchair vans
- Has approximately 78,000 clients
- Three locations: Waterville, Alford Center for Health, east Augusta
- Serves communities at no cost to taxpayers

### Strong Supporter of the Communities it Serves

- Free emergency support at dozens of community events, festivals and fairs each year
- Annual infant and child car seat inspections
- Complimentary emergency healthcare education to public schools and youth groups
- Has contributed more than \$250,000 to the area over the last five years, not including

### Emergency Services & Medical Transportation

- Medical transfers including from one facility to another
- Critical care transfers
- Emergency/911 situations - serves as an extension of the hospital emergency room
- Door-to-door service for wheelchair-bound individuals for appointments, rehabilitation services, and other medical needs

Delta Ambulance (DeltaAmbulance.org) is the leading provider of high quality, compassionate emergency services and medical transportation in central Maine as well as an important regional resource for emergency care education and a strong supporter of the communities it serves.

### Leading Provider

- Superior training, experience, state-of-the-art technologies
- Every employee exceeds state, federal licensing requirements
- All employees take Delta-specific exam; annual re-testing; quarterly retesting in high risk equipment
- Paramedics maintain additional certifications in Advanced Cardiac Life Support, Prehospital Trauma Life Support, Pediatric Advanced Life Support, Mass Casualty Incident Management, Hazardous Materials, Paramedic Inter-facility Transfer; many also hold Critical Care Paramedic certification
- Eight Delta quality markers in addition to the mandated three
- Cardiac arrest reversal rate above national average

## Healthy Maine Streets Message Map

### Program Structure

- A program of the Maine Development Foundation's Maine Downtown Center in partnership with MCD Public Health
- Funded by a two-year Community Transformation Grant from National Centers for Disease Control and Prevention
- 19 communities participating from Maine Downtown Center's National Main Street and Downtown Network Programs.
- Local Wellness Committees determine community projects and recruit local businesses to get involved
- HMS is being integrated into the National Main Street Four-Point Approach<sup>®</sup> so that moving forward health and wellness will remain as part of their downtown community development work.

### Program Goals

- Increase access to physical activity
- Increase access to healthy food and beverages
- Increase and raise awareness of tobacco-free environments
- Goals to be achieved within downtowns and at small businesses

**Healthy Maine Streets brings communities and small businesses together to create shared wellness projects that transform downtowns into more healthy, vibrant places to live and work.**

### Healthy Maine Streets Projects

- Machias: Walking Wednesday and Fresh Friday
- Brunswick: Get Moving on the Mall, walking/biking map, exercise equipment lending library
- Rumford: Free gym access for downtown workers, business dodgeball tournament
- Skowhegan: Nutrition classes and downtown free snow shoe program
- Biddeford: Outdoor 7 Minute Workout Stations, step competition at Caleb Johnson Architects and Builders
- Gardiner: Downtown Walking Train, drawing 20 foot arc outside of businesses representing Maine State Tobacco Law during Art Walk.

### Healthy People = Stronger Communities

- HMS is unique among CDC grant recipients for combining community health and economic development
- Reports from the Trust for America's Health and the Robert Wood Johnson Foundation stress the importance of health and economic development initiatives working hand-in-hand instead of separately
- Studies have shown that healthy people build downtown vitality, fuel economic growth and strengthen a community's quality of place

# Integrate your message

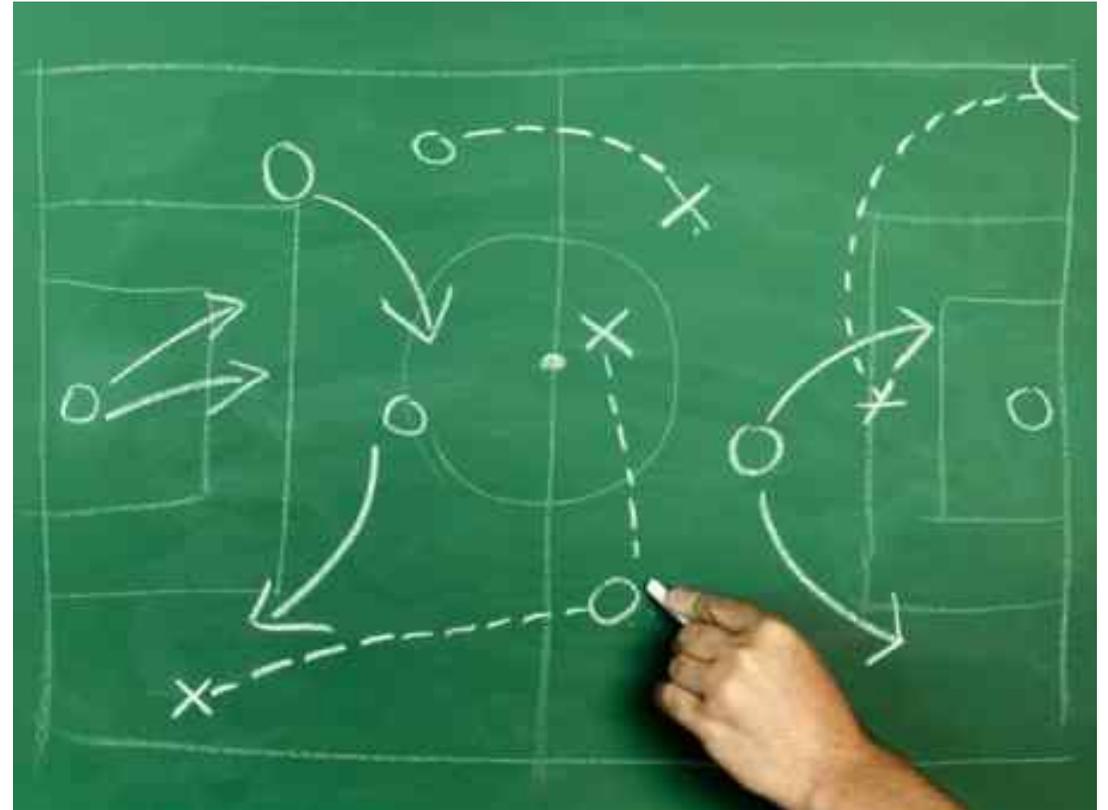
- Add XYZ statement to website
- Alter core message / brand manifesto to create a boilerplate for press releases
- Use core message in:
  - Brochures
  - Other collateral materials
  - Media interviews
  - Talking points

**TIME** 😊  
FOR A  
**BREAK**



# Sharing your message = Public Relations

- Long-term investment
- Having a game plan
- Takes time, continuity and persistence
- Your audience will know, like and trust you





# Sharing your message = Public Relations

- Develop “most wanted” media list
  - Different types of media
- Avoid a blanket approach



# Media as a third party endorsement

- Finding angles
- Building relationships
- Following leads
- Media events that deliver big results
- Collaboration



# Five basic steps for working with the media

Think like a journalist

Be determined

Don't expect immediate or guaranteed results

Avoid a blanket approach

Reiterate key messages

# Ten tips for getting in the news

1. Develop a “Most Wanted” media list
2. Know thy media
3. Find a good angle
4. Be creative
5. Make it short and sweet
6. Follow up
7. Collaborate
8. Treat journalists with TLC
9. Be aware of specific needs
10. Be mindful of deadlines



# Press releases

- Ask yourself these questions:
  - Who is involved?
  - What is the subject of the release?
  - When will or did the subject occur?
  - Where is it or did it take place?
  - Why is it important?
  - How did it or will it take place?



# Press releases

- Concise
- Accurate
- Compelling
  - Has to be newsworthy
  - Headlines that get to the point
  - Strong lead paragraph
  - Attribute facts, figures, etc.
- Include good quotes



# Distributing information

- Let the journalist decide
- Email is typically preferred
  - Never include attachments
  - Include low res photo with link to high res version
- Social media
  - Pitch via Twitter/Facebook
- Phone
  - The old-fashioned, but effective approach



# Incorporating Social Media

- Why social media
- Tactics for success
  - Creating content calendars
  - Building communities
  - Creating content that engages and sells
    - Interaction, engagement, relationships
    - 6:1 ratio



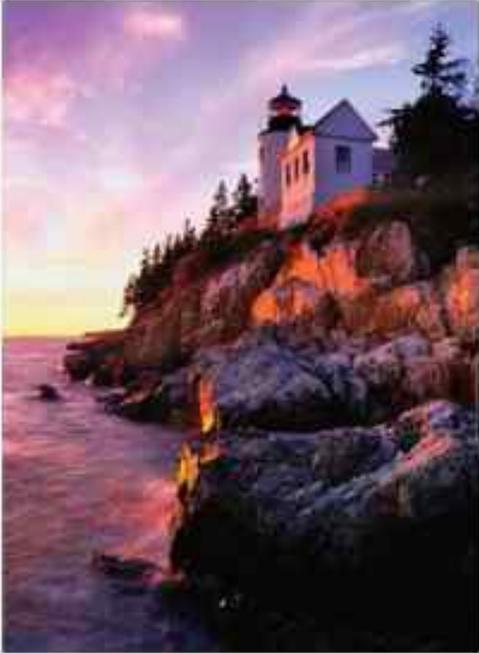
# Posting tips

- **Quality**, not quantity
- Time of day = unique audience
- Ask questions for more engagement
- Include links, photos and videos

Post Details Reported stats may be delayed from what appears on posts.

**Visit Maine**  
Posted by Whitney Morozu (1) · 22 hrs · Edited ·

Who is excited to explore a #lighthouse in #Maine this summer? Here's a beautiful sky over Bass Harbor Head Lighthouse in Acadia National Park. Which is your favorite? #MaineThing  
Find info on others at [visitmaine.com/things-to-do/sightseeing/](http://visitmaine.com/things-to-do/sightseeing/).



8,040 people reached Boost Post

Like · Comment · Share · 420 22 116

**8,040** People Reached

**583** Likes, Comments & Shares

|                       |                       |                        |
|-----------------------|-----------------------|------------------------|
| <b>443</b><br>Likes   | <b>420</b><br>On Post | <b>23</b><br>On Shares |
| <b>54</b><br>Comments | <b>26</b><br>On Post  | <b>28</b><br>On Shares |
| <b>86</b><br>Shares   | <b>86</b><br>On Post  | <b>0</b><br>On Shares  |

**292** Post Clicks

|                          |                          |                            |
|--------------------------|--------------------------|----------------------------|
| <b>98</b><br>Photo Views | <b>17</b><br>Link Clicks | <b>177</b><br>Other Clicks |
|--------------------------|--------------------------|----------------------------|

**NEGATIVE FEEDBACK**

|                         |                         |
|-------------------------|-------------------------|
| <b>1</b> Hide Post      | <b>5</b> Hide All Posts |
| <b>0</b> Report as Spam | <b>0</b> Unlike Page    |

# Traditional PR and Social Media Equivalents

- **Identify key messages** – create content calendars
- **Create media list** – identify digital influencers
- **Build media relationships** – engage with you audience
- **Secure media placements** – secure Facebook posts, shares, tweets, pins, etc.
- **Pitch** – reach out to digital influencers

# Monitoring and reporting



- Goals and objectives
- Free and paid services
- What to measure/why
- Reports and dashboards

# Closing words of advice

- Start today
- Finalize your XZY statement
- Determine your story and core message
- Draft a message map
- Make it work for you
- Use it!





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