EMSWCD MARKETING
PLAN AND ACTIVITY

2017 Board Briefing
Marketing program began in 2008
Increased capacity to offer services

What marketing is:
- Classic definition
- Building visibility, a brand, + associations
- Marketing is work to increase awareness of and engagement in the services we offer.

WHAT IS EMSWCD MARKETING?
- **Goal 1:** To increase the percentage of people who know about EMSWCD.

- **Goal 2:** To increase the percentage of people that understand what EMSWCD does.

- **Goal 3:** To ensure that people know how to access our services.

- **Goal 4:** To ensure that people continue to have a positive perception of EMSWCD.
- Finance & Operations Program Unit
- One dedicated staff member
- Total costs since 2008: $245,741.67
MARKETING ACTIVITY

- Creating materials and advertisements
- Press outreach
- Coordinating campaigns
- Refining and expanding website
- Refining EMSWCD “brand” and marketing
  - Branding and Identity Guide
  - Material Templates, design alignment
  - Elevator messages
► Campaign planning, surveying and analytics
► Website traffic sources
► District-wide surveys

### Referrals to Registration Page, Registrations

**Workshops page visits as percentage of total traffic**

- **EMS WCD Awareness & Perception Tracking**
- **WAVE 1 Report**
- **Conducted for EMS WCD**

- **Referral (websites)**
- **Social media**
- **Direct (postcards)**

### # Registrations

0% 10% 20% 30% 40% 50% 60% 70%

0 50 100 150 200 250 300 350

% all views

**Workshop view**
DISTRICT WIDE MARKETING SURVEYS: 2015 SURVEY

- Measure progress toward goals
- Understand how we are reaching constituents
- 2015 Survey
  - Low budget, establish baselines
  - 194 respondents, online only, greater Portland metro
  - Low data accuracy (8 to 12+% ME)
  - Measured first two goals only
DISTRICT-WIDE MARKETING SURVEYS: 2017 SURVEY

- Conducted survey with contracted marketing research firm
- 400 respondents
- Much greater data accuracy (~5% ME)
- More questions asked, all four goals covered
2017 SURVEY: REPRESENTATION

- Geographically and demographically representative
Profiles of demographics created
SURVEY RESULTS – OVERVIEW

Awareness, Familiarity and Understanding

Awareness max
Awareness min
Familiarity
Understanding
- Improved website, increased traffic
- Greatly increased social media presence
- Expanded email campaigning
- Regular press outreach to local media
- Worked to increase engagement and visibility
2017 SURVEY – EXAMINING DETAILED RESULTS
Prior to taking this survey, had you ever heard of EMSWCD?

AWARENESS – BY DEMOGRAPHIC

- Boomers (53-71): 46.0%
- Homeowners: 46.0%
- Gen X (37-52): 37.0%
- Millennials (20-36): 22.0%
- Renters: 21.0%
Most common places seen:

- Outdoor signage: 45%
- Fliers / brochures: 40%
- Cars / trucks: 27%
How would you rate your familiarity with EMSWCD?
How well do you understand what work EMSWCD carries out as an organization?

- Extremely well
- Very well
- Moderate
- Slight
- Not at all

COMPREHENSION / UNDERSTANDING
EASE OF ACCESS
How responsive were EMSWCD staff to your needs?

EASE OF ACCESS - RESPONSIVENESS
Believes EMSWCD is effective / ineffective

- Very ineffective: 8%
- Somewhat ineffective: 4%
- Neutral: 49%
- Somewhat effective: 43%
- Very effective: 10%

PERCEPTIONS - EFFICACY
How would you rate your overall satisfaction with EMSWCD?
How well do the services EMSWCD offers meet your needs?

PERCEPTIONS – MEETING NEEDS
WHAT'S NEXT?

- Refine marketing, outreach materials, and methodology
- Retain marketing goals as they now exist
- Continue working to meet marketing goal metrics
GOAL PROJECTIONS - LINEAR
GOAL PROJECTIONS - CONSERVATIVE

Awareness, Familiarity and Understanding Scores

- Awareness
- Familiarity
- Understanding

2015 2017 2019 2021
Integrate marketing into program strategies
Identify gaps and work to close them
Intern?
Social media and production
Marketing strategy and integration
Other input?

Region 2 Scorecard

Interest in EMSWCD Services
(4-5, Somewhat/interested)
- Native plant sale: 64%
- Free workshops: 55%
- Noxious Weed Control: 54%
- Yard tour: 48%
- Conservation Grants: 46%
- StreamCare Program: 36%
- Technical Assistance: 35%
- Conservation easements: 35%
- Farm incubator program: 19%

LOOKING FORWARD