



COMMUNICATIONS TACTICS

THAT PUSH YOUR BUSINESS FORWARD

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CREATE

A GOAL-ORIENTED
COMMUNICATIONS STRATEGY

With an infinite number of media, channels and tactics to choose from, it is often hard to determine which strategies will have the greatest impact. Organizations must build a plan that targets your objectives. Every email, social campaign, op-ed or video should tie back to your goals, your message and your mission.

The good news is that communications solutions are flexible, so you can implement them in a way that pushes your organization forward without draining your resources. Thought leadership may entail a large scale event or a few op-eds. A video can be shot with a full camera crew or an iPhone. Regardless of size and scale, these tactics make an impact.

The key to a successful plan is having a targeted approach.

At Curley, we work with clients to build a communications plan with integrated tactics to fit your voice, your needs, your audience and your budget. We've outlined a few tactics in the following pages to help you create a goal-oriented plan that drives your business forward.

DRIVE GROWTH THROUGH THOUGHT LEADERSHIP

Set your organization up for success by making your expertise known before you even walk through the door. By establishing your organization as the go-to expert for industry issues, you will build a platform that grants infinite opportunities for business development. While “thought leadership” may be a scary term for many, it is a *scalable solution*. Find a thought leadership plan that is right for your organization and spokespeople. Before launching into the tactics, make sure you go back to the basics.

STEPS TO LAUNCHING A THOUGHT LEADERSHIP PLATFORM



1. DETERMINE YOUR GOALS:

Ask yourself what success looks like and set realistic, measurable goals to make sure you are hitting your targets.



2. SHAPE YOUR STORY:

Think about the message you want to tell and create a messaging guide to ensure you maintain consistency.



3. IDENTIFY SPOKESPEOPLE:

Consider expertise, communications skills and availability. Don't forget that your members are thought leaders too. Third party voices strengthen your message.



4. FIND YOUR TARGET AUDIENCES:

Are your members on Twitter? LinkedIn? Build an audience-driven strategy, so you can reach your audience where they are.

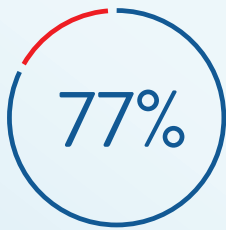


5. BUILD YOUR PLAN:

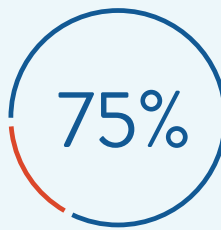
Timing is everything. Be sure to structure your plan around relevant opportunities and industry events while leaving room to leverage last-minute news hooks.

ENGAGE YOUR AUDIENCE WITH DIGITAL TACTICS

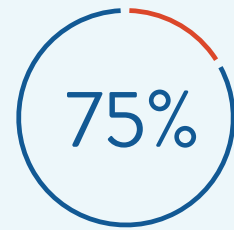
Digital dominates the content landscape and offers organizations the unique opportunity to reach their audiences in a way that is authentic, direct and cost-effective. If you don't have a solid social strategy, you're already lagging behind.



**of the U.S. population has a
social media profile**



**of advocacy organizations
use Twitter**



**of journalists recommend
social media for promotion**

CONNECT. INTERACT. ENGAGE.

Social media is, by nature, a space to engage, and your social strategy should reflect that. Retweet and share. Comment and like. Ask your audience questions and bring in third party voices. Most importantly, remember that social media is often where the conversation starts. Set up social monitoring so that you can be the first to respond.

LIGHTS. CAMERA. ACTION.

Your audience's feed is filled with content. Your job is to make them stop and take a second look as they scroll through at the speed of light. When it comes to engagement, video is king. In fact, social video generates **1200%** more shares than text and images combined. Don't be scared off by expensive equipment, videos can be shot with an iPhone and edited into quick clips that engage, inspire and inform on a low budget.

MITIGATE THE IMPACT OF A CRISIS

Our approach to crisis communications is simple: no surprises. The more you prepare your organization for a crisis, the less of an impact the crisis will have on your reputation, relationships and bottom line.

CRISIS PREPARATION CHECKLIST



Assess & Assemble: Perform a S.W.O.T. analysis of your organization beforehand to identify potential threats. Assemble any necessary information, holding statements or other comms assets so you're ready to hit "publish" when it happens.



Draw The Line: There are different types of crises. While some can be contained to a small group of employees, others may require a larger communications plan. Establish clear definitions and appropriate plans for each before the crisis hits.



Pick Your Team: Select the relevant employees needed to manage a crisis. While the team may vary depending on the type of crisis, it's vital that you have a strong writer selected on each team to handle any tricky messaging needs.



Be On The Lookout: Set up social and traditional media monitoring to be ready to respond quickly. This also allows you to establish a sentiment baseline so when a crisis hits you can track how effective your tactics were.



Note Your Friends & Foes: Create a stakeholder database of those you may want to leverage as third party advocates as well as those who may pose a threat. The better your stakeholder infrastructure, the more quickly you will be able to react.



Build Your Trust Bank: Don't let your first email to stakeholders be a negative one. Establish regular positive communications so that when you have to send that not-so-fun email, it doesn't hurt quite as much.

NAVIGATE ADVOCACY IN AN UNPREDICTABLE CLIMATE

With distrust of media at an all-time high, a divided Congress and an unpredictable political landscape, moving the needle in D.C. seems harder than ever before. Organizations whose stakeholders expect them to make an impact need to look toward creative problem-solving to navigate the tricky climate and cut through the D.C. noise.

Expand Your Base: Reach out to potential third party voices to help make an impact. Be strategic and clear with your ask. Do you want someone to tweet out your hashtag or author an op-ed? Find out what makes the most sense given the organization's platform, voice and bandwidth.

Turn Up the Surround Sound: At Curley, we believe in the "Surround Sound" approach. From social posts to articles to emails, we are constantly surrounded with content. Each and every one of these channels is an opportunity to make sure your message is heard.

Be Cautious... Words are powerful, and with screenshots and search bars, everything you publish is carved into stone. Create a messaging bible to guide your communications. Write up talking points and train your spokespeople on what they should and should not say.

But not too Cautious: Individuals expect the companies they engage with to take a stand. 80% of surveyed consumers stated they would be willing to stop using a product or service if they disagreed with the organization's response to an issue. Show your stakeholders that you aren't afraid to speak up about the issues that matter to them.



CONNECT

WITH CURLEY



JENNIFER CURLEY

President & CEO

202.263.2579

jennifer@curleycompany.com



CAITLIN DONAHUE

Senior Vice President

978.500.0128

caitlin@curleycompany.com



GREG WILSON

Senior Vice President

571.239.7474

greg@curleycompany.com

ABOUT CURLEY

Curley's intensive, client-focused approach sets us apart from other communications firms. We aren't just another vendor—we seamlessly integrate with your internal team in a thoughtful, honest and strategic manner. Ultimately, Curley Company can guide your PR campaigns to greater success and inspire your team to even greater heights. We've helped all types of organizations with a wide array of communications challenges and initiatives. And, we'd love to help you, too.

PLEASE GET IN TOUCH WITH US

Email us for a complimentary consultation on how communications can help push your business forward.

✉ JENNIFER@CURLEYCOMPANY.COM

