



# CTCA

## Digital Marketing Action Plan

July 2020

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# *Introduction*

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Congratulations in making the decision to increase your online presence and your digital authority. Implementing the objectives from the attached Digital Marketing Brief will increase your awareness and provide valuable resources for your users.

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## **Determining Your Audience**

In reviewing your website and online presence we'd like to see more definition and efforts to reach the intended audience and intended "on-line" searches for your content.

### **Current Audience**

Controllers  
Civil Surgeons  
Providers

### **Perceived Audience**

TB Patients  
Controllers

### **Recommended Audience**

All of the above plus:  
TB Researchers  
General Public  
Donors

A solid understanding of your audience will help you implement the following suggestions in your Digital Marketing Brief. We look forward to working with you in perfecting your online presence and authority. The opportunity to use your platform to educate others, outside of your research, is vital to the lives of those affected by TB. Sharing your knowledge outside of your current audience is important as you continue to build your authority as industry leaders.

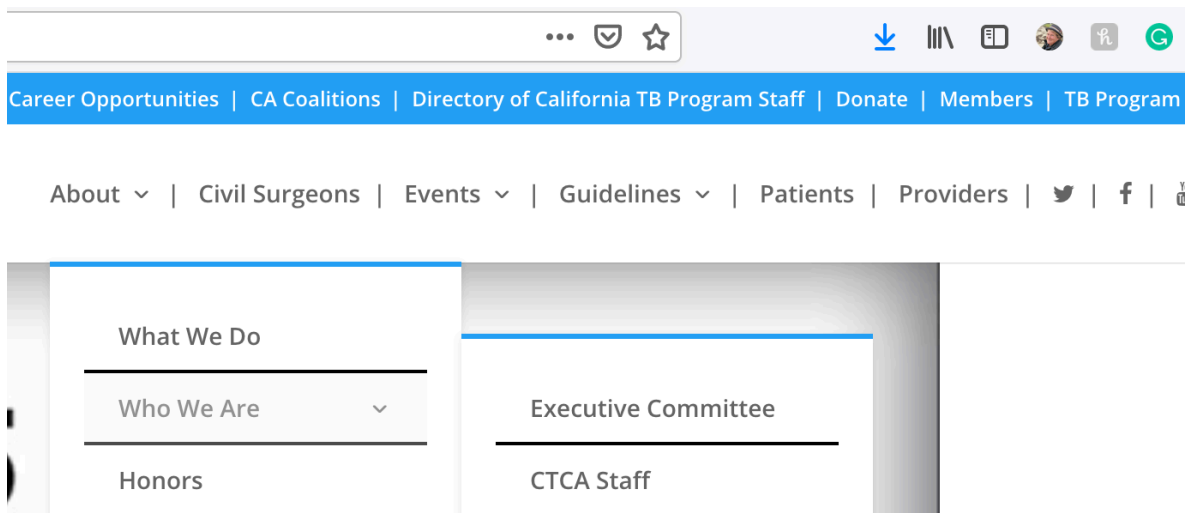
Thank you for this opportunity.

# Content Development

## Navigation on Site

Your website is very slow to load. This may be a distraction for someone visiting your site. While navigating your site a new window opens for each “click” or “page”. It should be opening in only one window.

The Pages for “Who We Are” and “What We Do” have the same content. An explanation that your organization is for “Controllers” needs to be stated, UNLESS you are wanting to add or attract researchers and general public to the site.

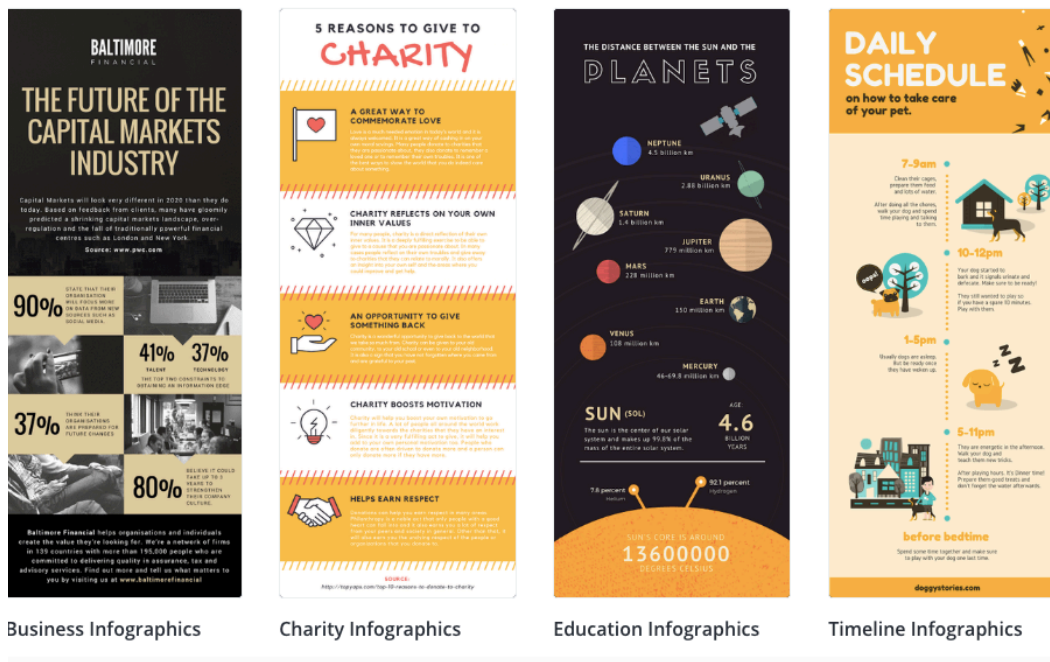


*Note the Multiple Windows open.*

- This link goes to the About Us Page. <https://ctca.org/what-we-do/>
- The URL is incorrect.
- This link goes to the Mission Page: <https://ctca.org/#>
- The URL should be: [/our-mission/](https://ctca.org/our-mission/)
- The Favicon on your site is the Developers Logo, it should be the CTCA logo.
- No YouTube Link with YouTube Icon.

# Infographics

Use design tools like [Canva](#) to create informative graphics that can easily share important information with the public through websites, social media, and blog posts—this could be a great way for you to display aspects of your your efforts to educate the public and your controllers about TB. Here are some examples of Canva’s infographics:

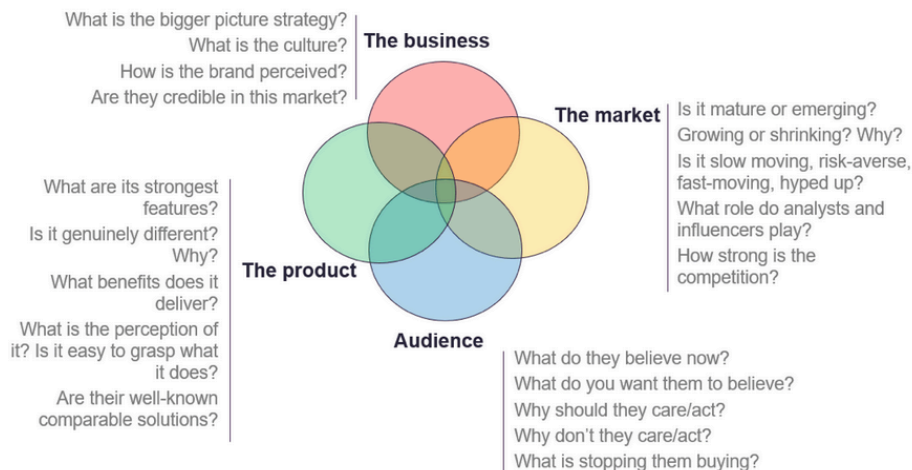


# Content Calendar

We highly recommend that going forward you create a content calendar to stay on top of your blogging efforts. This way, you will be able to create a long-term plan for your digital outreach that’s easier to follow and implement. Create “publish dates” for all of your blog posts in the next few months. You will be able to correspond them with upcoming holidays, elections, sales and grand openings.

A content calendar also gives you a chance to show off your clients and get their input on upcoming blog posts. Once you have a “publish date” for each blog post, you can then pencil in all of the social media postings around it. Once you get into a routine with writing and social sharing, this task will become a piece of cake.

## [Need help planning your blog calendar?](#)



Reach Your Prospects: \*Businesses, Government and Community

## Transparency

Although your organization has been around a long time, some of your constituents may be unsure of your impact on the initiatives you have in place. Share your successes, data and achievements in such a way that it is clear and concise. Infographics, studies and data sheets are a good way to share your accomplishments. Tell your story from the start, make it easy to understand. Like explaining to a friend, something they may know nothing about. Make it easy for the lay person to understand. Think about what you DO and share those highlights.



*Wisconsin Economic Development*

# Email Strategies

## Email Segmentation

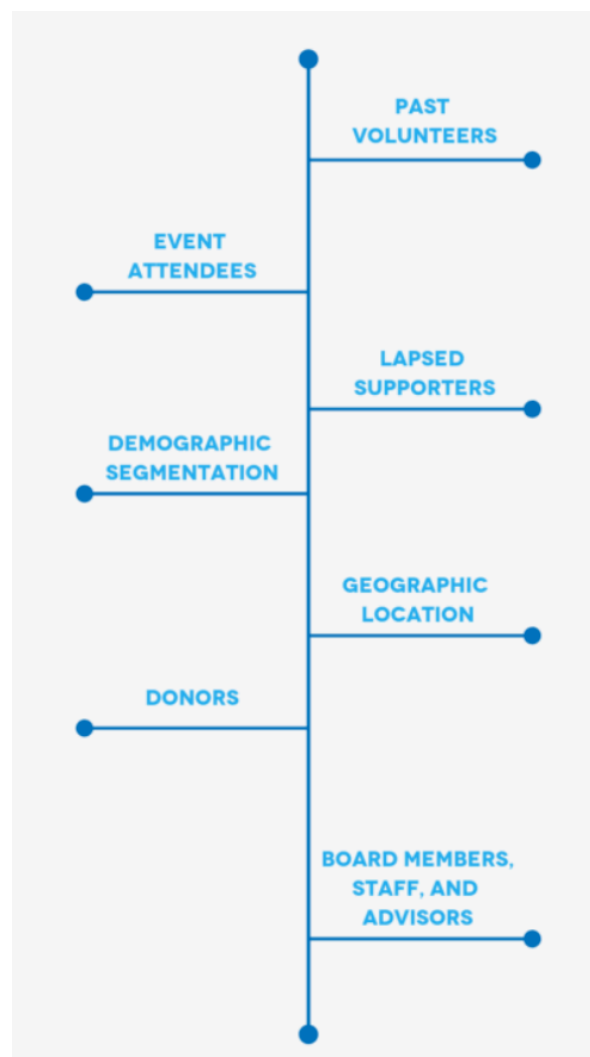
Regardless of what email marketing service you're using, you should be able to segment based on title, patient, public, and geolocation. We recommend [Mailchimp](#) as a provider. When an organization like CTCA is linked to multiple other organizations, we always strongly suggest that you segment your master email list. Right now it looks like you only have one email sign-up on your website for CTCA as a whole. If you have individualized content for **Controllers, the public, staff, past Board Members, Civil Surgeons, donors, coalitions or patients** that you're sending to everyone on your list, consider segmenting these by "type".

There could also be a "subscribe to all option, or a checklist so people can pick and choose what to subscribe to. By segmenting your list with tags, you have the ability to send out service specific emails to a portion of your list. Continuing to give users the content they want to see will help keep them on your list for a longer period of time.

Within the email service that you choose, you are able to add tags or segments to users when they fill out a form on your website. Adding a section to your contact form that asks users what they are interested in will trigger your email service provider to tag them with the appropriate segment.

## Email Schedule

By staying on top of the user's inbox, you must stick to an email strategy that works for your schedule. We have clients who send out an email blast every week and some clients who send out a monthly blast. That's your call, you know what your workload is like. Whatever you choose, it's imperative that you stay on that same schedule. After a few months of email blasts, users will start to expect that email in their inbox on Wednesday's at 1:30.



Sample Segmentation



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## **Types of E-Mail**

- What kind of news do subscribers want to be up-to-date on?
- What kind of stories will inspire them?
- What new activities in your organization will be exciting for them to know?

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## **The Call to Donate**

What makes an excellent appeal? Stories do.

Try not to overwhelm your readers with stats and numbers, and all of the programs your organization implements. Share a story about a problem you solved for one person or family. Let your readers know that their support will enable your organization to reach many more people like the one you are featuring.

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## **The Call to Act**

You know you can't change the world all on your own — sometimes you need a bit of help from your supporters.

That's where advocacy emails come in. They're intended to equip passionate people to act on issues they care about and support your cause.

A successful advocacy email not only concisely explains the issue, but gives a very clear call to action. The easier you can make it for your readers to support you, the more likely they'll do it.

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## **The Success Story**

One of the best ways to show the impact of your community is by sharing stories about the beneficiaries of your work or the members/donors who help support it.

Identify a few individuals who would be willing to share their journey and interview them to get a detailed story — the more detailed and personal you can make it, the better.

Your readers want to know that your organization affects real people with real lives, just like them.

If you're interviewing a beneficiary, ask them questions about how their life was made better because of your organization's work. If you're telling a story about a donor, get



them to share a little bit about why they choose to support your organization, what it means to them and what impact it has had.

## Email Structure

*Email doesn't exist in a vacuum.*

While potential donors or members are opening them, they're also seeing your content appear on social media and getting letters from you in the mail.

So, for greater odds of success, get all your channels to work together. Not everyone will respond to an appeal through every channel, so making a coordinated push will help you cover all your bases.

Plus, each channel can support the other. Getting a direct mail appeal might remind a forgetful donor that they had gotten an email from you they'd been meaning to respond to.

- Make your subject lines short, so that all characters are seen.
- Take advantage of pre-header text if you need more text. You have minimal real estate on mobile to grab your reader's attention.
- Your messages should be concise and easy to read. Make sure the most valuable content and calls to action are up top, so readers aren't distracted from what you intend for them to do.
- Be sure to break up text, avoid long sentences, and leave breathing room between paragraphs.
- Images should be minimal and optimized for mobile. Less is more!
- Use buttons instead of links. It's easier to click from a button than a link on small screens.

# The Drip Campaign

A drip campaign can be a group of like content that is sent out to users over a certain period of time who are opting in to your email list. **'Welcome' drip campaigns** are a series of emails that show the subscriber around your website/organization and help them get familiar with you. These emails are automatic once they have been set up in your CRM.

There are many ways that a user can “activate” the drip campaign; a general opt-in, downloading content from your page, and filling out a contact form and selecting what they are interested in. Below, we’ve outlined what one drip campaign may look like:

## General CTCA Opt-In

- ▶ **Email 1: Initial Welcome Email**
  - ▶ Sends immediately after user opts in
  - ▶ Email Includes:
    - ▶ Welcome message from the President
    - ▶ Overview of the CTCA
    - ▶ “Follow Us on Social Media” & “Become a Member” links
- ▶ **Email 2: Trusted Research Email**
  - ▶ 7 days after
  - ▶ Email Includes:
    - ▶ Brief Overviews of:
      - ▶ Annual Conference
      - ▶ California TB Day
      - ▶ Updates on the General Resource Page (These are from 2011-12)
    - ▶ Snippet/preview of each report
    - ▶ Calls to Action: “Download full report” for each (I know it’s accessible directly online, but providing a downloadable link in the email would be a good way to track email-specific views)
    - ▶ “Follow us on Social Media” & “Become a Member” links

- ▶ **Email 3: Leadership Development Programs**
  - ▶ 7 days after
  - ▶ Email Includes:
    - ▶ Brief Description of Leadership Development Programs:
      - ▶ Board Minutes
    - ▶ Links to the different programs' pages/relevant blog
    - ▶ "Follow us on Social Media" & "Become a Member" links
- ▶ **Email 4: Creative Partnerships**
  - ▶ 7 days after
  - ▶ Email Includes:
    - ▶ Overview of Creative Partnerships
    - ▶ Resources for Civil Surgeons and TB Programs
    - ▶ Links to Partners' Pages/relevant blog post
    - ▶ Follow us on Social Media" & "Become a Member" links

# Blogging

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## Why Blog?

While some of your news articles could be worked into blog posts, it doesn't look like you have any kind of blog presence featured on your website. While blogging can seem daunting or too time-consuming, here are a few reasons blogging is essential to the success of a nonprofit like yours:

- **Blogs Drive Visitors Through Search Engines**

- Incorporating blogs on your website majorly benefits your SEO efforts. When you post a variety of content, you show up in a variety of search terms. The key is to choose topics related to what you do, but may target different aspects of your organization than the rest of your website.

- **Contribute to Establishing Your Authority**

- When other organizations have a mission similar to yours, blogs are a great way for you to solidify your place as a thought-leader.

- **Share Your Organization's Story**

- Chances are you have a countless stories about how CTCA has had an impact on various aspects of California's TB Programs. These stories make excellent blog posts, and display your organization's success. This is also a great way to show the more personal side of CTCA that doesn't get incorporated into traditional marketing efforts.

- **Blogs Easily Become Email Newsletters**

- This helps make your content visible to more people (and helps justify the time you use writing blog posts).



*Use Existing Assets to Write Blogs*

# Start with Existing Content Assets

There's a lot of focus on creating new content when we should really be focusing on creating more with less. It's not necessary to produce all your content from scratch, as we often leave heaps of valuable content just lying around. Instead, start by taking note of all of your existing content or resources to see what can be repurposed and remixed. For example:

- **First-hand data or research**
  - Leverage your data or research to create infographics or news stories.
- **Colleagues and coworkers**
  - The expertise of your colleagues can be tapped for video, audio or interviews.
- **Government Reports**
  - Break big content pieces into a series of blog posts or social takeaways.
- **Old blog posts**
  - Make minor adjustments and update them with fresh information.

## Executive Committee (EC) Officers, 2020-2021:

Past President: Susan Strong, NP, TB Controller (San Bernardino County)

President: Angelito Bravo, Program Manager, Pulmonary Disease Services, (Orange County Healthcare Agency)

Incoming President: Elsa Villarino, MD, MPH, Assistant Public Health Officer, TB Controller (Santa Clara County)

Secretary-Treasurer: Susannah Graves, MD, MPH, TB Controller (San Francisco)

Ex-Officio Member: [Jennifer Flood, MD, MPH](#), Chief, TB Control Branch Chief (California Department of Public Health (CDPH))

### **At-Large Members:**

Representative from the Highest Morbidity Jurisdiction: Claire Hastings, MPH, Sr. Health Educator (Los Angeles County)

TB Controller-at-Large: Lisa Goozé, MD, TB Controller (San Mateo County)

Nurses and Allied Health Professionals Forum (NAHPF) Co-chairs: Laurie Crider, RN, PHN, CCM, TB Program Manager (Contra Costa County)

Rural and Small Health Jurisdictions (RSHJ): Katie Kelsch, BSN, RN, PHN, TB Program Manager (Yolo County)

*Sharing Information from the experts.*

# One Blog = One Email

Every time you publish a blog/news post on your website, you should immediately cue up a “teaser email” to the appropriate list.

A “teaser email” is an email that will include the blog post image, title, and a little bit of text from the blog post. It will engage the readers so that they click through to your website and read the post on your website. Getting users to your website from an email is a great way to get users to interact with your site.

Using UTM codes will help you identify where your traffic is coming from and which campaign they were apart of (email, paid search, social media, etc.) You can see that information in Google Analytics. [You can create UTM codes here.](#)

We do have some clients that like to insert the entire post into the email, so users don’t have to go elsewhere to read it. We have found it effective both ways. We encourage you to do some A/B split testing of that as well as headlines, images, and copy.

## Types of Blog posts

Below are five examples of some of the top-rated blogs that focus on various aspects of TB Resources:

- [CDC TB](#)
- [TB Blog - Doctors Without Borders](#)
- [Top 35 Tuberculosis Blogs & Websites For Doctors, Researchers & Patients in 2020](#)

Now that you’ve seen what some similar organizations are blogging about, we’ve gotten you started below with 20 ideas for CTCA’s potential blog. Some are general ideas, while others are directly pulled from your current content on other platforms as examples of your existing materials that can be converted into blogs:

1. “Thank you” to Partners
2. Success Stories
3. Frequently Asked Questions
4. The Ultimate Guide for Infection Control
5. Guest Blog Posts
6. COVID-19 Resources

7. Ask some of your partners to blog about their successes and strategies.
  - What lessons can they teach?
  - Can you build a pillar of knowledge with three or four different leaders on the same subject?
8. California's Changing Economics & Health
9. 4 Links That Will Help You ....
10. Resources for Veterans and those in Military Transition in California
  1. Immigrants: California's Health Access
  2. Upcoming Meetings and Summaries
11. What Business Owners Need to Know About \_\_\_\_\_
12. Building the Support Network You Need
13. Five Key Lessons from our Annual Conference
14. How (XYZ company) Demonstrates a Culture of Coordinated Care
15. Closing California's Workforce
16. How to Create an Emotionally Healthy Workplace
17. How California is Meeting The Needs of Our TB Community
18. How to Engage Communities in Difficult Conversations
19. How to Build a Network that Fosters Understanding
20. Controllers Success Stories

## Pillar Posts and Lead Magnet Development

After you've written a few blog posts about the same topic, you are able to bring those together and create a document that users can download if they want to learn more about you. For example, if you write three blogs or Pillar Posts (A pillar post is a blog post that covers a specific topic in depth within around 2000 words. It aims to solve a clearly defined problem your target prospects are researching online.)

No pillar content should stand alone. For each post, create five to seven shorter posts that expand on subtopics from the pillar post and link back to it. When you write new content, refer back to any related pillar posts. This keeps the focus on content that characterizes your brand



- Are You Getting the Most Out of CTCA?
- Challenges Facing California's Health Care Industry

When you write new content, refer back to any related pillar posts. Now that you have blog posts written, you are able to create a downloadable guide for users who are looking for an experienced, time sensitive contractor.

### **Lead Magnet: The Ultimate Resources for California's TB Prevention and Control or Resources for TB Patients in California**

The only way for users to obtain this document is to give you their email address. This PDF will have information, graphs, and infographics that users won't be able to see in the normal blog posts within your blog section. When it comes to utilization of the lead magnet, our clients have had the greatest success by placing a call to action buttons throughout similar blog posts.

Lead magnets are the best way to increase your email list because the users who opt-in to the "offer" are the ones who will take the time to read other emails from you.

# Facebook

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## Types of Content

There is a lot of different content that you can be posting on Facebook that won't seem redundant or boring to your audience. Here is a link to your [Social Calendar](#). While you have already mastered posting news and event updates/photos, here are a few more ideas to enrich your Facebook content:

- ▶ **Blog & News Posts**
  - ▶ Part of your social sharing strategy: every time a blog or news post gets published on your website, a Facebook post should correspond with it. This also goes both ways, it looks like there's some great content being posted to your Facebook that could be made into individual blog posts.
  - ▶ Video
  - ▶ Upload videos organically directly to Facebook. YouTube and Facebook are competitors, by posting a YouTube link, Facebook automatically decreases the value of the post even if it gets a lot of engagement. Facebook wants users uploading videos on to their platform.
- ▶ **Blogs from others**
  - ▶ What content are you reading? Share those articles with your followers. Self promotion is great but providing users extra content that you "approve of" will help increase your reliability.
- ▶ **Live Video**
  - ▶ If you are comfortable going on live, you could use Facebook Live as an engaging piece of content to stream events or valuable information. You can choose a day and a time and every Friday at 2pm, you go live and answer follower's questions.

## Facebook Ads

Facebook Ads are almost a necessity on Facebook these days. Facebook's newsfeed algorithm won't always show your posts in your audience's news feed due to the high volume of content that is being produced on a daily basis. The more often a user interacts with your post, your posts will frequently show up, unlike other users who do not interact. Ads are a great way to position yourself in front of the right audience and spur that interaction. Facebook Ads are a way to drive traffic not only to your page but to your website too.

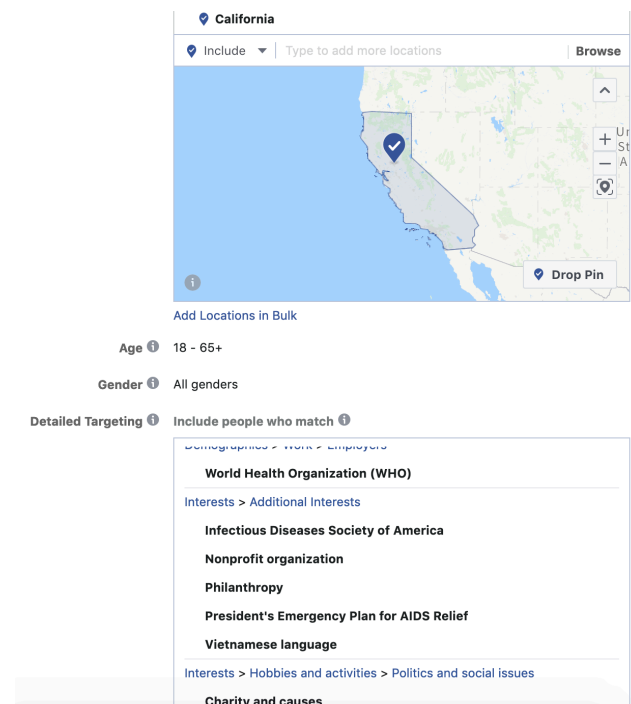
## Campaign Selection

There are all kinds of different Facebook Campaigns that you can try. For the purposes of this exercise, we are going to choose “Traffic” meaning we want to send as much traffic as possible to the website. Other campaign selections include:

- ▶ **Brand Awareness**
  - ▶ Targeting users so they start to recognize your brand name and message.
- ▶ **Engagement**
  - ▶ Targeted users will engage with the post whether it’s a like, comment, or share. You will be paying per interaction with the post.
- ▶ **Video Views**
  - ▶ If you have a promo video that you want to get as many eyes on as possible, you would choose this campaign type. You are paying per 3 second view.
- ▶ **Conversions**
  - ▶ These are custom conversions that you tell Facebook. A custom conversion could be a “Thank You” page on your website after the user completes an action.

## Ad Set Creation

On the next screen, this is where you choose *who* you’re targeting based on location, age, gender, and interests. Below is what the screen will look like when you first enter the Ad Group screen. With a blog post in mind, we’ve gone ahead and created an audience for you. Of course, you can go into Facebook and play around with these audiences to make sure you are hitting all of the demographics. You will notice the “audience size” changes as you add/remove certain demographics.



The screenshot displays the Facebook Ad Set Creation interface. At the top, a map shows California selected as the location, with a 'Drop Pin' button. Below the map, the 'Add Locations in Bulk' section is visible. The 'Age' dropdown is set to '18 - 65+', and the 'Gender' dropdown is set to 'All genders'. The 'Detailed Targeting' section is expanded, showing 'Include people who match' with a list of interests: 'World Health Organization (WHO)', 'Infectious Diseases Society of America', 'Nonprofit organization', 'Philanthropy', 'President's Emergency Plan for AIDS Relief', and 'Vietnamese language'. Below this list, there are links for 'Interests > Hobbies and activities > Politics and social issues' and 'Charity and causes'.

Example Audience

## Ad Creation

Lastly, you will create your ad. From the catchy headline to the photo, you will want to make sure it stands out and makes users stop from their scroll to click and read your article. Facebook gives you the opportunity to add in a specific landing page and a call to action button that has a variety of different phrases like “Become a Member”, “Join Now”, “Apply Today”, etc.

Facebook also provides all its advertising users access to their stock photography library. So if you can’t find a photo that goes well with your ad, you can add in a stock photo that is relevant to the post.

With ~2,000 people diagnosed with TB disease each year in California, and 2 million estimated to be living with TB infection here, collaborations between local and state public health staff ensure effective policies and practices are shared across the state.



## Retargeting

You will want to install the Facebook Pixel on your website. The Facebook Pixel is an analytics tool that allows you to measure the effectiveness of your advertising by understanding the actions people take on your site.

*Ad Example*

You will be able to create a retargeting audience to people who have visited your site prior to receiving an ad.

## Promote Your Facebook

Make sure to add into your web copy and emails that for “more content” follow you on Facebook or subscribe to your YouTube channel. You can tease “exclusive” content on those platforms, that will be the only place for users to see particular content. It will not be posted on your site. The more content you have, the higher engagement levels, and the higher engagement levels the more reach every post will get when it gets posted. Facebook rewards business pages who have a high engagement metric.

# KPI's

As the Executive Administrator, it is your responsibility to pay attention to every detail of the business. While there is an extensive range of KPIs available to you, knowing where to focus your attention when it comes to evaluating your business can make you more effective and make the best use of your time.

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## 1. What kind of “value” are we providing?

**The most important metric Marketing should track is user satisfaction. When your constituents are unhappy, it is safe to say that they will look for better alternatives.**

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## 2. Month-Over-Month Growth

**Whether it's new users or return, tracking month-over-month growth will give you an irrefutable understanding of how your time is spent each month, and whether your team is moving the organization forward or not.**

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## 3. Year-Over-Year Performance

**By comparing the current year results to prior year results for the same month, you can gain a more accurate snapshot of how the business is performing.**

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## 4. Content Outreach ROI

**Take a look at your bounce rate and conversions in Google Analytics. If you're getting a high bounce rate and low conversion, that's an indicator that your customers are not getting what they are looking for.**

# YouTube

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## YouTube Channel

We highly recommend you create a short one to two minute overview video welcoming users to your channel and what they will learn while viewing your channel. The featured video could also be a new product/service that is being introduced. Need a few examples?

- [CDC](#)
- [TD Ameritrade](#)
- [KW Professional Organizers](#)

## YouTube SEO

**Here are some tips and tricks to improve your video SEO:**

- Use the “YouTube Suggest” feature to see popular terms and phrases people are using to search YouTube.
- Study search intent for valuable keywords. These keywords will help you relate, identify problems, and propose a solution for the user in one video.
- Ask the users to help generate engagement, from likes to comments to channel subscriptions. Just like other social media platforms, the more engagement the more YouTube understands that your video is perfect for those keywords.
- When uploading a video to YT, ensure that you have created a keyword rich with **Title**, **Description**, and **Tags**. Additionally, always add a creative **thumbnail** that will help entice users to click on the video.
- Transcripts are super important. There are services out there that will transcribe your video for you. Many users don’t use the sound to watch video, so if they are watching without sound, you’re able to keep them engaged longer with subtitles.
- Always respond and comment back on comments.
- Embed these YouTube Videos in your email blasts, blog posts, and website. As long as the video is within the YouTube player, it will count as a view and your YT statistics will increase.

# New Video Ideas

- **10 Key Takeaways from California's TB 10-Year Strategic Plan**
  - This series could be a review of projects in place. Explaining the process that you are currently using, one by one. It conveys your knowledge, your experience and builds trust.
- **Frequently Asked Questions**
  - Do you hear the same question, over and over? Create a blog post about it AND create a video for it. Instead of creating one piece of content for it, create two in two different formats!
  - Popular Google searches that show videos are "What is", "Laws and Updates", "FAQ's" and "Reviews".

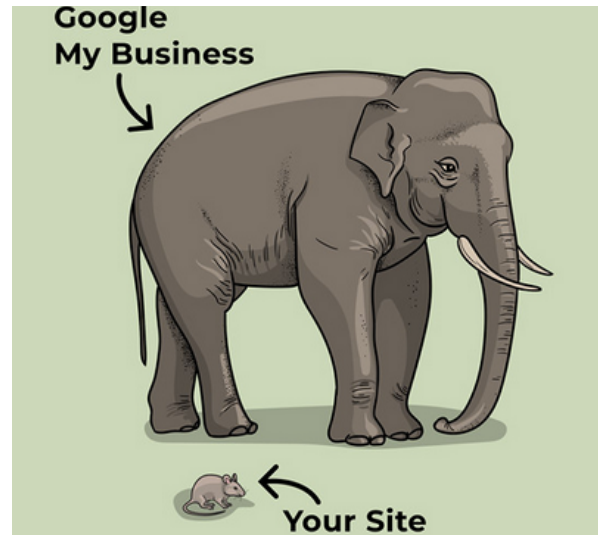


# Google My Business

Local SEO recommendation fill out your Google My Business profile with your street address, phone number, business hours, and a few photos. Google My Business allows business owners to upload photos of the business and its products and services to show customers.

- ⇒ **1) Request ownership of your listing by “Claiming the Listing”.**
- ⇒ **2) A postcard will be sent to the address for confirmation.**
- ⇒ **3) Confirm and add content.**

Make sure you are adding as many photos as possible. Unfortunately, Google doesn't allow users to choose what shows up during any given local search. However, after a little bit of self-research, we're confident to say that if your photos are labeled properly then Google will try to serve the photo that matches the keyword query.



*Treating your GMB as a regular social channel is as important as updating your website.*

 ctca.org ▾

## California Tuberculosis Controllers Association: CTCA

CTCA Conference Archives. Learn more. [previous arrow](#). [next arrow](#). OUR MISSION. To eliminate the threat of tuberculosis from California through leadership ...


### CDPH-CTCA Joint Guidelines

Current CDPH-CTCA Joint Guidelines. [Click to see ...](#)

### 2020 CTCA Conference

2020 Conference, TB Free California: Here We Come! is ...

[More results from ctca.org »](#)

 npin.cdc.gov ▸ featured-partner ▸ california-tuberculosis-controllers-a... ▾

## California Tuberculosis Controllers Association | National ...

The California Tuberculosis Controllers Association (CTCA) is one of the largest and most active TB controllers associations in the United States. TB controllers ...

 npin.cdc.gov ▸ organization ▸ california-tuberculosis-controllers-assoc... ▾

## California Tuberculosis Controllers Association | National ...

Nov 18, 2019 - On website, ctca.org, you will find California specific TB resources, including a Directory of local health department TB control program contacts ...

 www.tbcontrollers.org ▸ community ▸ statecityterritory ▸ california ▾

## California | National Tuberculosis Controllers Association

California TB Program Website: TB Control Program Officer Jennifer Flood, MD, MPH Chief, TB.

*Not Owning The First Page*

We want to see you own the first page when users search for you. Take the time to search “CTCA” to see what’s missing.

[www.currytbcenter.ucsf.edu](http://www.currytbcenter.ucsf.edu) ▾

**Curry International Tuberculosis Center: Home**

The Curry International Tuberculosis Center (CITC) creates, enhances, and disseminates state-of-the-art resources and models of excellence and performs ...

<b>Trainings</b> All of our trainings are free of charge. CITC Core Trainings ...	<b>Tuberculosis Drug Information</b> Tuberculosis Drug Information Guide, 2nd edition. The first ...
<b>Products</b> Due to high demand and limited supplies of our products, we can ...	<b>Drug-Resistant Tuberculosis</b> First released in 2004, the Guide is a joint publication of CITC and ...
<b>Contact Us</b> Address: We moved on 7/22/19! Please note our new mailing ...	<b>On-Demand Webinars</b> The On-Demand Webinar Program is an effort to target timely ...

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[globalprojects.ucsf.edu](http://globalprojects.ucsf.edu) > organizations > curry-international-tubercul... ▾

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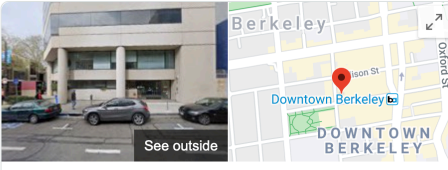
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**Curry International Tuberculosis Center**

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Training centre in Berkeley, California

**Address:** 2001 Center St #700, Berkeley, CA 94704

**Hours:** Closed · Opens 8AM Mon ▾

**Phone:** (510) 238-5100

⚠ Hours or services may differ

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## Owning The First Page

# LinkedIn

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## Individual Business Pages

CTCA has an official LinkedIn page. Double down and start sharing content. Add blogs, photos and business successes. Ask your Board of Directors do it as well. We can train your Board and Staff on how to use LinkedIn, 15 mins. a day will make a huge difference in your online visibility and authority.

### Profiles

Even though LinkedIn is the most business-oriented social media platform out there, it's still about human connections. Therefore, it's important that all the board members and staff have robust, regularly updated profiles. This includes:

- Profile image (headshot)
- Banner image (with FBN branding if appropriate)
- Keyword-rich title (helps with LinkedIn search)
- Keyword-rich description that's multiple paragraphs long
- Media items (video and slide decks, etc.)
- Previous companies, volunteer activities, schools, training etc.

## How to Generate Leads in LinkedIn

### Networking

It's important for all board members, and critical for staff, to have plenty of valuable connections on LinkedIn. We'd recommend a minimum of 500. LinkedIn does allow you to upload your database of contacts to make automatic invitations to those people already on LinkedIn.

### Prospecting

It's important for you to do some outreach as well. By using the LinkedIn search, you can target people by geography, position, company size, industry, and groups (such as other family business groups.)

# Blogging On LinkedIn

There are two ways to share the content that you write on LinkedIn. You are able to share the link to your website which will generate the photo and the headline. Users will be able to click through and go to your website to read the article and look at your services, fill out the contact form, etc. The opportunities are endless once they are on your website.

The second way you can share articles on LinkedIn is by publishing it through LinkedIn Publisher which is a blogging platform within LinkedIn. This content is not directly linked to your website but it is more searchable from the LI search engine.

Our recommendation is trying to post blogs both ways and gauging what the interaction/engagement levels are like with both posts. After running the test, determine which had more engagement and then continue to go with that method while posting on LinkedIn.



*Make yourself a valuable resource.  
Educational Content and Networking.*

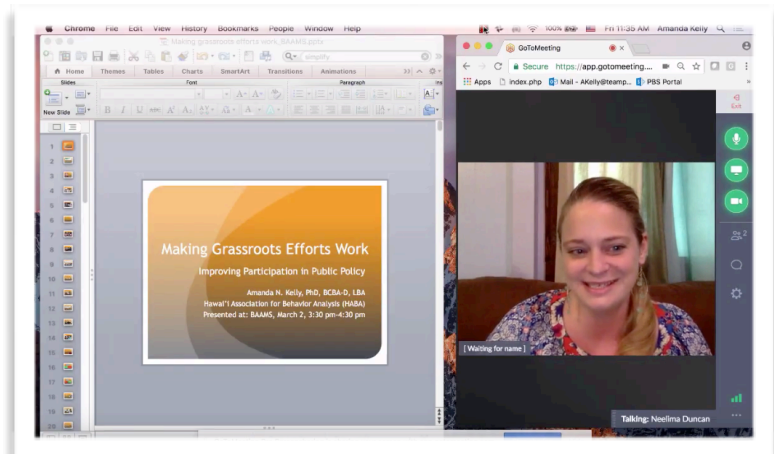
# Why Use Webinars?

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- **They Position you as an Expert in your Field**
  - You possess valuable knowledge and skills that set you above most competitors/peers in your local field. Online seminars help solidify your place as an expert, a trustworthy and reliable source of information in your industry. They allow you to share your expertise with your target market, and personally provide solutions to their problems.
- **The Accessibility**
  - Planning a webinar is so much easier than organizing a real-life seminar or lecture; you don't need a large venue to accommodate your audience, and anyone in the world can be invited. If they can't participate live, you can record the webinar and send them the recording later.
- **Generate New Leads**
  - With webinars, some kind of registration is expected. People are familiar with submitting their name, email, and sometimes other information in order to register for an upcoming webinar event. They've highlighted themselves as a lead that is interested in whatever you're teaching, and they've opted in to hear more about it.
- **Keep Your Audience Engaged**
  - With webinars, your audience gets a voice. They can chat, vocalize opinions, asks questions, answer questions, and more. When someone is asking questions and chatting about what they're being taught, they're more focused and engaged by default.
- **Training & On-boarding**
  - They can help you train and onboard new employees in a 'fun' way – it's always better to explain important issues by talking rather than writing long-form text.

# Types of Webinars

- **Live video**
  - These are great for building relationships with customers or hosting a team meeting. It's very personal, and you can show the "human side" of your business in a professional way.
- **Slideshows**
  - These provide educational visuals to present your message to your audience.
- **Whiteboard**
  - You can use the whiteboard to better visualize more complex topics by drawing over charts, images, or mapping out various concepts from scratch.
- **Screen sharing**
  - Users can see exactly what you're doing and follow along.
- **Text chat**
  - Your audience can use the chat option to ask questions or answer yours. This builds the relationship between you and establishes your authority; when people feel seen by you it makes the connection stronger and keeps people coming back to you.
- **Polls**
  - A polling tool is something that will provide both you and your audience with stats and information, and can set it to be anonymous or public.



# *Digital Marketing Checklist*

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- Segment Email lists
- Set up a drip campaign
- Start a blog that incorporates transformed existing content
- Start a Bi-Weekly Newsletter
- Experiment with Facebook Ads
- Create a “welcome” video for your YouTube page
- Create a content calendar for social, blog, and email posts
- Optimize LinkedIn profiles for Staff and Board
- Start creating blog posts to be shared on social
- Determine if digital ads are in the budget
- Share you Case Studies and Blog Posts on Linked In, Email and Facebook
- Join Industry Specific LinkedIn Groups and join in the conversation
- Plan a budget for Facebook or Google Ads
- Be transparent in your facebook postings and offer a glimpse of your organization and it's people
- Develop a publishing schedule
- Set up conversion measurements
- Consider Partnerships
- Develop Lead Magnets and Downloadable Content