BUILDING A CULTURE OF DIGITAL ENGAGEMENT
WELCOME!

Your hosts:

Catherine Bryan (Navajo), First Nations Development Institute
Tom Elko + Leena Minifie (Gitxaala), Fourth Sector Consulting
What is marketing? What is digital promotion?
The easy definition of digital marketing.
WHAT WILL WE COVER TODAY?

● What is digital marketing?

● Identifying your audience on digital platforms.

● Approaches to engaging your audiences.

● Examples of campaigns and marketing.
DIGITAL MARKETING?

LET'S TALK ABOUT DIGITAL
WHAT CAN DIGITAL MARKETING BE USED FOR?

● Event Promotion
● Fundraising
● Sales
● Organizing + Awareness
● Advocacy
● Promoting Dialogue
● Membership/Volunteers
HOW CAN WE USE DIGITAL ENGAGEMENT?

Gather a group of like-minded individuals!

Build an audience.
It can be an extension of a community-based collective of people.
IDENTIFY YOUR AUDIENCE

● AGE
● LOCATION
● INTERESTS
● CULTURE
“Identify the nature of the change you seek”

- This is not philosophical.
  (Although it sounds like it.)
- What does it mean to keep your goals in mind?
- Identify uses of each social media type before committing.
Identify Action Needed From Audience

What do you want them to do?

- **Buy**
- **Share**
- **Ask**
- **Take**
- **Sign Up**
- **Give**
- **Join**
- **Change**
Climbing The Ladder Of Social Engagement With Influencers

- Assert Your Presence
- Establish A Rapport
- Create Value For Them
- Activate Them Through Initiatives
- Formalize Your Relationship

Created by Traackr
Understanding + Evaluating Investment

R.O.I. = Return On Investment

1. What is your measurable conversion?
Understanding + Evaluating Investment

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3. Where are the costs?
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R.O.I. = Return On Investment

1. What is your measurable conversion?
2. What is a conversion worth?
3. Where are the costs?
4. What are the returns?
Digital Approaches to Marketing

Targeting via Social Marketing

Content Marketing

Distribution
1. Is it worth it? And how will I know?
2. Free: Google Ad Grants, Craigslist
   Paid: Facebook and Twitter
Conversion Tools

-Sales platforms (eBay, Amazon, Craigslist, Shopify, etsy)
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-Mailing lists + CRMs (MailChimp, Google Groups & NationBuilder)
Examples:

Fundraising Campaign
(Art) - Project 562
http://www.project562.com/
(Environment) - Pulling Together Campaign
https://fundraise.raventrust.com/events/start-fundraising-now/e35077
(Event Promotion) - Santa Fe Indian Market
http://swaia.org/Get_Involved/Volunteer/index.html
(Event Promotion) - Unceeded Territories Opening
https://www.facebook.com/events/1147759678589040/
(Content Campaign) - HIV is not the end
http://hellocoolworld.com/hiv-not-end-world-poster-series

Ad Campaign
http://n7fund.com/
Project 562, by Matika Wilbur is the most successful Native American Crowdfunded Campaign. Fundraising can be used for engagement and marketing.
Guess what? Transport Canada’s online portal isn’t the most user friendly in the world (surprise!) – and the government seems to have done very little to let Canadians know it’s looking for feedback. That’s why we’re coming to you, Pull Together’s inner circle, because we know you’ll want to take this opportunity to counter their lobbying by speaking up about why a strong tanker ban is important.

Pull Together has raised money and asks people to fundraise for the cause on their own, and send in comments when necessary.
Sante Fe Indian market is the biggest Native American market. It requires hundreds of volunteers.

We are currently seeking volunteers for Winter Indian Market at La Fonda in December. It's going to be a fun and festive affair, and help is needed in many different areas.

Click here to download an application!
The highest attended exhibition opening at Museum of Anthropology in Vancouver, B.C.

Unceded Territories: Opening Party

Public · Art · Hosted by Museum of Anthropology

Tuesday, May 10 at 7 PM - 10 PM in PDT
about 5 months ago

Museum of Anthropology
6393 NW Marine Drive, Vancouver, British Columbia V8T 1Z2

About

Discussion

Write Post  Add Photo / Video  Create Poll

4.7K interested  1.9K went  3.1K invited
‘HIV is not the end of the world’ posters and book

"HIV IS NOT THE END OF THE WORLD" - POSTER SERIES

Project Description

We did a poster series for Chee Mamuk featuring portraits and quotes from First Nations People in BC living with HIV.

Client BCCDC Choe

Tags: Photography, Non-Profit Engagement, Digital Storytelling, Community Collaboration, Graphic Design, Health & Wellness

Help people recognize their strength to deal with HIV and AIDS within our community.

William, Tsimshian First Nations
Nike N7 supports Tribes and First Nations sports.
Communications Resources
THANK YOU!
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