Silicon Valley’s Marketing Playbook: 
Growth Hacking and Techniques to 
Leverage & Measure Outreach

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THIS ISN'T WHAT I WANTED.

I KNOW.

YOUR COMMUNICATION SKILLS ARE SO POOR THAT I GAVE UP TRYING TO UNDERSTAND WHAT YOU WANTED AND INSTEAD PUT SOME RANDOM NUMBERS ON A SPREADSHEET.

WHY DIDN'T YOU JUST ASK ME TO CLARIFY?! APPARENTLY YOUR LISTENING SKILLS NEED WORK TOO.
Listening
- Interviews
- Focus Groups
- Surveys
- Advisory Boards
- Hotlines
- Sprints
- Data Analytics

Talking
- Websites/Social Media
- eMail/eNews
- Videos/Animations
- Advertising/Direct mail
- Infographics
- Brochures
- Webinars/training
1. **Define Issue & Goals.**
   Identify key stakeholders. Develop Outreach Plan and messaging.

4. **Monitor and Fine-Tune.**
   Web stats, media/blog posts, subscribers, feedback from meetings & stakeholders. Prepare report with recommendations.

3. **Implement Public Education and Outreach.**
   Develop materials, get on agendas, upload to website, implement media/social media/eNews outreach. Partner with 3rd party champions.

2. **Engage Key Stakeholders.**
   Listen to understand needs and concerns. Fine-tune messaging. Solicit their assistance. Cultivate trusted local champions.
A process of rapid experimentation across marketing channels and product development to identify the most effective, efficient ways to grow a business.
Within one week of flyer uploaded to FEMA.gov:

- Link posted on DisasterAssistance.gov
- 9,896 members of relevant Yahoo Groups
- 74,205 “likes” on Facebook
- Re-tweets reaching 214,622 followers
- 39,012 (26% increase) downloads of FEMA Tech Guidance
Negative Media (Performance Measure)

<table>
<thead>
<tr>
<th></th>
<th>Year Before OPP</th>
<th>First Year With OPP</th>
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<tbody>
<tr>
<td>Oct</td>
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<tr>
<td>Jun</td>
<td>2707</td>
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</table>

Legend:
- Red: Year Before OPP
- Blue: First Year With OPP
Monitor & Measure (Tableau)
Some Tools for Communication

Hootsuite
Tableau
Moodle
Quandl
Meltwater
myMediaInfo
salesforce
Cvent
Box
VerticalResponse
RingCentral
Adobe Creative Cloud
Cision
Vocus
JotForm
Glip
Conclusion

- Have well-defined stakeholders targets and clear, measurable goals
- Creatively leverage partners and use data/software to achieve your goals on a shoe-string
- Talk less, listen more
Thank You!

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