MARKETING FOR AIDB
Chris Williams, CEO
Connecting With AIDB

www.aidb.org

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2018 State of Marketing
Where Should Your Focus Be?

Transition of the Internet

Website Design Company
Website + SEO = Success!

Digital Marketing Agency
WPO + Mobile = Success!
1. Share, Like, Promote, and Review!
2. Don’t just share... Create a conversation
3. Most Content Is short-lived these days.
Create Content With REAL Value

1 Nobody shares self promotion!

2 Consider yourself. What do you share?
What will a donation actually do? Tips, Recipes, News, Humor, Engaging Articles... Anything you think will benefit your friends, co-workers, and family.
How To Create Valuable Content

1. Make it simple, memorable, and applicable.
2. Create content that can be dissected across various platforms and reused 15 times.
3. If you can put a picture in their mind, you win!
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Catch Their Attention

1. Everything Beeps!
2. Thumbs Are For Swiping
3. Red Dots & Zero Inbox
4. You Must Be Captivating!
Think “What Do I Use?”

1. Research Before Buying
2. Learn Something Quickly
3. Become The Authority!
Does Your Time Make A Difference?

1. Absolutely! Nobody knows everything that’s happening.

2. You never know when a person is moved to donate, or share with an influencer!
Big Data is Made of People

1. Data driven strategies consist of people and are created by pixels.
2. Your shares enable AIDB to better target and connect with their audience.
3. Remarketing saves AIDB money!
But That’s SO MUCH Content

1. Create the anchor content
2. Slice, dice, and repurpose content natively
3. Thrive On Instagram
What You Should Do

1. Stop sleeping on social media & get engaged
2. Start making more video
3. Install your pixels, and get real about collecting & using data to advertise
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Thank You For Your Time!

Questions? We love to help, so please stay and talk!

sales@widenetconsulting.com  256-241-6112

www.WideNetConsulting.com  /WideNet