

WHEN IT COMES TO MARKETING,
NOTHING IS BLACK & WHITE

GRAY MATTER

THE HUMAN SIDE OF MARKETING

DEMYSTIFYING THE MARKETING FUNNEL

MARKETING MASTERY THROUGH
MEANINGFUL STORYTELLING

HOW TO WRITE A SOCIAL MEDIA POLICY

GRAY MATTER

GRAY MATTER, a marketing and advertising publication from A-Train Marketing Communications, Inc., is designed to share best practices for connecting with customers in health and human service-related industries.

At A-Train Marketing, our goal is to:

- provide the insight and tools needed to confidently approach a strategic marketing campaign for integrated care
- develop compelling messaging that reaches target audiences
- create loyal brand advocates
- deliver a quality customer experience at every point of contact
- build buzz on a budget

A-Train Marketing provides a unique approach to marketing that balances outstanding strategic and creative solutions, covering a comprehensive range of integrated marketing applications, including market research and strategic planning, branding, public relations, graphic design, print collateral, websites, digital and social media management, and advertising.

Contents

3 | MARKETING WITH A HUMAN TOUCH

4 | DEMYSTIFYING THE MARKETING FUNNEL

7 | OWN YOUR STORY

Expertly craft and market your brand through effective storytelling

10 | A-TRAIN GAMES FOR THE MARKETING BRAIN

12 | HOW TO WRITE A SOCIAL MEDIA POLICY

CONTRIBUTORS

Gretchen Gaede

Ryan Keiffer

Wade Corliss

Madison Tingey

Heather Haaland

Kerry Wicks

Hannah Hibbs

SJ Meyer

If you enjoy this copy of GRAY MATTER, please share your own thoughts, request more copies, or sign up for our newsletter.

125 S. Howes St., Ste. 502
Fort Collins, CO 80521

970.419.3218

ATRAINMARKETING.com

 /atrainmarketing

 /atrainmarketing



Marketing^{with a} Human Touch

By Madison Tingey

When it comes to mental health marketing, it's all about reaching people at the right time, in the right way. But, that's often easier said than done. As a healthcare provider, how can you ensure your marketing speaks to the ones who need you most?

The first step to truly connecting with those in need is to humanize your marketing and outreach. When people think of your brand, you don't want them to think of a stodgy, institutional environment, or feel like it's too difficult to find you. And you definitely don't want them to tie your brand to the stigma that so often comes with reaching out for help.

When they think of you, they should think of a welcoming, nonjudgmental organization that truly understands how mental health issues affect many of us. You want them to know that accessing care is a sign of strength, not weakness. When the audience feels this way about your brand, they begin to trust you and your ability to improve their lives.





Knowing what your audience needs to feel when they experience your marketing, can inform how to achieve that.

With healthcare marketing, and specifically marketing related to mental health, it's crucial to use real images that people relate to. Often, mental healthcare providers steer clear of using images of people who appear depressed, confused, or in crisis. Or, worse, they don't use images at all and rely on illustrations, cartoons, or icons to communicate the help and services they provide.

Keeping the reality of human emotion at bay is a natural by-product of approaching marketing with trepidation. This is due to an assumption that using playful graphics or images of happy people is more impactful, and creates a feeling of hope. While this strategy isn't necessarily wrong, it's important that organizations use a range of images that meet their audiences where they are.

For example, a man in crisis may respond better to an image of another man who appears to be in a state of worry, confusion, or isolation, because at that moment, this is what resonates with him. However, an image of a happy, healthy family may speak more to a woman who is overwhelmed and feeling like her family life is unraveling, as this brings her hope and encourages her to seek solutions. The key to humanizing your marketing is to be authentic and relatable to people across a variety of different situations, and in different contexts.

Another important aspect of humanizing your marketing is effective messaging. Think about the types of messages that will appeal to your audience. Honesty and truthfulness matter to those seeking help. Don't overcomplicate things and use analogies that don't resonate with your audience, just for the sake of being creative. Be real. Speak to people in a way that lets them know you really understand the challenges they face – from daily stress to substance abuse. And, remember to be concise and direct. Avoid the clutter and focus on the promise: what can you and your organization do to truly connect with the needs of the people who need you.

As a healthcare provider, people need to trust that you'll be there for them in their time of need. Build an authentic, compassionate brand, and your audience will respond.





Demystifying the **MARKETING FUNNEL**

By Ryan Keiffer & Kerry Wicks

Customer acquisition is a courtship. Brands are constantly challenged with attracting customers, converting them into qualified leads, and then executing sales. In the age of social media and online reviews, the relationship does not grind to a halt after the deal is final. Follow-up emails and relationship marketing tactics are opportunities to create brand evangelists.

Typically, most companies already have the tools to streamline their marketing funnel. The major shift is bringing that marketing funnel online. In the digital world, everything is trackable and measurable, allowing you to make more informed marketing actions.



Show, Don't Tell

The widest part of the marketing funnel is brand-awareness, where you draw in people who haven't heard of your brand. Marketing tools to increase awareness are based on education and information, the product, the service, and who you are. SEO strategy, blogs, and posts are where you put your brand's best foot forward.

Find and engage

Once your top-level digital marketing efforts drive your target audience to your site, there's a certain self-selection process that begins. Visitors coming to your site will drop off for a number of reasons – price point, not what they need – this is your bounce rate. An acceptable bounce rate will vary based on your industry and the volume of marketing and advertising you're doing, but it's important to keep track for your reference.

The next step is to engage your target audience using calls-to-action and lead capture forms, where you start to obtain information about them, their needs, and any actions you want them to take. You may want them to click the 'make an appointment' button, or submit their email to get an introductory packet.

It's important to keep in mind where your customers are in their buying process as you produce content for social media, your blog, and your website.

Closing the Gap

You might find that new leads need a fair amount of nurturing before they convert into clients. In an industry as personal as mental health, this isn't uncommon. This is where you maintain your circles of influence, and serve up information based on how your leads have interacted with your brand. As your leads move deeper into the funnel with more interest, take additional steps like reaching out with a phone call or offering a tour of your facility. There can be a dialogue to close the gap – you can ask your client what questions they have, and what other information they need to make their decision.

On the Other Side

Once you've closed the lead, the real work begins. This can be as simple as a follow-up call to the client. If you receive any negative feedback, view it as constructive. Identify pain points in your marketing funnel and make it smoother for your next round of incoming customers. These carefully cultivated relationships are a huge asset – customers provide data for you to improve current and future customer experiences. Acknowledging feedback also shows you listen, and that positive feeling creates brand evangelists that share their positive experience and encourages others to go check you out.

Own your Story.

**Expertly craft and
market your brand
through effective
storytelling**

By Kerry Wicks

We all love a good story. From the time we're little, sitting cross-legged on the patterned library carpet while a silver-haired lady uses puppetry to engage us with the story of The Poky Little Puppy, we're drawn to storytelling. Yet, as much as we love listening to a great tale, so few of us know how to effectively shape and share our own stories.



Story cravings don't dissipate as we grow up, though they certainly evolve. The story of your business, your organization and your brand is up to you to assemble. It's not your employee manual, your mission, your vision – it's all of the above, and then some. Your story is comprised of all you've done, and not done, as a company. Your products, services, patients, employees, company leaders, press releases, website, social media presence, or lack thereof...all share your story.

But, do they tell the story you want to be told? Are you capturing the hearts and minds of your audience? This is particularly important in healthcare fields and philanthropic organizations. Your emotional quotient needs to be skillfully controlled and shared with your audience.

It's your story, after all. You ought to direct it. Though an orchestra has many facets and players, there is always a conductor ensuring the musical story is brought to light as intended. Without the light waves of her baton, or the erratic air-striking during the climax of the story, the orchestra may share an entirely different tale with a Carnegie audience. It's highly unlikely the New York Philharmonic would allow Kim Kardashian or Bill Gates to hijack the baton and tell their story, nor should you.

Effective marketing, backed by all tiers of an organization, is one definitive way to ensure you're storytelling in a meaningful, purposeful way that showcases your unique sound. What do you want your audience to hear? How will they best hear it? What defines your brand (how do you want to be defined and what will be memorable and meaningful)?

Know & Own Your Story

Know your story and the message you want to convey – internally and externally. It's not enough for you, the CEO, or Marketing Director, to 'get it.' The entire organization must be in on the message and it **MUST** resonate with each of them. If not, erroneous chapters or paragraphs of your story will surface and confuse, and even put off your audience.

The tale of your organization is a sum of all parts. It's like reading a novel. You're deliciously into it after chapter one, and you simply can't put it down to go to bed on time each night because it's so fascinating. And then chapter two begins...and the tense changes. The font changes. The characters are different. You're in the future. What happened to the story? The second chapter was written by other authors, and you've lost trust that the story will realign to get you connected back to the characters you empathized with so greatly in chapter one. You feel duped. You put the book down. Similarly, if your organization's story changes on a dime, your audience will lose interest and ignore your brand, or worse, start to mistrust it.

Share Your Story

Once you discern your brand messaging, your organizational mantra, or your project's specific story, stay consistent and ensure all key players know, own, and live the same story. Then share it.

A foundational precept of superb storytelling, is to lure your target audience with an appeal to the heart, captivating your audience and allowing you passage into their minds.

Warm the heart, Convince the mind.

Think about Google. Would you like to work there? Probably. They continue to do a bang-up job weaving a colorful, warm, inviting story of an employee-friendly company culture and limitless possibility. How do they do this? They know that if they create a company culture that is employee-focused and customer-appreciative, their story will be shared in positive ways.

You may have the best story out there, but if you haven't ensured your audience wants to hear it, your storybook slams shut.

Many companies implement an emotional pull within their story that appears across their marketing and advertising. Recently, EXTRA gum has capitalized on this impactful marketing tidbit. With the musical backdrop of Haley Reinhart's rendition of the infamous Elvis song: "I can't help falling love with you," two young people enjoy a first date. With sweetness oozing out of every pore, the young man saves the wrapper from his date's gum and adorns it with an inked romantic doodle of them. He continues to do this throughout their relationship, secretly capturing 'their story.' The commercial ends with his presentation of framed versions of all the wrappers and his proposal. Gum enthusiasts around the world can buy any brand, but if they're romantic and appreciate the story (or know their other half does), they will buy EXTRA.

“A-Train's integrity, dedication, and expertise in behavioral health marketing has made them a top-notch partner for Community Reach Center. Their ability to take broad concepts and create impactful design and captivating messaging has helped us shape a new, exciting level of brand awareness in our community.”

Deborah Obermeyer
Director of Community & External Relations
Community Reach Center

Know Your Audience

Your audience is unique. Tell your story with them in mind. Reach their hearts, so their minds will engage with your message. If you're creating a brochure for families of Alzheimer patients, be cognizant of their sensitivities and needs as they transition into caregiving for their loved one. Ultimately, using storytelling can help mental health be more relatable, personable, and lessen stigma, connecting your audience with your brand.

In the end, your story, is more than words. Shakespeare would even say it's that "you have more than you show, and speak less than you know." Shape your story, own it, and share it with heart. When you do this, few words may be needed – your story, your people, your brand, your essence, speaks for itself.

A-Train Games for the Marketing Brain

Quiz

Is your marketing getting the job done?

Marketing can be a significant investment for companies. How do you know if it's working? Is it setting your company apart?

Take this quiz to find out!

Answer the following questions:

	Yes	No	Don't Know
1. Is it easy for your website visitors to find what they're seeking?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Have you defined your target audience and what you want them to do on your website?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Do you offer anything of value on your website for visitors (content, education, offers, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Do you participate in social media?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Do you regularly add new content to your website?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Does your brand use a variety of media, such as photos and videos?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Is your website responsive and does it display well on tablets and phones?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Do you have a blog to feed optimized content on your website?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Does your company website come up when searched on Google?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Is your brand consistent across all platforms?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Do you have multiple advertising strategies?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Do you struggle with creativity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Are you networking and keeping your competitors close?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Do you feel lost and confused when it comes to marketing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Do you understand the quiz you just took?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SCORING

Add up all your "yes" answers, then compare to see how you did!

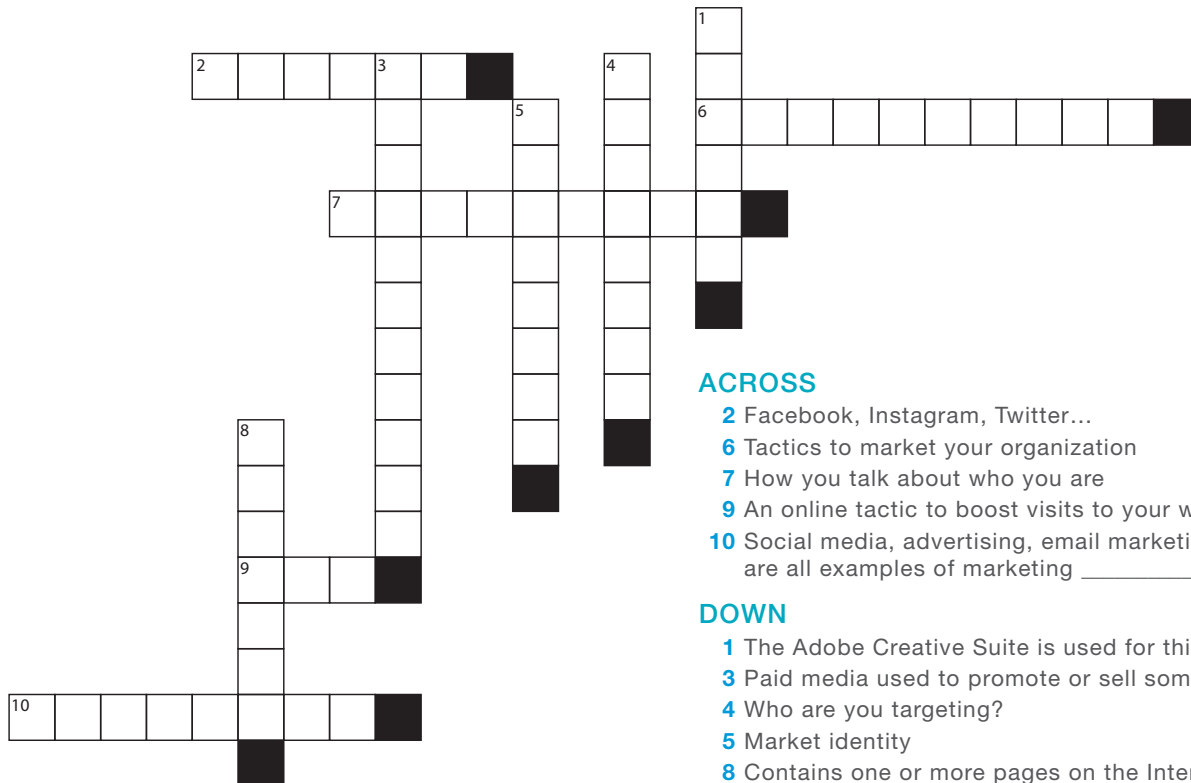
If you had:

- 15:** Great job! You're doing fantastic!
- 10 to 14:** Very good! You're almost there – keep up the good work.
- 5 to 9:** You're off to a good start, but there's room for improvement.
- 1 to 4:** Consider stepping up your marketing game. Get some help and call an agency like A-Train Marketing.

“We have higher quality, more effective marketing than ever before because of our partnership with A-Train Marketing. Their knowledge and expertise guided us smoothly through our re-branding process from beginning to end.”

Gwen Ferguson
Public Information Coordinator
Solvista Health

Crossword Puzzle



ACROSS

- 2 Facebook, Instagram, Twitter...
- 6 Tactics to market your organization
- 7 How you talk about who you are
- 9 An online tactic to boost visits to your website
- 10 Social media, advertising, email marketing, etc. are all examples of marketing _____

DOWN

- 1 The Adobe Creative Suite is used for this
- 3 Paid media used to promote or sell something
- 4 Who are you targeting?
- 5 Market identity
- 8 Contains one or more pages on the Internet

Wordsearch

W	O	E	L	T	K	C	J	D	U	W	P	M	E	T	Z	M	W	Z	Q
S	W	Y	U	I	K	T	Y	T	K	Q	Z	A	K	W	J	Q	D	P	J
E	I	Z	Q	H	N	O	G	T	L	A	K	R	K	U	Y	A	W	A	O
K	C	C	B	X	U	K	S	W	D	E	Z	G	K	S	G	S	W	Q	X
S	C	R	V	T	Z	E	E	M	X	Z	I	A	I	X	P	U	D	M	J
I	H	P	U	L	R	W	C	D	F	L	J	T	K	K	V	Q	L	X	W
Z	G	B	X	E	B	O	Y	P	I	E	K	S	P	P	K	A	E	D	F
R	E	A	T	I	G	L	F	X	A	N	G	N	I	S	O	H	U	V	Y
G	V	N	T	E	R	L	T	I	R	N	P	I	Y	Y	S	C	F	U	I
F	I	S	I	H	K	O	W	K	O	J	F	C	P	G	U	D	Q	B	V
P	R	N	X	Q	S	F	G	J	M	I	F	M	G	Y	P	P	G	B	E
M	D	A	H	I	A	A	X	B	X	R	Z	S	K	B	N	M	I	Q	T
C	X	P	Z	X	K	V	H	X	F	K	N	F	A	C	E	B	O	O	K
G	C	C	H	N	O	S	D	A	E	U	G	K	W	Q	N	B	R	F	X
P	F	H	R	E	T	T	I	W	T	O	T	I	O	Y	S	D	J	D	N
U	D	A	T	F	F	V	C	C	L	B	X	F	A	S	V	X	P	E	E
X	U	T	K	S	F	R	S	B	W	Q	T	R	P	W	A	B	C	P	Q
E	C	S	V	F	M	F	U	G	S	V	H	B	Y	K	W	M	G	D	C
X	Z	F	H	B	M	W	A	B	E	H	S	N	O	D	I	G	V	G	P
X	M	J	H	E	I	K	R	R	R	T	Q	Z	T	B	L	W	L	X	F

WORD BANK

BLOG
HASHTAG
PINTEREST
YOUTUBE
FACEBOOK
INSTAGRAM
SNAPCHAT
FOLLOW
LINKEDIN
TWITTER

CROSSWORD
ANSWERS
ACROSS
DOWN
1 Design
2 Social
3 Advertising
4 Audience
5 Branding
6 Strategies
7 Messaging
8 Website
9 SEO
10 Channels

how to
write a

#SOCIALMEDIA

policy

You did it!

You're dipping your toe into the pool of social media. Now, you have a platform where you can interact with your organization's audience on a more personal level. The added complexity of HIPAA makes it a bit harder for mental and behavioral health organizations to be social, so you'll need to provide guidance with policies and procedures to help set some ground rules.

Step 1:

Step 2:

Step 3:

Build an Internal Policy for Your Employees

- Write up general guidelines that you'd like employees to follow (e.g. be respectful, comply with copyright and fair use laws, don't share confidential information, etc.).
- Include an official policy statement, purpose, and provisions (requirements for organization-hosted pages, pages not hosted by the organization, etc.).
- Consider how negative comments and interactions from users that are in crisis should be handled by the organization. Put a process in place to ensure that things are handled quickly and efficiently.
- Add a list of FAQs to explain how employees should approach certain situations.

Create a Non-Employee Policy, Host it on Your Website, and Share it

- Write a statement that says your organization reserves the right to remove sensitive content from its social media pages and that the policy may be updated at any time. Use of the organization's social media pages means the user is accepting the policy.
- Include a statement about how offensive content posted to the page will be handled. Let users know they should respect the privacy of others, and that they should not post personal health information about themselves or others. All copyright laws should be respected.
- Let users know that information posted to the organization's pages should not be viewed as medical advice.

Get Approved

- Run the policies by your organization's leadership. Are there any inaccuracies? Is there anything missing? Does anything need to be removed?
- Make sure that you have a legal representative review the policy to protect your organization.

