

IMHA

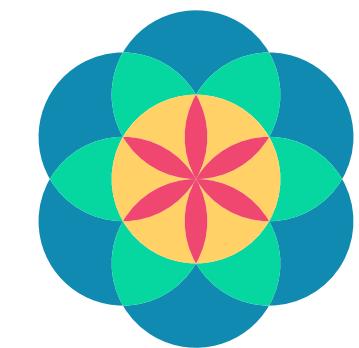
Campaign Book

7 Story Marketing

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IMHA

Situation Analysis

Introduction



International Mental Health Association

Website: <https://imha.ngo>

As a relatively new organization, IMHA is looking for a new brand, website, and marketing strategy. Our first step in this process was conducting a Situation Analysis. By conducting this analysis, we set out to understand IMHA better and build a solid marketing strategy based on our findings. We believe that this research is key to moving IMHA from their current business state into their desired business state. The focus of our analysis includes identifying opportunities and challenges by considering what IMHA is doing and what other organizations in the mental health space are doing.

Overview

What is the International Mental Health Association?

Founded in 2020, the International Mental Health Association is a nonprofit whose mission is “to build a healthier world through collaborative innovation.” The organization attempts to bring a larger knowledge and capacity for understanding mental health by partnering with different communities around the world. While the group was founded and is run by many clinical therapists, IMHA is not a clinical therapist group.

What is their history?

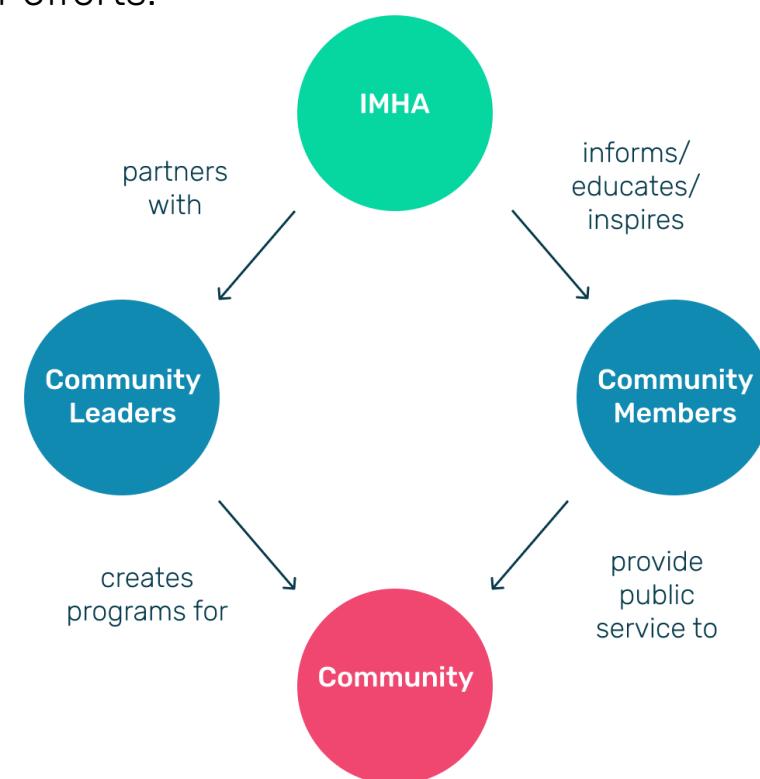
IMHA currently has 9 staff members and 3 board members. A relatively new organization, IMHA is still determining their specific marketing goals and KPIs. They do not have a history of marketing success that they are looking to replicate.

What programs does IMHA offer?

Some of IMHA's programs include The Blue School, We Live For Us, Kind to Your Mind, MindMatters, and Chapters & Connections. The Blue School operates with The Tech Academy and works to introduce students to an entrepreneurial spirit. Kenya-based program, We Live For Us, focuses on educating young people on mental health and emotional strength. Kind to Your Mind was created with teaching fellows who were concerned that mental health of their young students suffered during the 2020 Covid-19 lockdown. MindMatters is a Bangladesh initiative that raises awareness of mental health issues via social media campaigns. Chapters & Connections is a “global mental health book club.”

Target Audience

The nature of IMHA's scope allows them to be an organization whose resources and education are accessible to anyone and beneficial to everyone, which is why it has been challenging for them to identify a specific target audience. However, an analysis of IMHA's current communication strategies, follower base, and main stakeholders reveals that the audiences with the greatest impact on IMHA's pursuit of their mission are those with the drive to provide public service to their communities and others. Whether this public service is as minor as a community member passing on information and resources to their own community, or as major as a community leader driving social change through outreach initiatives, these are the audiences that IMHA largely caters to because they are the ones who can work with IMHA to expand their efforts.



Demographics

- 25 - 45 years old
- College or graduate-level education
- Community leaders, educators, social workers, etc.

Psychographics

- Comfortable in virtual spaces
- Passionate about public service
- Prioritize mental health awareness and education
- Friendly, outgoing, empathetic

Primary Persona

Secondary Persona

Ada Mwangi



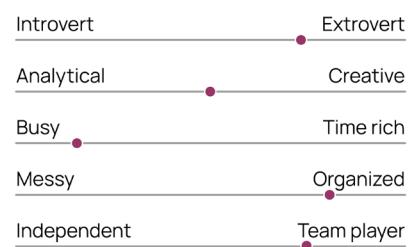
AGE 32
EDUCATION Masters in Education
OCCUPATION Academic Director
LOCATION Nairobi, Kenya
TECH LITERACY High

“ There's always more to learn, and there's nothing I love more than passing on my learning to those I teach.

Behavior Traits

Patient Trustworthy
Empathetic Collaborative

Personality



Bio

Ada has been an educator for over ten years and is passionate about helping others, particularly youth as she believes that their education is the key to their successful futures. Since completing her Master's degree abroad, she has searched for ways to incorporate the value of international collaboration in her own community. She is deeply aware of the importance of mental health awareness and education, especially for the youth that she teaches, but lacks the knowledge and tools to foster this awareness in her community on her own.

Goals

- Provide a safe space to her students where they can express themselves and grow as individuals,
- Foster a foundation of mental health awareness and education in her community.
- Make education accessible to the underprivileged and at-risk youth in her community.
- Foster a multicultural learning environment that prioritizes diversity and inclusion.

Frustrations

- Stigma surrounding mental health and mental illnesses is still heavily present in her community.
- The funds available for educational programs are limited.
- Lack the resources and manpower necessary to enact large-scale initiatives.

Ignacio Rodriguez



AGE 27
EDUCATION Bachelors in Social Work
OCCUPATION Social Worker
LOCATION Chicago, Illinois
TECH LITERACY High

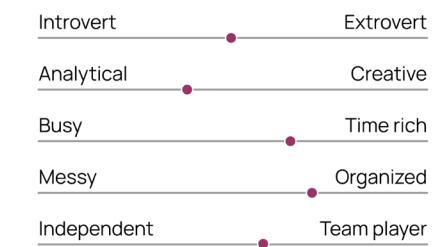
Bio

Ignacio has been involved in social work for the city of Chicago for over five years and feels fulfilled by any opportunity to provide public service to those in need. Having had personal experience with the foster care system in his youth, he understands the importance of outreach programs for improving the lives of those in underprivileged communities. While he has a successful career as a social worker, he is always looking for more ways in which he can make the world a better place for those both inside and outside of his own community.

Behavior Traits

Perceptive Resilient
Empathetic Dependable

Personality



Goals

- Dedicate his free time to improving the lives of those in need.
- Become more informed about mental health topics and share this education with others.
- Connect with people who are also dedicated to public service and work together to enact social change.

Frustrations

- The systems currently in place can often times work against the people they are meant to aid.
- With so much information circulating on the internet, it can be difficult to pin point the resources and initiatives that are truly credible and trustworthy.
- One person's public service efforts can only go so far without organizational backing.

Consumer Trends

According to the World Health Organization (2021), “depression is a leading cause of disability around the world and contributes greatly to the global burden of disease.” The amount of people suffering from depression or anxiety has increased roughly 50% to over 600 million people since 1990, despite exploding antidepressant usage in OECD countries (Global Wellness Summit, 2017). As such, the health and wellness industries have seen significant shifts in consumers’ prioritization of their mental health and mind/body connectivity (CB Insights, 2021).

Mind/Body Technology: There are now added expectations for fitness technology to help users with their own well-being by keeping track of their sleep, mood, and stress levels.

Employee Mental Health: 2020’s shift to work-from-home normalization has brought employee mental health and work/life balance topics to the forefront.

Telehealth: At-home wellness solutions have become not only normalized, but crucial for consumers since the start of the COVID-19 pandemic.

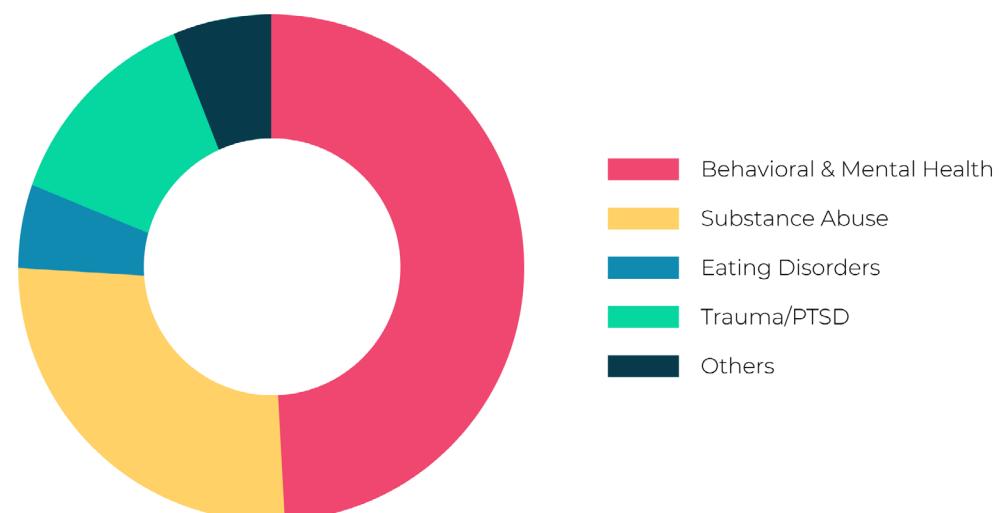
Psychedelics for Mental Health: Stigmatized drugs, like MDMA and psilocybin, are rising in profile as mental illness treatment options due to recent promising clinical trial results. The increasing decriminalization and legalization of these drugs may soon lead to public acceptance and normalization of psychedelic usage in controlled, medical settings. (Rosenbaum, 2021)

Industry Analysis

Industry Trends - Perception & Technology

The healthcare industry has evolved over time due to innovation and continued research resulting in improvements to each of the traditional disciplines like rehabilitative, diagnostic, and primary care. In addition, the once forgotten mental health care category is now one of the largest growing disciplines within the healthcare industry as changes in societal norms and access to resources become more prevalent. This shift in perspective has allowed for individuals and organizations to advocate for those that suffer and opened the door for resource groups like IMHA to create a new path to healing.

US Behavioral Health Market Share, By Type, 2020



Industry Analysis

In regards to the mental health care industry, the increased awareness and acknowledgement of common mental disorders and their intersectionality with socio-economic factors has shined a light on the once silent killers that many face in their everyday lives. The need for awareness in society and the ability to leverage technology has created a trajectory for the mental health care industry to reach new limits. According to a report published by Allied Market Research, "the global mental health market generated \$383.31 million in 2020 and is estimated to garner \$537.97 million by 2030" (Global Newswire, 2021). With 1 in 5 American adults currently living with a mental illness, many people are left searching for resources. The societal shift in attitude toward metal health being a top priority has made this industry an essential aspect to individuals' overall wellbeing.

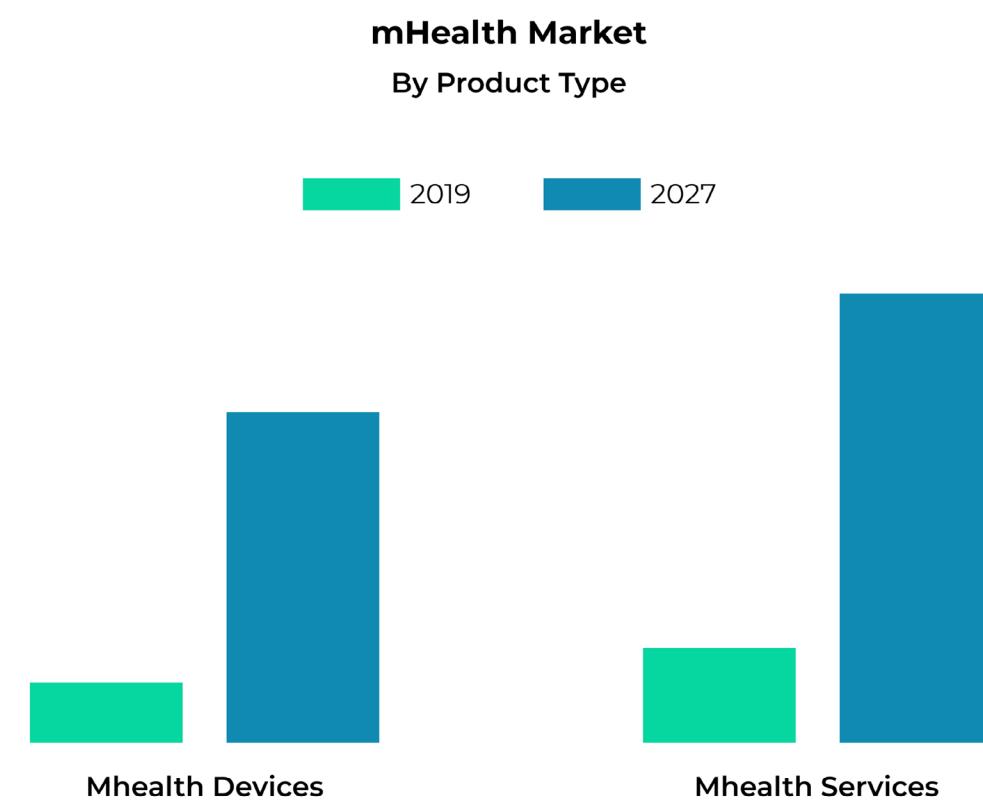
What is interesting about the changes in the industry is how people are choosing to find help – through community-based tech driven resources. Considering the innovation in using technology to connect individuals with certified practitioners, the opportunities are endless when it comes to creating lasting change and access for all.

"The Mobile Health (mHealth) market accounted for \$46,048 million in 2019, and is expected to reach \$230,419 million by 2027. The major factors that contribute toward the growth of the mHealth market include rise in prevalence of lifestyle disorders, integration of wireless technologies with portable healthcare devices, technological innovations, and favorable government initiatives.

Industry Analysis

Moreover, affordability of smartphones and rise in adoption of mHealth among medical professionals boost mobile health market growth" (Allied Market Research, 2020).

Additional opportunities for growth within the industry are due to decreased stigmas in asking for help and governmental funding. On the contrary, the threat still remains from the lingering negative perception of the effectiveness of support services.



Industry Analysis

Macro-Environmental Factors: PESTLE

Political

Governmental factors related to the mental healthcare industry consist of budget allocations, rules and regulations, and the ability to provide access to all individuals who need help. Politically, human rights are at the forefront of every debate as it concerns infrastructure and adverse economic outcomes.

Economic

The cost of mental healthcare is simply not an option for a lot of individuals, and unfortunately there is a direct correlation to poverty and other economic outcomes that come from untreated mental disorders. "Poor mental health in childhood and adolescence increase the risk of poverty" (Commonwealth, 2021).

Social

One of the largest factors that affects the mental healthcare industry is societal norms. There are three main approaches that have been used to improve mental health in low and middle-income countries: prevention, de-institutionalization, and development that increases access to healthcare (Commonwealth, 2021).

Industry Analysis

Technological

As stated previously, the industry trend is community-based resources utilizing technology; app-based telemedicine has started to become the norm. "Mental health services are growing at a remarkable rate, as favorable policies are being implemented on both the federal and state level. There is also a shift in the trend of adoption for telehealth-based treatments" (Fortune Business Insights, 2021).

Legal

People with mental health disorders deserve respect just like everyone else. There are laws in place to protect those who suffer from mental illness pertaining to liberty and autonomy, community inclusion, access to services, and privacy (MHNational.org, mental health rights, 2021).

Environmental

There are two types of environmental factors when exploring the mental healthcare industry. Physical factors contribute to mental illness by affecting a person's biology or neurochemistry, which increases the chance of developing a disorder. "Physical environmental factors include poor nutrition, sleep deprivation, smoking, extreme weather conditions, or exposure to toxins during childhood. Social environmental factors refer to "socioeconomic, racial/ethnic, and relational conditions that may influence a persons ability to cope with stress" (Alliant, 2021). This may include a lack of social support due to social stigmas, history of abuse, early loss of a parent, or a lack of meaningful work/hobbies.

Competition Analysis



Competitor 1

United for Global Mental Health
Website: <https://unitedgmh.org/about-us>

Mission Statement

We exist to support and unite the global effort to promote mental health and are experts in getting significant results. Our team is passionate about conveying the urgent need for action and driven by a vision of a healthier, more productive and kinder world.

Target Audience

Instead of targeting individuals struggling with mental health, UMGH targets campaigners, practitioners, national organizations, businesses, funders, researchers, governments, and international bodies.

Social Media Platforms

Instagram: <https://www.instagram.com/unitedgmh/>
Facebook: <https://www.facebook.com/unitedgmh>
YouTube: <https://www.youtube.com/channel/UCtpFVw2Xs02Xs91KzgmyCkw>
Twitter: <https://twitter.com/unitedgmh>

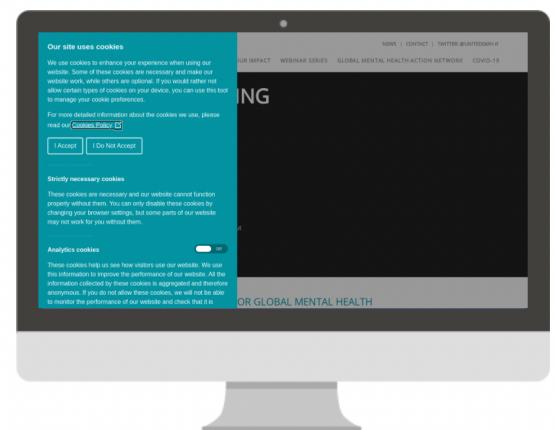
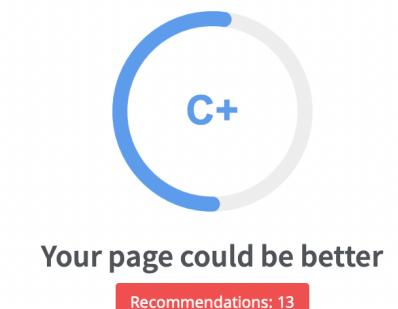
Competition Analysis

Branding

The UGMH branding is eye-catching, appealing and consistent. The main color palette includes a colorful, bright gradient. The brand is recognizable and used consistently on the UGMH social media platforms.

Search Engine Optimization (SEO) Analysis

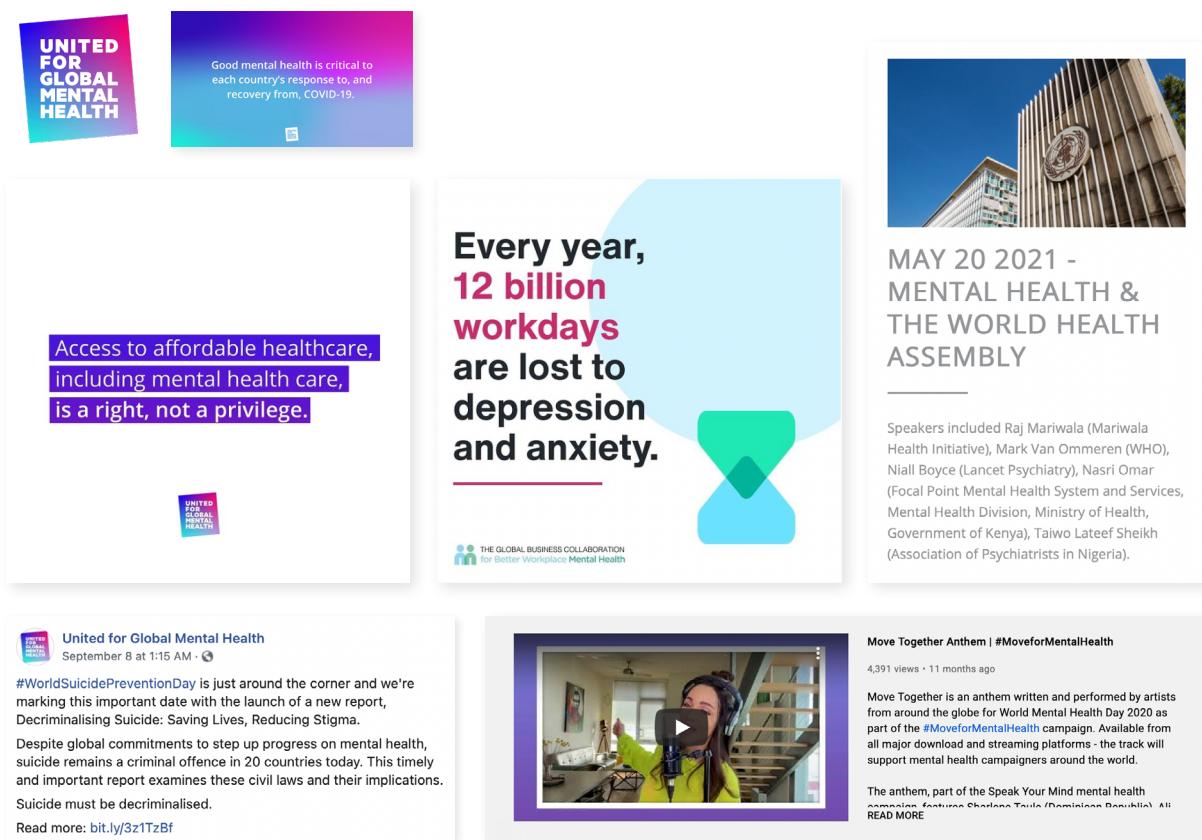
The UGMH site was analyzed using SEO Optimizer. The SEO tool gave this website an overall score of C+ with the lowest ranking coming from the performance category. SEO Optimizer recommends reducing file sizes, improving the server response time, and adding meta-data to the site description.



Competition Analysis

Content Strategy

The UGMH content strategy includes providing value, education, and information to its audience. On Instagram, UGMH uses quotes from various professionals, facts, and tips. Overall, it does a great job of bringing awareness to mental health issues and showcasing their relevance. UGMH titles their YouTube channel, "Speak Your Mind." The "Move Together Anthem" video had over 4,000 views. The #MoveForMentalHealth campaign was their most successful YouTube campaign.



Competition Analysis

Competitor 2



Movement for Global Mental Health
Website: <https://www.globalmentalhealth.org/>

Mission Statement

MGMH aims to improve services for people living with mental health problems and psychosocial disabilities worldwide, especially in low- and middle-income countries where effective services are often scarce.

Target Audience

MGMH targets individuals and families affected by mental health problems, health care providers, activists, decision makers and researchers worldwide.

Social Media Platforms

YouTube: https://www.youtube.com/channel/UCL_Pz1_LZkcp-DqP0ijkc4AA
Facebook: <https://www.facebook.com/TheMGMH/>
Instagram: <https://www.instagram.com/mgmentalhealth/>

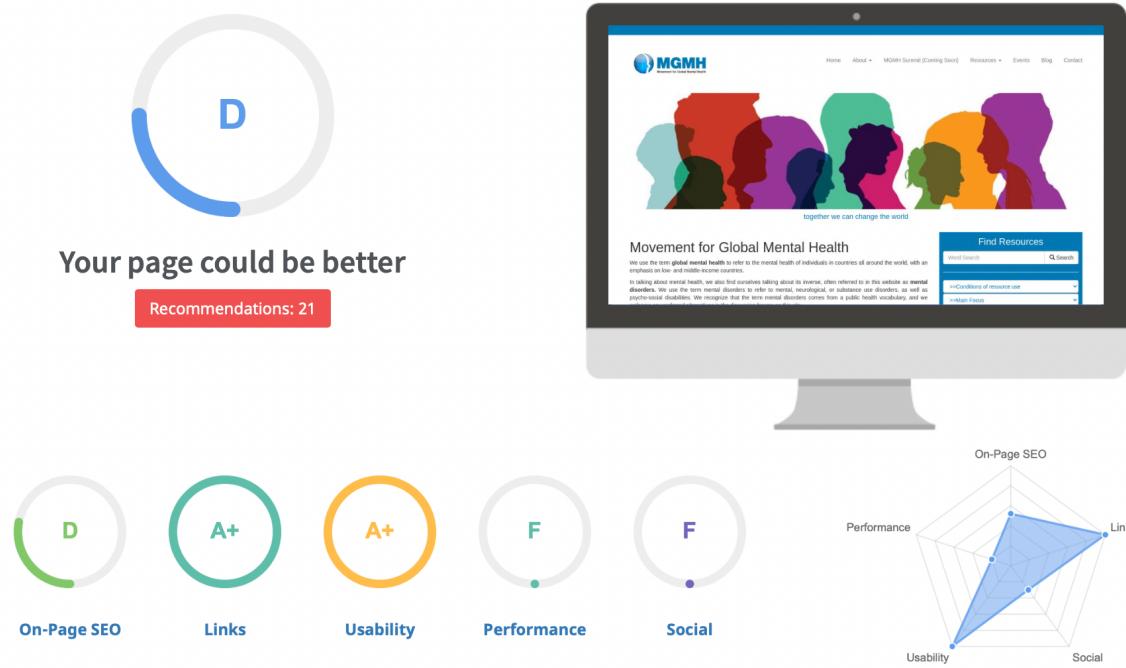
Branding

MGMH has a logo and color palette, but the branding across social media platforms is inconsistent. First, the Facebook logo color does not match the blue on the website. Also, it doesn't seem like social media graphics are designed using a brand guide.

Competition Analysis

SEO Analysis

The MGMH site was analyzed using SEOptimer. The SEO tool gave this website an overall score of D with the lowest ranking coming from the on-page SEO, performance, and social categories. When visiting this website, I noticed that the social media links were not available. Since MGMH is active on social media, these links need to be added.



Competition Analysis

Content Strategy

MGMH is present on Facebook and Instagram, but they do not seem to have a content strategy in place. Most of their posts promote upcoming webinars, but they have not been consistently posting in 2021.



Communication

Communication Situations

IMHA communicates and interacts with their audience mainly through the use of their website, various social media platforms, and occasionally email. They also have a newsletter on their website which doubles as a blog.

Communication Goals

A few goals IMHA expressed for their communications are:

1. To perfect their 30 second pitch on “what they do.”
2. To come off as welcoming, friendly, safe and inclusive.
3. To do as much good as possible while “doing no harm”.
4. “To communicate safety, coming home, coming back to self, a welcoming community.”

How the Organization reaches the public

IMHA reaches the public through their social media platforms and newsletter. This newsletter often spotlights partners and mental health projects created by other organizations. This newsletter also serves as a blog on their website. As an agency, we need to determine who this is sent to and at what cadence.

Communication

Positioning

IMHA is a global organization. This means they are communicating with a global audience that is not limited to one region, culture or language. IMHA does not like to call their competitors by that name, but there are a few other organizations listed in the Competition Analysis that do what they do.

Branding

As a brand, IMHA wants to come across as natural and authentic. They want their brand to be “simple, bright, and natural looking.” Representatives from IMHA said, “we hope our brand communicates passion for mental health and an inclusive, welcoming environment.” The organization wants their healing nature to come across in their branding.

They like the roundness of their current logo, and the whole team also likes the color blue. IMHA wants to incorporate additional colors and also challenge what is deemed professional. One example that they want to stay away from is the Mental Health America logo. This logo comes off as too intense and serious. IMHA is looking for something more positive and uplifting.

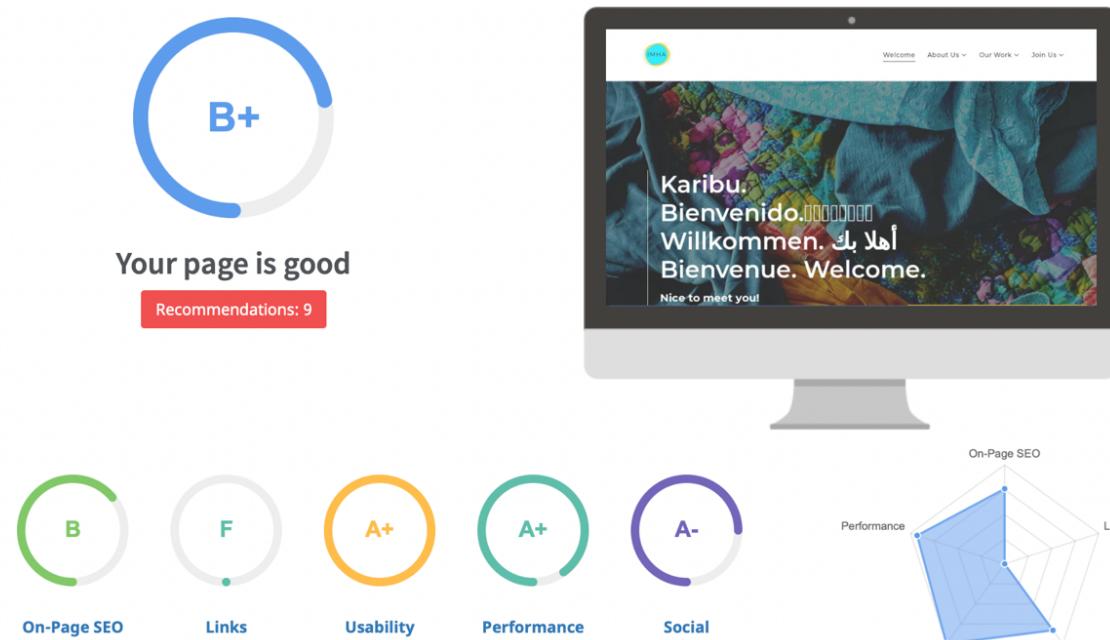


Communication

Current SEO

A strong SEO strategy is important for any brand looking to grow their following. SEO aims at “increasing website exposure as well as customer interaction” (Importance of SEO and SEM in Digital Marketing, 2021). Some advantages of SEO are cost-effectiveness, long-term online exposure and a higher click-through-rate (CTR).

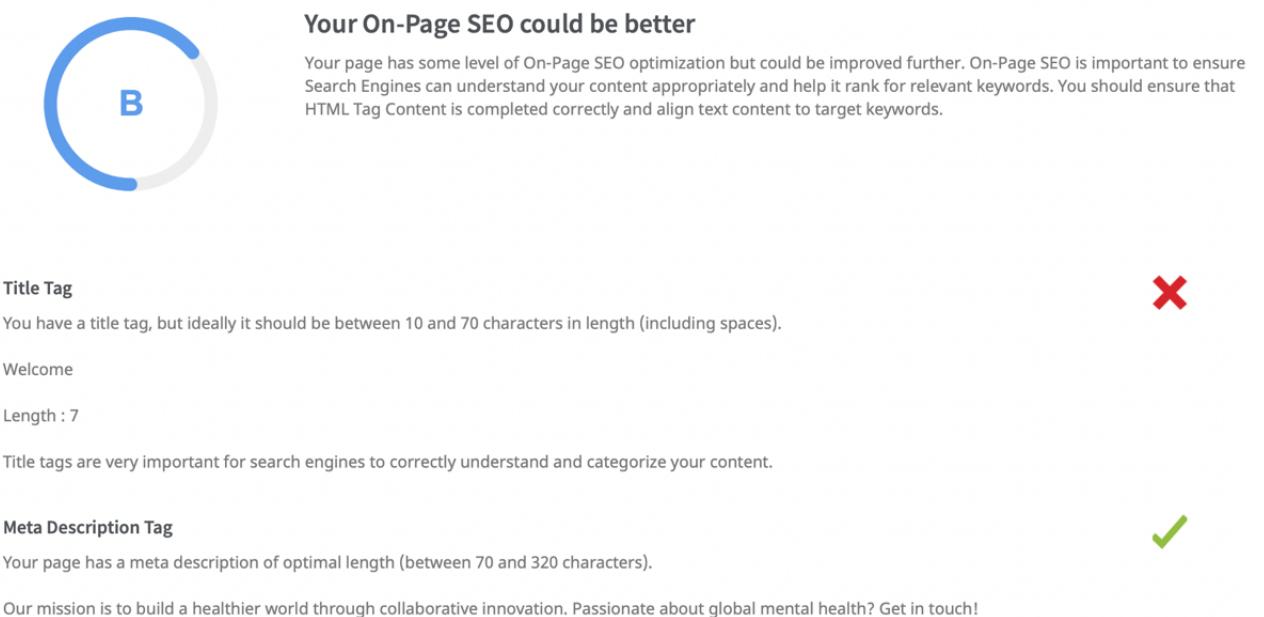
To better understand IMHA's SEO, the site was analyzed using SEO Optimizer.



Communication

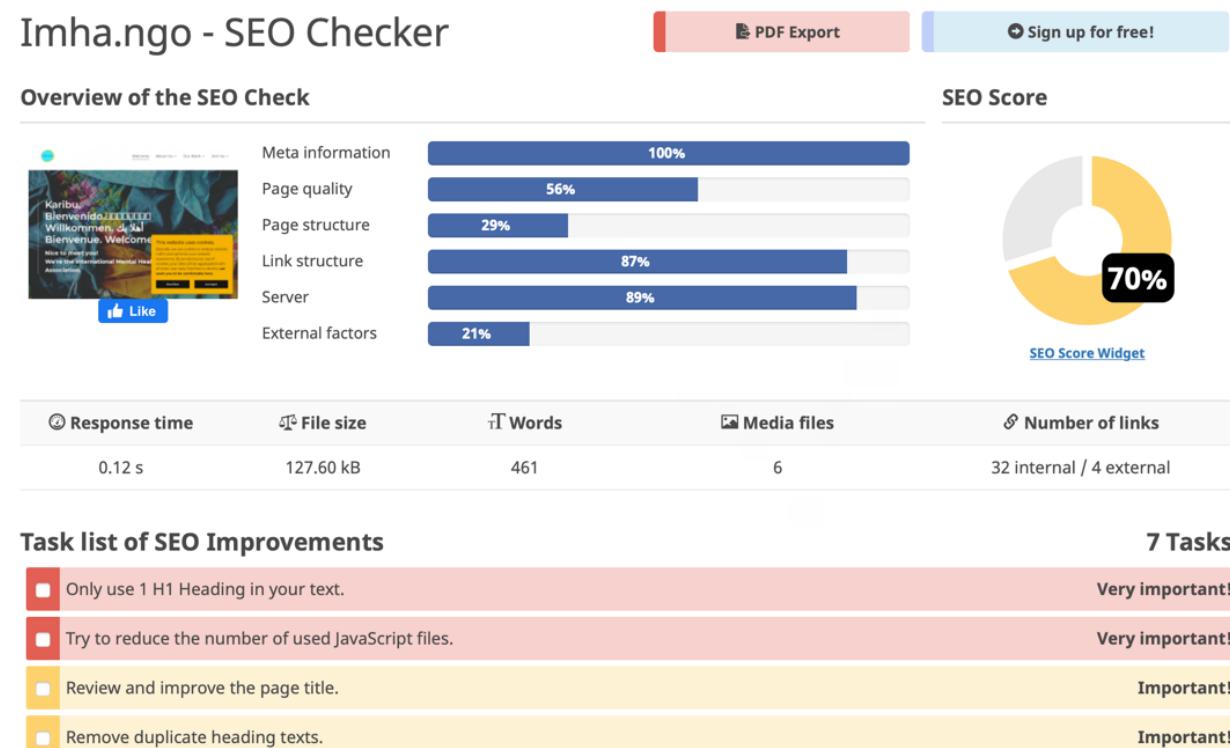
This analysis points out that the major item to be improved for stronger SEO is the title tag: Welcome. While this welcome message on the homepage of the site is warm and inviting, it may be causing issues with the site's SEO as search engines may not be categorizing the content correctly.

To better evaluate the current SEO of the organization's site, an additional evaluation tool was used, SEOability. The key concept in common is that the welcome heading is the main SEO improvement needed.



Communication

"Since users search keywords of their use instead of the names of the organizations, it becomes important for the business organizations to take up top positions in search engines results" (Matta, Gupta & Agarwal, 2020). However, even when searching IMHA's name, users still face difficulty in finding this organization through search. When searching the brand's abbreviation "IMHA," this organization is nowhere on the first page of the search as IMHA also stands for Immune Mediated Hemolytic Anemia. Even when searching the full name of the organization, the brand's website is not one of the first to pop up by search. With stronger SEO, IMHA can increase their organization's exposure and have improved awareness of their cause.



Communication

Social Media and Online Presence

[Website](#) - [Instagram](#) - [Twitter](#) - [LinkedIn](#) - [Facebook](#) - TikTok

In the branding class form, the IMHA team rated the content posted as the strongest aspect of the brand's social media. The items that were flagged as needing some improvements were engagement and the username (@teamimha).

On Instagram, IMHA typically focuses of six types of posts:

1. Reels – for Mental Health information or updates
2. Recruitment information
3. Mental Health quotes from various teams and partners
4. Project and activity updates
5. Special days / months (i.e., Pride Month)
6. Upcoming events or opportunities

These categories of posts stand out on the brand's social platforms. With using so many different colors and creative styles, there does not seem to be a consistent creative direction to tie all of the posts together. The content posted on the brand's social media platforms is powerful, however one area to work on is packaging the content in imagery and visuals that are enticing to look at and draw people in. By creating a cohesive and consistent look, we can improve engagement across all platforms.

Communication

Engagement can be increased by using a CTA more commonly throughout the social platforms. For example, when posting mental health quotes ask the audience in your caption to share some of their favorite quotes, or ask them how the quote shared makes them feel. Asking your audience questions on social media or calling them to do something will drive up engagement and lead to increased following and awareness.

On any platform, IMHA can greatly increase engagement by:

1. Asking a question
2. Encouraging user to leave a comment
3. Asking for their thoughts

While it is great that this username is cohesive across all social platforms, it may be beneficial to workshop some new possible names to better portray what the brand is about. When searching “mental health” on Instagram, IMHA does not come up at all. One suggestion would be to at least change the name on the social platforms to the brand’s full name “International Mental Health Association” instead of simply “IMHA.” By including “mental health” in the name, IMHA’s platforms will have increased visibility and engagement when users are searching about mental health.

Future Suggestions – Three suggestions to improve IMC:

1. Strengthen SEO: In both the website and on social media
2. Use CTAs in social posts to increase user interaction
3. Sharpen the brand look and feel to be consistent yet enticing across all platforms

SWOT Analysis

S	W	O	T
Strength	Weakness	Opportunity	Threat
Capacity building Community-based programming Diverse environment and global engagement	Limited small team Not widely known or recognized Unclear brand identity and low marketing involvement	SEO and website optimization Increase social media engagement Properly communicate and align brand identity Increase vendor funding and donations	Larger established competitors Lack of funding

SWOT Analysis

Strength

IMHA's main activity is capacity-building. According to the United Nations, "Capacity-building is defined as the process of developing and strengthening the skills, instincts, abilities, processes, and resources that organizations and communities need to survive, adapt, and thrive in a fast-changing world" (n.d.). IMHA focuses on educating communities on mental health. The organization works with other organizations on special projects like We Live For Us In Kenya. Another strength of IMHA is its diverse environment and global engagement. The organization has worked in several countries, not only in the United States. The team has an international partnership with organizations in Bangladesh, Kenda, Uganda, and Zimbabwe.

Weakness

One of IMHA's weaknesses is the limitation on marketing. The team consists of nine members: each individual focuses on a specific mental health sector, limiting resources on branding and marketing. There are several mental health organizations around the world, some older than others. IMHA, on the other hand, is reasonably new. It was established at the beginning of the COVID-19 pandemic. The organization has seen steady growth throughout the past year, but it is small compared to its competitors.

Opportunity

There are several opportunities to increase IMHA's visibility. First, SEO optimization can help IMHA's ranking. If users search for "international mental health," IMHA does not appear on the first page of search results.

SWOT Analysis

The organization is also quite different from its competitors, and the current website does not translate what IMHA is or the service they provide to other countries.

Another opportunity is to enhance the website into a space where it well represents IMHA. Another opportunity that goes hand in hand with the website update is social media engagement. The organization can refresh and engage more with the audience and showcase what IMHA does, such as current projects. One of IMHA's main concerns is whether their mission is communicated well in their branding. In other words, is the branding representing what the organization is about. There is a disconnect between the branding and IMHA's mission and an opportunity to better align their brand identity. To further push the subject on opportunities, IMHA relies on investor funding. Enhancing IMHA's branding, website and communication can make the organization more appealing to investors.

Threat

One known threat of IMHA's is their competitors. As previously mentioned, IMHA is a new mental health organization. Brand awareness is minimal; however, it's a crucial step in the marketing funnel. Brand awareness refers to people's ability to identify a brand. Thus, losing the visibility to a potential investor for funding. Funding is an essential aspect of non-profit organizations. Non-profits are legal entities focusing on public or social causes. IMHA, like any other non-profit, relies on investor fundings to continue helping countries in need. As a result, IMHA's competitors have brand awareness, making it easier for investors to fund the organizations.

Conclusion

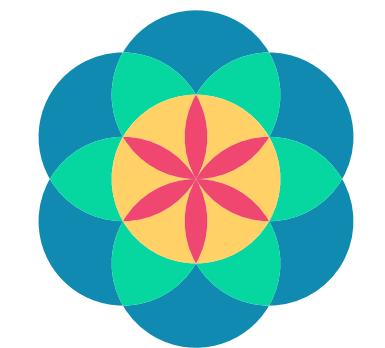
IMHA's foundation is built on trauma-informed, community-based programming and capacity-building, making it a unique nonprofit organization. IMHA is an American-based organization with an international world-view. The team has a good grasp on their desired brand state, but they need help creating a communications strategy that communicates their brand to a global audience.

This Situation Analysis helped our team understand what we need to focus on to create an effective communications strategy for IMHA. Overall, our objective is that IMHA would be seen as a leader in the mental health space. Through this process, we discovered key areas to focus on to reach this objective. Designing a consistent brand that is recognizable to the audience will be the first part of our communications strategy. With technology, IMHA has the potential to reach new people and connect new people who may not have been able to connect before. We want these new people to have a positive association with the IMHA brand.

Conclusion

This analysis also helped us determine that their primary target audience consists of people who are passionate about improving mental health resources and support. We looked at competitors with similar target audiences and realized that these organizations are branding themselves as experts in the mental health field by providing value, resources, and support to their audience. We want IMHA to be seen as an expert in the field, so a large part of our content strategy will focus on providing value.

Another key to increasing their digital presence is improving their SEO. Currently, it is difficult to discover IMHA online unless you know exactly what you are looking for. We are confident that improving these elements will lead to growth for IMHA.



IMHA

Logo Design Proposal

Rationale

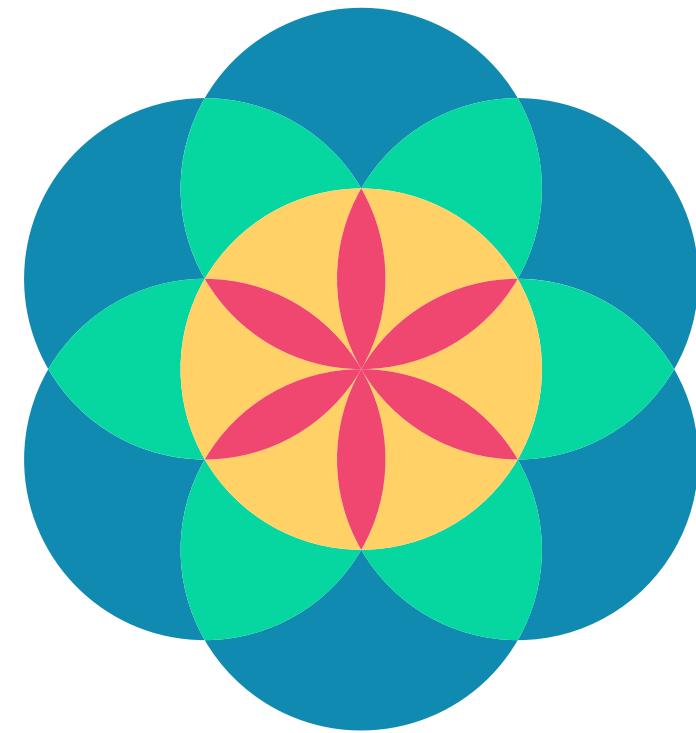
As an international nonprofit organization with a focus on mental health, IMHA aims to be an educational resource for other organizations, community leaders, and public servants. These audiences can aid IMHA the most in pursuing their mission, “to build a healthier world through collaborative innovation.” As a brand, IMHA aims to emanate warmth, welcoming, and healing. To best represent IMHA and their embodiment of each of these nuances, we designed a logo that is colorful, meaningful, inclusive, and professional.

Our proposed logo design was inspired by the Flower of Life, a geometrical pattern that symbolizes the interconnectedness of life on Earth (Stanton, 2021). This pattern makes up the foundation of our logo as six equally-sized circles overlap to create one holistic flower. Many cultures and civilizations around the world have studied and admired the Flower of Life, which is why we chose it to represent IMHA’s international presence and commitment to bringing communities together from different parts of the world.

We chose to incorporate the colors blue, green, yellow, and pink into IMHA’s logo - each with its own intention and meaning. Blue represents trust, serenity, and intelligence. Green represents hope, growth, and healing. Yellow represents warmth, happiness, and friendliness. Finally, pink represents love, compassion, and sincerity. All of these colors overlapped on top of one another create a distinct and visually interesting effect on the logo’s symbol that practically radiates the energy that IMHA aims to reflect.

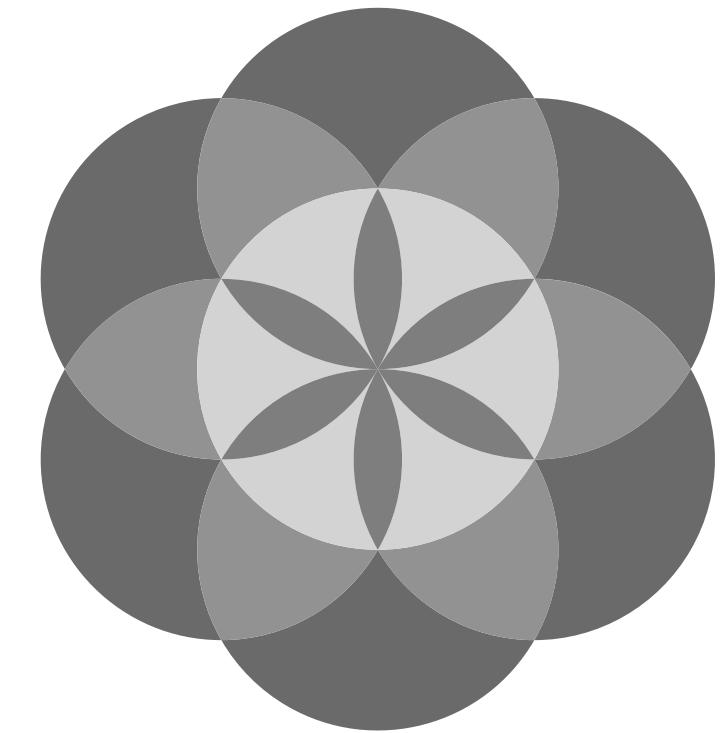
To balance out our proposed logo design’s symbol and colors, we chose to utilize “Rubik”, a sans-serif font with slightly rounded corners that exhibits credibility and professionalism. Together, the symbol, colors, and font choice make up a logo that is easily recognizable, vibrant, inviting, and polished. IMHA’s target audience is comprised of educated, open-minded, and caring individuals so we feel confident that they will be inspired and moved by this logo.

Final Logo



International
Mental Health
Association

Grayscale Logo



International
Mental Health
Association

Reverse Logo



International
Mental Health
Association

Small Scale



International
Mental Health
Association

Favicon

Favicon

A favicon (also known as website icon, tab icon, URL icon, or bookmark icon) is small icon, associated with a particular website or web page.



Favicon Mockup



Brand Manifesto

Mental health matters.

Because progress is more important than perfection.

Because one small act of kindness can create a ripple effect, reaching all in its wake.

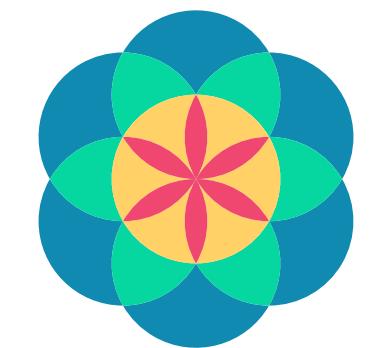
Because your peace of mind is more important than changing yourself to please others.

Because we can plant a seed of support today that will grow into sustainable solutions tomorrow.

Because, together, we can grow, heal and create a life that is good for everyone, everywhere.

Because, no matter where you're from, how old you are, whom you love, what language you speak, what faith you may follow,

you matter.



IMHA

**Branding
Guide**

Creative Brief

Agency Name 7 Story Marketing

Organization International Mental Health Association (IMHA)

Overview Founded in 2020, the International Mental Health Association is a nonprofit whose mission is “to build a healthier world through collaborative innovation.” The organization attempts to bring a larger knowledge and capacity for understanding mental health by partnering with different communities around the world.

Target Audience Demographic Information:
25 - 45 years old, college or graduate-level education, community leaders, educators, social workers, etc.

Psychographic Information:
Comfortable in virtual spaces, passionate about public service, prioritize mental health awareness and education, friendly, outgoing and empathetic.

Brand Attributes Warm, welcoming, and healing.

Mission To build a healthier world through collaborative innovation.

Communications Situation IMHA communicates and interacts with their audience mainly through the use of their website, various social media platforms, and occasionally email. They also have a newsletter on their website which doubles as a blog.

- Objectives**
1. Increase brand awareness for IMHA
 2. Promote their social initiatives such as the Black Mental Health Program and The Blue School
 3. Attract leaders within their target audience and build their network
 4. Share IMHA's message of hope and interconnectedness

Creative Brief

Creative Strategy

The goal is to design a calming, warm and welcoming brand for IMHA. The creative should be unique, radiant and bright to grab one's attention, yet calming and soothing to make people feel safe. The brand's tone should be friendly as if you are talking with a friend. IMHA's branding should incorporate a look and feel that is positively perceived by audiences across the world.

What do we want audiences to think?

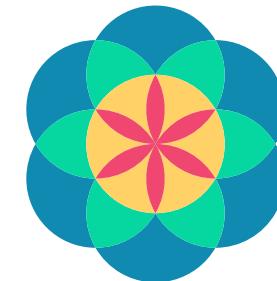
"I love following IMHA. When I scroll to a post of theirs, I instantly recognize that it belongs to IMHA without even looking at the name. It feels as if I have a friend checking up on me and reminding me to take a break and check in on my mental health. Their imagery and colors are so vibrant and beautiful, I can't help but smile. Their website is so supportive and inspirational, I am motivated to talk about the importance of mental health with my community."

Mandatories

Bright and colorful logo, favicon, versatility for social media, appealing to a global audience.

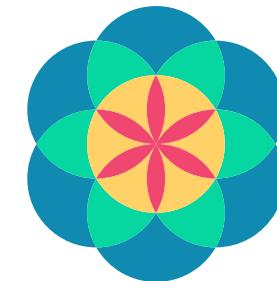
Primary Logo

Horizontal Primary



International
Mental Health
Association

Horizontal Abbreviation



IMHA

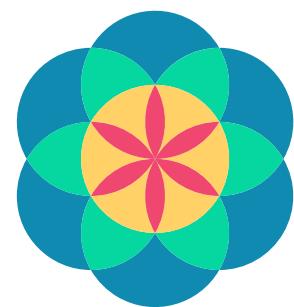
Horizontal Clearspace



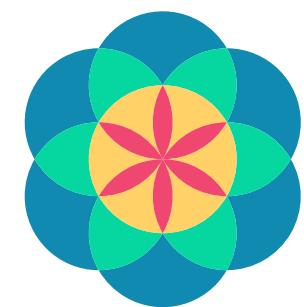
International
Mental Health
Association

Primary Logo

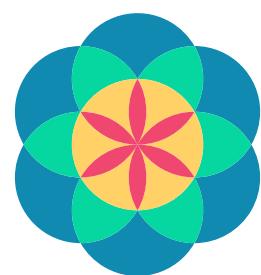
Vertical Primary



Vertical Abbreviation

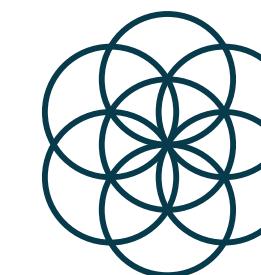


Brandmark



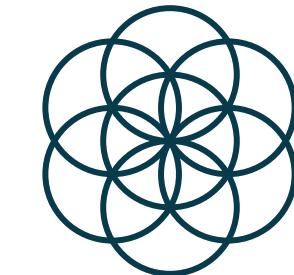
Secondary Logo

Horizontal (Secondary)



IMHA

Vertical (Secondary)

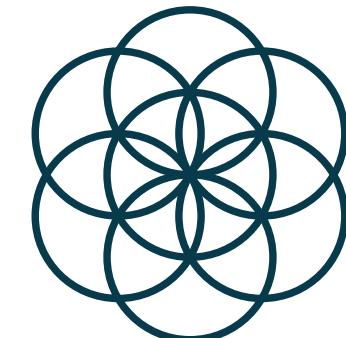


IMHA

Vertical Clearspace



Brandmark (Secondary)



Logo Usage

Primary Horizontal Usage

Should be used on any medium where the logo will be left-aligned.



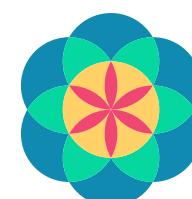
Primary Vertical Usage

Should be used on any medium where the logo will be center-aligned.



Brandmark Usage

Should be used for smaller-scale and/or circular mediums.
(i.e. social media profile images, small print pieces, etc.)



Logo Usage

Secondary Usage

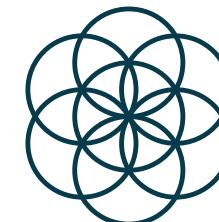
Should be used on any medium where the logo must be one solid color. The same rules as Primary (Horizontal), Primary (Vertical) and Submark/Brandmark Logos for horizontal, vertical, and circular orientations (respectively) apply.



Horizontal



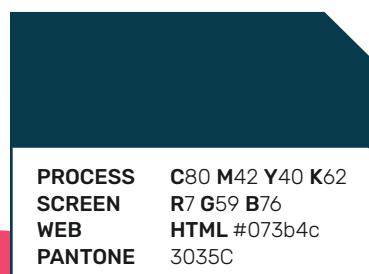
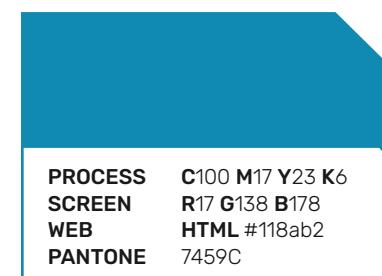
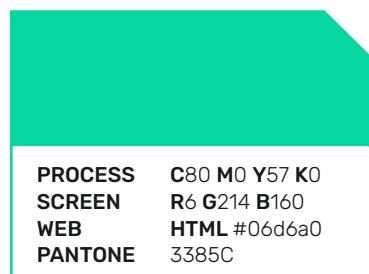
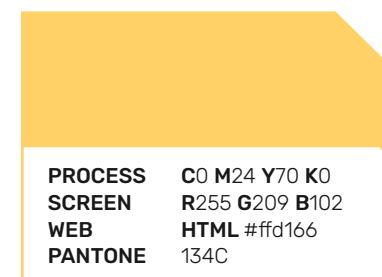
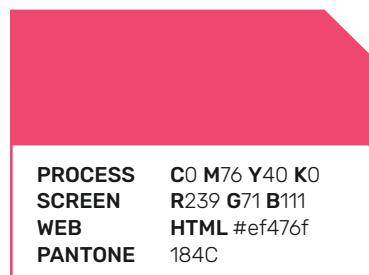
Vertical



Brandmark

Colors

Primary Color Usage



International
Mental Health
Association



International
Mental Health
Association



International
Mental Health
Association



International
Mental Health
Association



International
Mental Health
Association

Logo Color Variations

Full Color

This is the primary logo to use and incorporates five different bright colors.



International
Mental Health
Association



International
Mental Health
Association



International
Mental Health
Association



International
Mental Health
Association



International
Mental Health
Association



IMHA



IMHA



IMHA

Grayscale

Can be used for higher quality, but still B/W printing.



International
Mental Health
Association

One Color

This is the secondary logo to use when necessary for black and white printing or when the logo needs to utilize only one solid color. Use the solid black for light backgrounds and solid white for dark backgrounds.



IMHA

Color

Primary Color Spectrum



Pattern

Pattern Usage

The main pattern created for the IMHA brand is exciting and bright, yet calm and serene. You can see this pattern utilized in this brand guide as well as in additional marketing materials. This pattern was designed to provide IMHA additional creative flair. and By using the brand colors and smooth lines, the pattern brings a sense of familiarity and consistency to the IMHA brand. This pattern will be used in current and future marketing materials.

Pattern Elements



Typography

Typeface Family

Rubik Medium

Should be used for headers and/or whenever stronger emphasis in copy is needed.

**Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 ,.?@#\$%^&*()**

Rubik Regular

Is used primarily in the logo wording.
(Exception: Submark)

**Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 ,.?@#\$%^&*()**

Rubik Light

Should be used for subheaders and body text.

**Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 ,.?@#\$%^&*()**

Typeface Usage Examples

Rubik Regular

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 ,.?@#\$%^&*()



International
Mental Health
Association



International
Mental Health
Association

Rubik Medium

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 ,.?@#\$%^&*()



Rubik Light

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 ,.?@#\$%^&*()

This is a header (Rubik Medium)

This is a subheader (Rubik Light)

This is a body text (Rubik Light). Ebis porporeperia nossequia doluptium quassero excessum fugiatias expedia solo oditati onsequi cus sum il inum ut est adiam, il molorest quaeris nim quid quis consequ.

Voice

Voice, Tone and Language

The IMHA voice is friendly, approachable and welcoming. It should sound like a trusted and supportive friend is talking to you.

The IMHA tone reflects the voice, but it can vary depending on the audience. For instance, speaking to a volunteer looking to work with IMHA may require a more animated tone as we talk strategy and ideas. Compare this with speaking with our other target audience, those looking to improve mental health in their own communities, where we use a more calm and even-tempered tone.

The language IMHA uses is natural, positive and relatable.

Do:

- Be cognizant of your audience
- Remain positive and friendly
- Use proper grammar and spelling

Don't:

- Use complex jargon or acronyms
- Use potential triggering words or phrases
- Use sarcasm

Copywriting

Copywriting Guidelines

We want to always write accessible copy for our audience. We don't use very complex sentence structures or vocabulary as we want all our audiences to understand, and where necessary, easily translate our copy.

We write in the same way we would speak to our audience. Grammar and punctuation are used for clarity and to help us communicate effectively, but we do not get hung up on being perfect. We prioritize getting our message across in a way that does not negatively impact our audience.

Social Media Caption Examples

Instagram

It's World Mental Health Day today, and we are thankful for all of you who have contributed to our vision of a world that prioritizes mental health for us all. We have big goals at IMHA to bring mental health awareness and resources to communities everywhere, but today, we celebrate our shared progress and all of you who make a positive impact each day.

Facebook

We are so proud of all the students at The Blue School in Dhaka, Bangladesh and how they are learning to use creativity with a conscience. Our goal for this program is to empower entrepreneurs who are as ethical as they are impactful. To learn about the students' innovative solutions, check our latest blog.

CTA Examples

- Talk with us.
- Let's have a conversation.
- Find resources here.
- Volunteer with us.

Brand Materials

Letterhead (CMYK)



Business Card (CMYK)

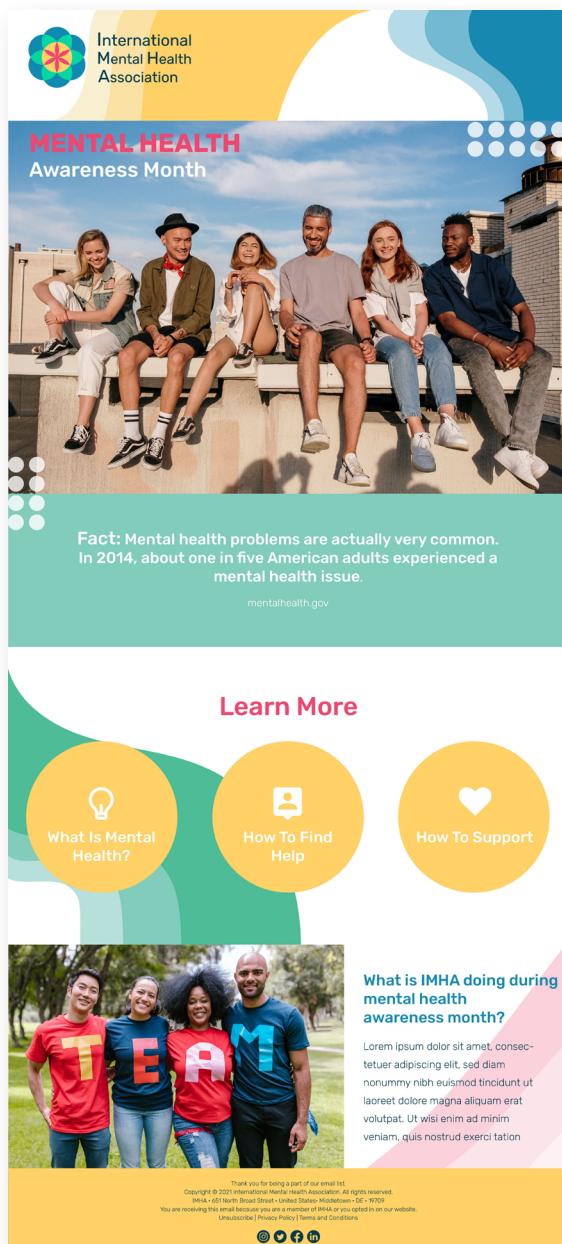


Email Signature (RGB)

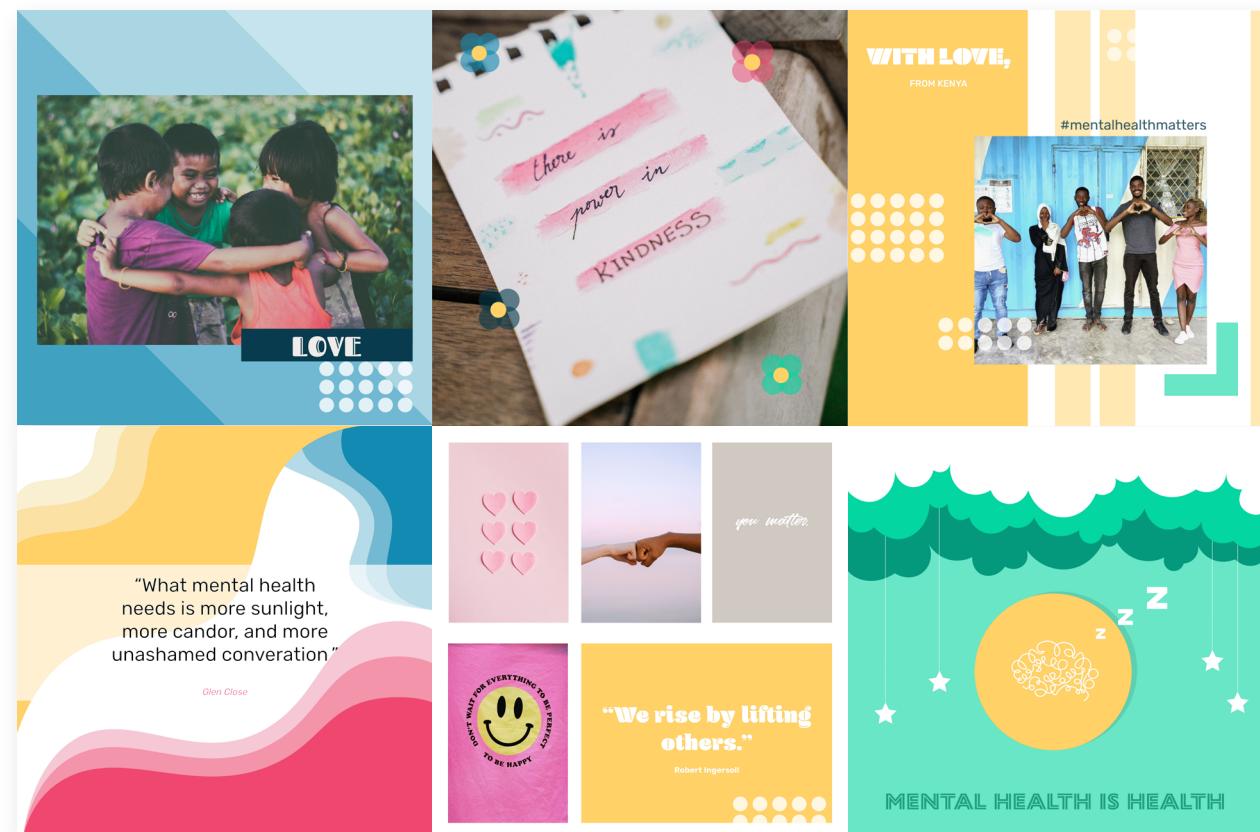


Brand Materials

Email Campaign (RGB)



Instagram Feed

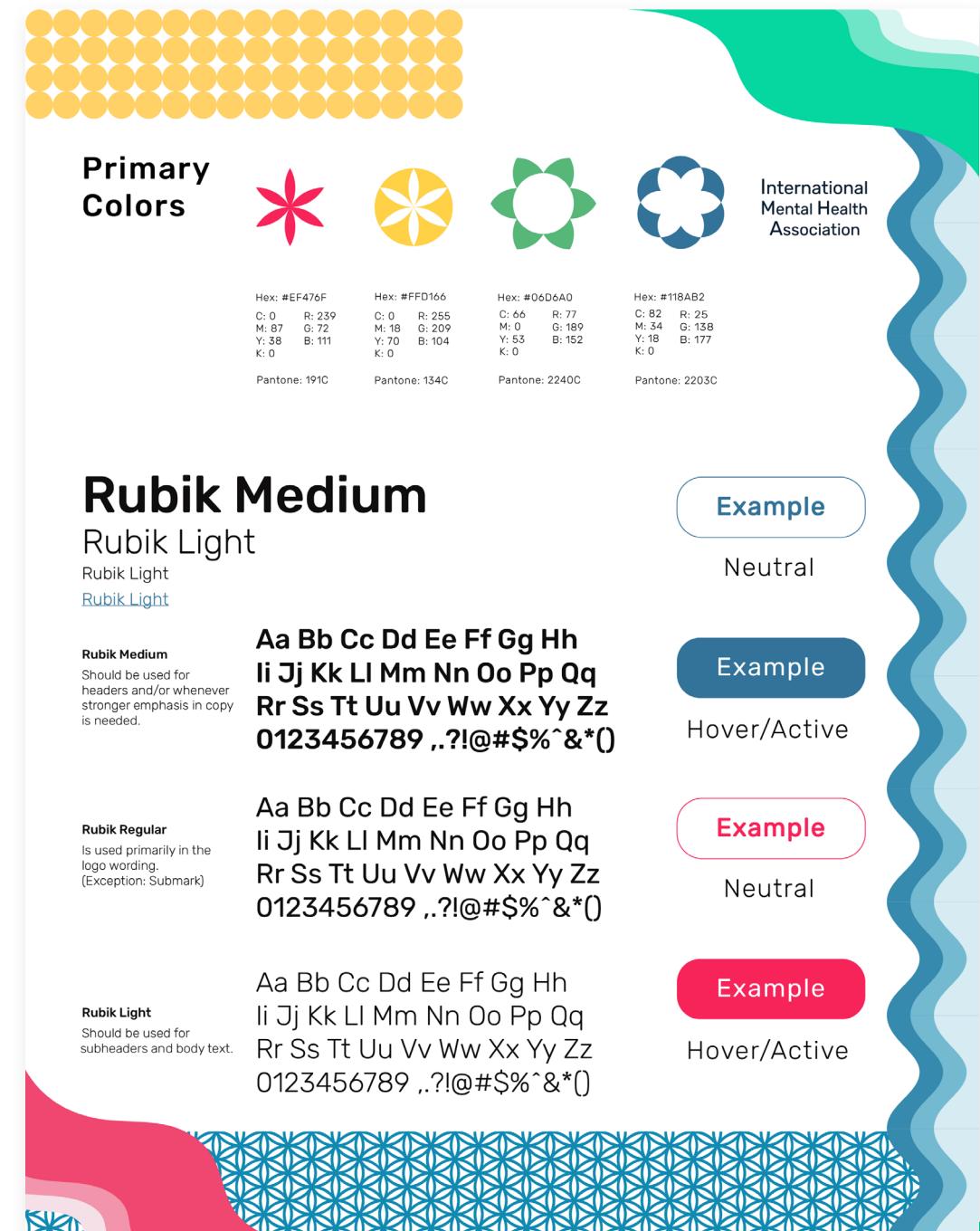


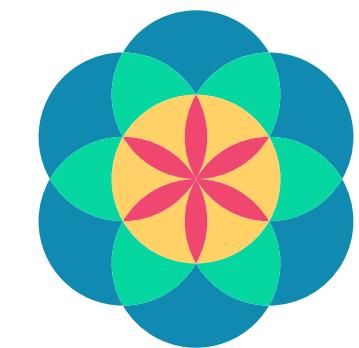
Brand Materials

Mood Board



Style Tile





IMHA

Communication Campaign Strategy

Communication Plan

Goals

1. Increase brand awareness and recognition online.
2. Build a network of medical practitioners, social workers, and community advocates.
3. Drive conversions by getting people to donate, volunteer, and/or fill out the contact form.
4. Inspire evangelism by encouraging IMHA contacts to post about volunteering or donating.

Objectives

1. Increase brand awareness on social media by 20% in the next year.
2. Reach 1,000 contacts in the IMHA database in the next two years.

Strategies

1. Lead Capture: Encourage visitors to inquire for more information or make a donation by driving clicks through paid social and email marketing campaigns.
2. Create a social media content calendar and adhere to a regular posting schedule with an emphasis on community engagement and targeted hashtags.
3. Create a drip email marketing campaign for new members that includes monthly highlights, weekly mental health bulletins, etc.
4. Lead Magnet: Dedicate a section of the website to a blog and resource list that is easy to find and share. A way to leverage this content as a lead magnet is to utilize a blog post of an interview with a prominent mental health expert in exchange for an email address.
5. Recognize followers who share about IMHA on social media by re-sharing user generated content (UGC). This will entice other followers to engage and share as well.

Communication Plan

Tactics

1. Add a simple, eye-catching form to the IMHA website homepage to prompt visitors to join their email list.
2. Recruit a social media manager (volunteer, intern, or paid staff) that manages both organic and paid social campaigns.
3. Have an IMHA board member, employee, volunteer, or community member write weekly blog posts and articles related to specific content themes.

One-liner

**“Leave a
lasting impact on
improving mental health
in your community.”**

Storybrand Framework

Character

The volunteer. **What do they want?** He or she is looking to use their talents to make a meaningful and lasting impact in the mental health of those in their community.

Problem

An inequitable world where social injustice and lack of resources means mental health challenges for those with the least ability to address them.

Villain: An inequitable society where people suffer from mental health issues.

External: The need to improve mental health in my community.

Internal: I want to give back to society and feel a sense of purpose.

Philosophical: Everyone deserves the support they need to achieve positive mental health.

Storybrand Framework

Guide

Empathy: All people should have the mental health support and resources they need to live a happy, healthy life.

Authority: Our team is led by mental health clinicians, and the team is as diverse as it is creative, with all 9 team members from a separate country and working together online to create innovative solutions to mental health challenges all over the world.

Guide's Plan

The Volunteer Success Plan

Process:

1. Connect with our team to learn more about our programs and services.
2. Identify what area or project you would like to get involved with.
3. Start working with our team to improve mental health for that community.

Agreement:

1. Commit at least 4 hours a week to working with IMHA, and we will make sure a team member is available to consult with you whenever you need feedback or advice.
2. Start by working with us for 3 months, at which point we'll review how the working relationship has gone, and we can plan for the future of our partnership from there.
3. You'll have access to all IMHA's knowledge and resources so you can make the most impact in your volunteer work.

Call to Action

Direct: Get Involved

Transitional: Read our Volunteer Testimonials

Storybrand Framework

Character Transformation

Ends in Success:

1. Using your skills to help promote mental health.
2. Creating lasting solutions, rooted in community culture and understanding.
3. Sharing your ideas and voice with a network of mental health advocates.

Avoid Failure:

Giving up when you aren't able to connect with the right community leaders to make a sustainable impact on the community's mental health.

Success

Before brand:

Working in isolation and without resources to try to make an impact on the mental health of your community.

After brand:

Use your knowledge and talent to help real people improve mental health in communities all over the world.

Marketing Strategy

Organic vs. Paid Posting

The marketing mix for IMHA should rely heavily on UGC, facts and statistics and updates on new programs and projects the team is working on.

When it comes to social media, the goal for IMHA is to spread the word on how to break stigmas surrounding mental health. IMHA desires to connect with individuals who are passionate about improving mental health in their communities. As a global brand, IMHA wants to position themselves as a resource and show the world what they are doing as an organization. We believe organic content will share an authentic view of IMHA.

However, where IMHA can find success in paid or promoted campaigns is with program specific content related to launch dates, special events and volunteer recruitment.

As a rule of thumb, 70% of posts will feature organic content and 30% will focus on promoted content.

Marketing Strategy

Marketing Mix Budget

Considering the content breakdown of 70% organic and 30% paid content, the suggested budget can be allocated accordingly. The smallest part of your budget will fund the tools needed to manage your content with subscriptions or software such as HubSpot, MailChimp, or Flo Desk.

The largest part of your budget will be split evenly between paid and owned media as the content and information created are connected and establish the brand's tone and voice. The owned media is where IMHA gets to speak directly to volunteers and communities through their own channels, which is the foundation for all other marketing initiatives.

Paid Media (Google/social ads): 30%

Owned Media (website, organic social, blog, etc): 30%

Earned Media (press/Influencer): 20%

Marketing Platform/Email: 5%

Content (photography/video): 15%

Content Themes

Educational

IMHA's mission is to "build a healthier world through collaborative innovation." This drive to innovate and educate others can be incorporated into content by sharing mental health statistics and ways individuals can contribute to a movement larger than themselves. Educational content would inspire, support, and motivate users to get involved.

Entertainment

Mental Health awareness often means deep content and conversations. It is important to lighten the mood by incorporating entertaining content throughout the organization's communication plan. For this content theme, IMHA would post inspirational quotes, illustrations, memes, gifs and anything else that has the potential to positively impact one's mental health. This content would help the warm and friendly tone of IMHA shine through.

Content Themes

Company Stories

For this particular content theme, IMHA can give the world a peek behind the curtain into what IMHA is all about. Project highlights can bring awareness to specific initiatives and attract users to apply to join the next cohort. IMHA also enjoys posting about certain employees or partners to celebrate their accomplishments. These employee spotlights will make partners feel appreciated while giving users a wider glimpse into the brand.

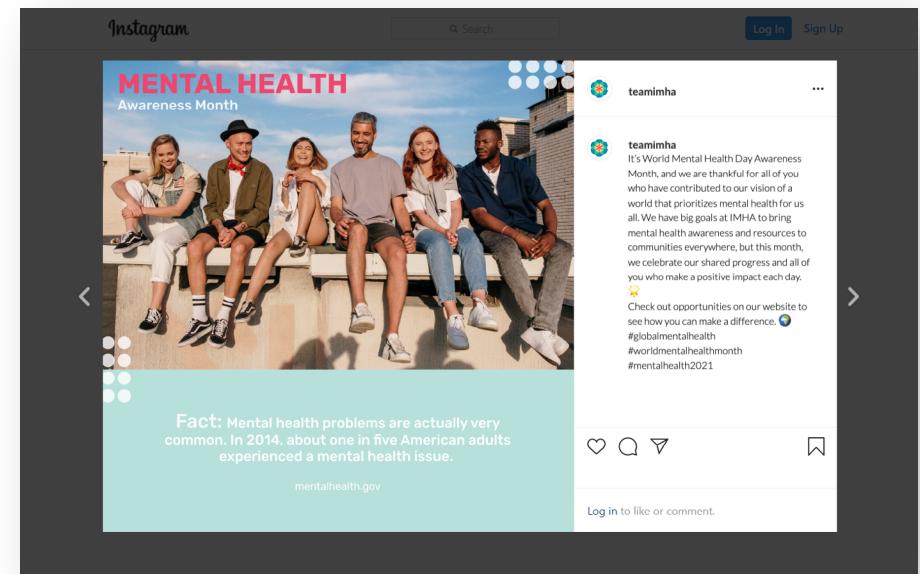
Customer Engagement

User generated content will be a crucial component of IMHA's marketing plan moving forward. Not only will IMHA come across financial barriers in obtaining their own enticing content, but it could prove to be difficult to have a designated content creator at every event due to the international aspect of the brand. UGC is also "the most authentic, trustworthy, and reliable form of content available across digital mediums," (Griffin, 2020).

Mockups

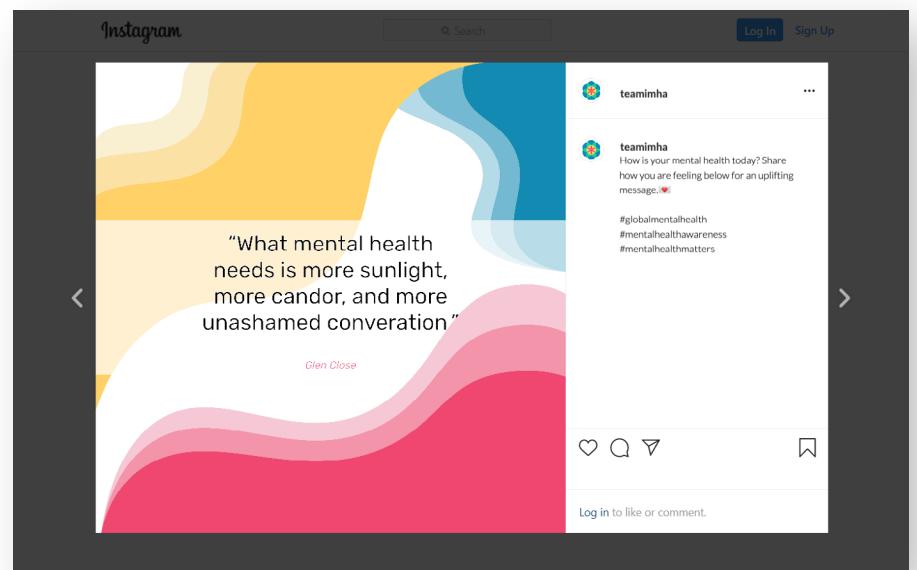
Educational

This post helps bring attention to Mental Health Awareness Month. IMHA should always recognize this month. The hashtags help the brand reach new users and the CTA to visit the website will contribute to website visits.

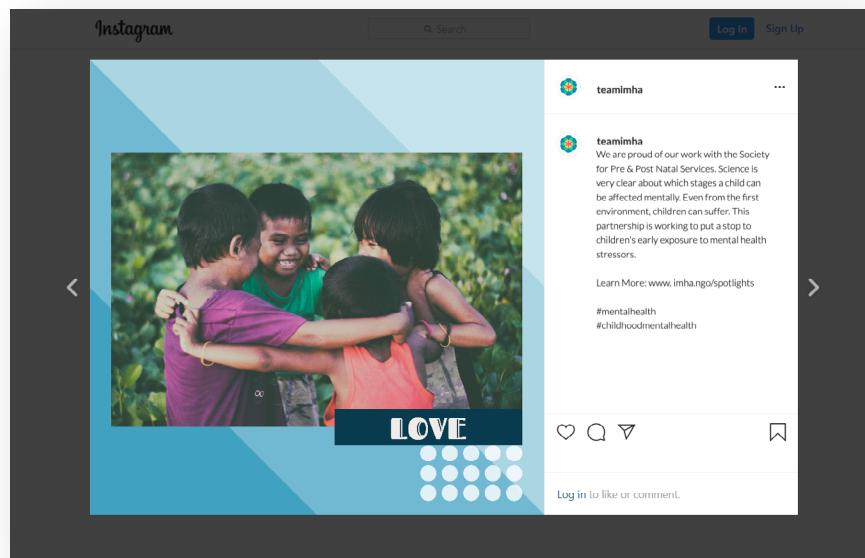


Entertaining

This post portrays IMHA as the warm friend that people can talk to when in need. This post also showcases the colorful branding. The caption gives users a reason to comment on this post, which will increase its engagement level.

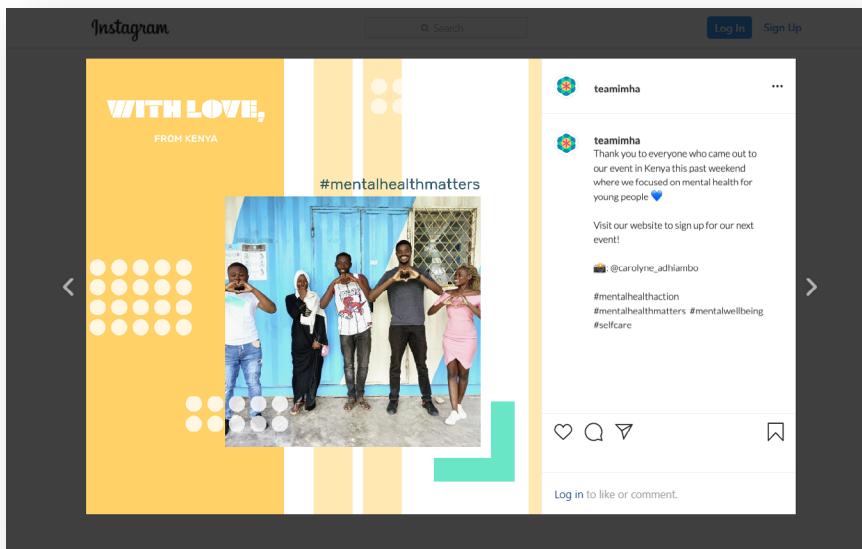


Mockups



Company Stories

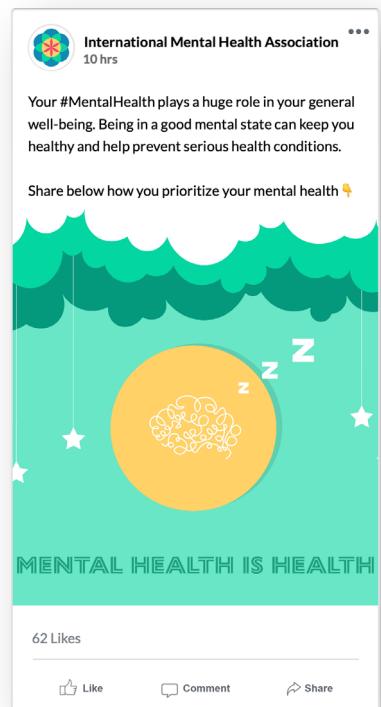
This post promotes awareness of IMHA's partnerships. Specifically, this promotes their work with the Society for Pre & Post Natal Services. The CTA directs the user to the website to learn more, increasing site traffic.



Customer Engagement

This post helps bring awareness to the events run by IMHA. The CTA to visit the website will help increase traffic to the site.

Mockups



Educational

This post educates users on the fact that mental health can have a huge effect on physical health. The CTA to share a comment below will help increase engagement of this post.

Company Stories

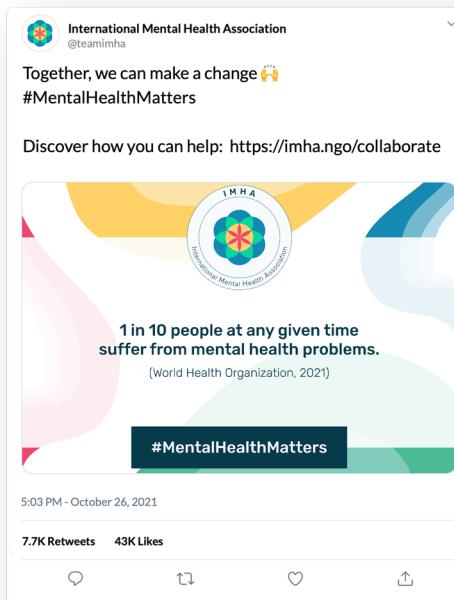
This post brings awareness to The Blue School and attracts users to apply to join the next cohort. The direct link to the website and apply now CTA will lead users to the website to increase traffic and applications to the program.



Customer Engagement

This post shows appreciation for IMHA's current volunteers. The use of hashtags on this post will help increase brand awareness and reach new users and future volunteers.

Mockups



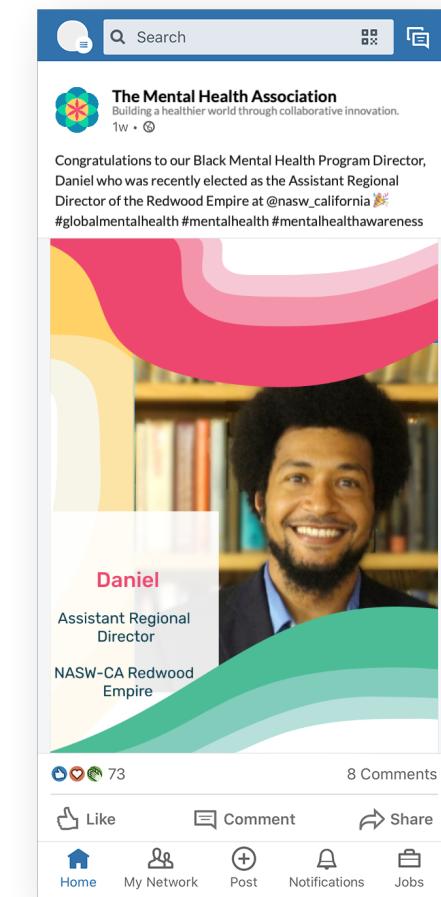
Educational

This post utilizes the bright colors and logo to represent the branding of IMHA and make this post identifiable to followers of the brand. It is educational and promotes positivity. This post also directs users to the website to learn more, increasing web traffic.



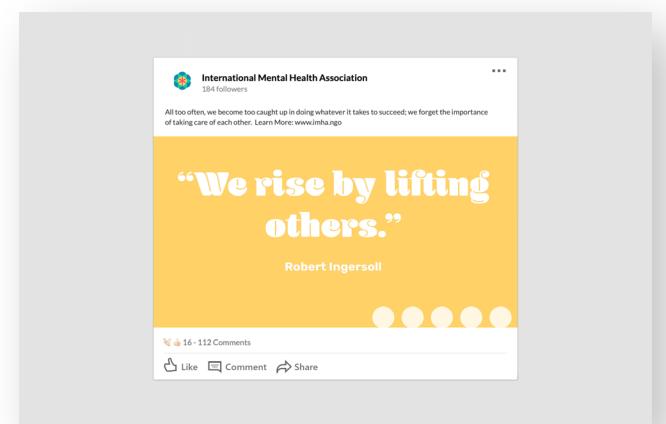
Entertaining

This post is a reminder to users the power of being kind to others, which reflects IMHA's purpose. The CTA drives people to learn more through directing them to a blog.



Company Stories

This post shows IMHA incorporating their branding with the bright colors and wavy lines with an image of the team member. Strategically posted on LinkedIn to show that IMHA cares about its employees by congratulating them on their official page, showing recognition of their hard work, motivating job seekers to apply to positions with the organization.



Entertaining

This LinkedIn post contains an uplifting and inspirational quote. Strategically placed on LinkedIn as it is a more professional and career-based platform filled with users working for professional success. It motivates these workers to be kind to one another. The CTA to visit the website will help increase visits to IMHA's site.

Mockups



Posting Strategy

Each content theme should be posted about at least twice a month, while alternating between content themes, to create variety. By alternating content, we avoid becoming too serious by posting too much educational content and stories or too relaxed by just providing entertaining / fun content.

Note: Twice a month for each content theme is the minimum. More content can be posted, but content themes should be equally utilized.

Educational

2x per month

Entertainment

2x per month

Company Stories

2x per month.

- 1 post about employee spotlights
- 1 post about project and partner highlights

Customer Engagement

2x per month

Total

At least 8 posts per month on each social platform

Best Practices

Best practices for User Generated Content:

1. Ask users for permission to share their content. (Note: keep the screenshot for proof)
2. Give credits to the user on your post.
3. Have a set source of communication to request and receive UGC from users. (comment, DM, email, etc.)

General best practices:

1. Use colors from the branding guide.
2. Our branding for IMHA has lots of vibrant colors to use. But, to stay cohesive with the brand, make sure the colors alternate to spread out amongst your feed.
3. Never post the wavy line template next to each other.
4. Always tag IMHA partners!

Engagement

Engagement:

It is not just about posting – engage with your followers and other brands!

1. Engage with comments on your posts.
2. Engage with IMHA partners.
3. Reshare posts from other brands and engage with them to reach their following and boost IMHA's brand awareness.
4. Utilize relevant hashtags.

Analytics

Social Tracking:

Business.facebook.com and business.twitter.com provide great resources and analytics for tracking the effectiveness and engagement of each post and content theme.

1. Analyze the likes, clicks, comments and shares of your posts

2. Determine what types of content performs best and when

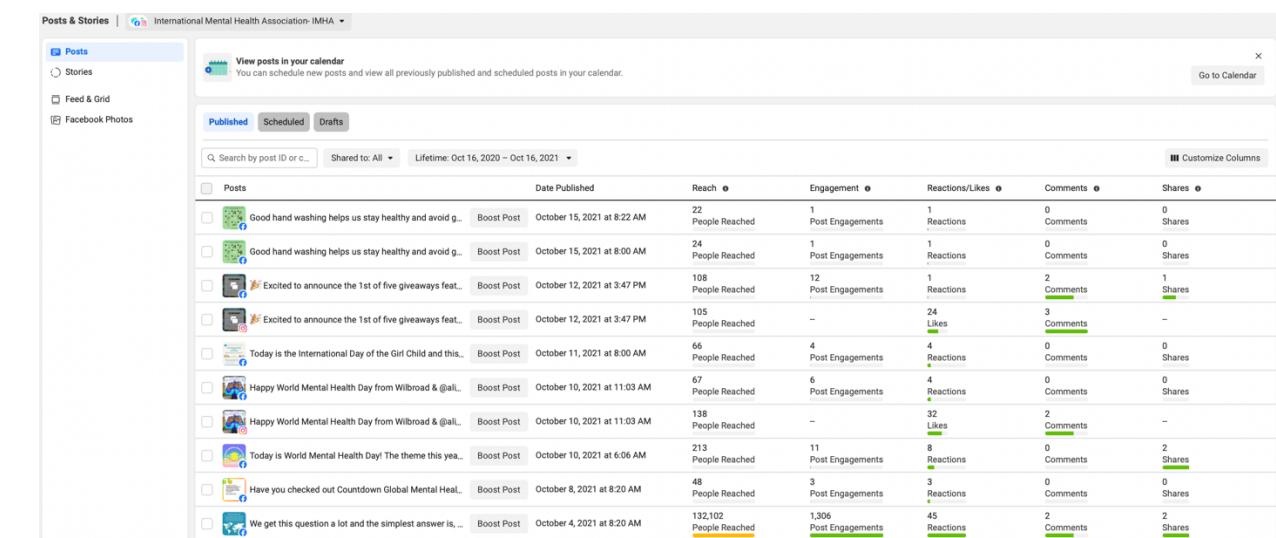
3. Tailor your content strategy based on your findings

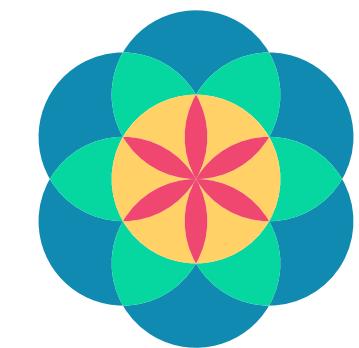
Ex: Replicate high performing content

Ex: Post at the time when content receives the most engagement

Analytics

Sample Facebook Business Suite





IMHA

Campaign Evaluation Metrics

KPIs to Track

Key Performance Indicators (KPIs) to Track

Social Media Followers

Increase the number of social media followers on each platform by 20% in the next year.

Social Media Engagement Rate

Increase your followers engagement with your social posts by 15% over the next year.

Unique Website Visitors

Increase the number of unique visitors to your website by 15% over the next year.

Contact Form Submissions

Increase the number of contact form submissions received to 120 per year (30 per quarter) over the next year.

Inbound links

Increase the number of inbound links to the IMHA website by 20% over the next year.

Glossary of Key Terms

Audience Rate Growth

Used for tracking growth in social media followers

Growth Rate Percentage

New Followers/Total Followers x 100

Average Engagement Rate

Use for tracking social media engagement rate

Average Engagement Rate Percentage

Likes + Comments + Shares/Followers x 100

Increase in Unique Website Visitors

Annually: Total Unique Visitors Year 2 – Total Unique Visitors Year 1/Total Unique Visitors Year 1 x 100

Inbound Link/Backlink

A link coming from another site to your own website.

Unique Visitors

The number of distinct individuals visiting your website. This is in contrast to the same individuals visiting your website multiple times, which are just called visitors.

KPIs Overview

Goal	CSF	KPI	Metric	Measure
1. Increase brand awareness and recognition online.	Increase the number of social media followers on each platform by 20% in the next year. Increase your followers' engagement with your social posts by 15% over the next year.	Percentage of social media users converting into engaging followers to previous months.	Increase of followers, engagement and reach compared to previous months, Growth rate percentage	Clicks, Likes, Shares, Comments
2. Build a network of medical practitioners, social workers, and community advocates.	Increase the number of unique visitors to your website by 15% over the next year.	Percentage of website traffic from varying locations and backgrounds.	Percent of traffic driving from each channel	Channels
3. Drive conversions by getting people to donate, volunteer, and/or fill out the contact form.	Increase the number of contact form submissions received to 120/year, or 30 submissions quarterly over the next year.	Percentage of website visitors converting to leads compared to previous months.	Conversion ratio of visitors to leads	Visitors, leads
4. Inspire evangelism by encouraging IMHA contacts to post about volunteering or donating.	Increase the number of in-bound links to the IMHA website by 20% over the next year.	Percentage of new visitors from other websites or social posts that are not our own.	Social share of voice	Mentions

Tracking KPIs

Social Media Followers

Social media followers can be tracked by calculating the audience growth rate of each social platform. The growth rate is determined by dividing the new followers of that month by your total audience and multiplying by 100.

Social Media Engagement Rate

Social Media engagement can be tracked by calculating the average engagement rate. The total number of likes, comments and shares for a post divided by the total number of followers and multiplied by 100 equals your average engagement rate.

Unique Website Visitors

You can track this KPI by looking at what channels are most driving to your website. Is all your traffic coming from search? Or is traffic coming from social as well. Google analytics can help identify what channel your visitors are coming from.

Tracking KPIs

Contact Form Submissions

The best way to track an increase in the number of contacts in the IMHA database is to look at the number of forms received in one month in comparison with the month before. You can also track the conversion rate to see the number of clicks to your website that turned into conversions, or in this case contact form submissions.

Inbound Links

This KPI can be tracked by calculating social share of voice. By dividing every mention of your brand, direct and indirect, by the total combined mentions of your brand and its competitors.

How to Track if the Website is Successful

A key indicator to gauge the success of the website is to evaluate the bounce rate. The bounce rate tracks the percent of visitors that only go to one webpage before leaving the site. A high bounce rate means our visitors are not motivated to stay for one reason or another. This could be caused by unappealing CTAs, confusing layout, poor copy or design elements.

Another element to help measure success is the average time spent on each page. While we want to see a good amount of time on each page to know that our content is being viewed and interacted with, too much user time spent on one page could signify that something is wrong. If a user is spending a large amount of time on one webpage, odds are they are struggling to find what they are looking for.

Timeline

30 Days

In the first 30 days of implementing the new communications campaign, IMHA will get set up with an email marketing platform of their choosing, create a content calendar and launch paid social advertising on Facebook/Instagram. Email marketing will be used as a tool to connect with the visitors that filled out the contact form on the IMHA website and share information about relevant blog posts, programs, and potential upcoming events their network may be interested in. By leveraging their email list as a space to share links to their website, IMHA can encourage their contacts to share this information on their social media or website as a way to increase their backlinks.

60 Days

In the first 60 days, an email drip campaign should be finalized and the paid social ads will be optimized based on the first 30 days of data. In addition, engagement across both Facebook and Instagram will take priority and the team can expect to take about 30 minutes a day engaging with their content and followers on these platforms. Within these 60 days, continue to monitor backlinks, unique visitor metrics, and contact form submissions.

90 Days

At the end of the first 90 days, review the KPIs and analyze the performance of the communication campaign. Now is the time to make changes to social media posting times, frequency of emails, or adjust the budget for paid social if necessary. From here, community and influencer outreach can take precedent to help expand the share of voice on social media and encourage brand evangelism.

After the first 90 days, review and analyze the performance of the communication campaign biweekly.

Budget

A suggested annual budget for this communication campaign is \$10,000 with the following marketing mix and budget breakdown.

Paid Media (Google Search, Facebook, and Instagram): 50%
Owned & Earned Media (Organic Social Media, Press, or Influencer): 30%
Email Marketing: 5%
Content & Collateral (Photography/Video, flyers, or t-shirts): 15%

Actual spend may vary slightly based on campaign performance but as a rule of thumb, 50% of the budget in the first year should be allocated to paid media. Initially, we recommend spending \$10/day on Facebook and Instagram ads to drive brand awareness to IMHA's social pages and website. The remaining, approximately \$5/day, can be spent on an evergreen Google Search ad to help increase consideration in IMHA's services. Lastly, 5% of this budget, or \$500 annually, should be reserved for email marketing. Our communication campaign positions email marketing to be the leading conversion driver for all of IMHA's initiatives. Keep in mind, services like MailChimp have pricing plans starting at \$0 which can cut costs when first building out an email list.

Return on Investment

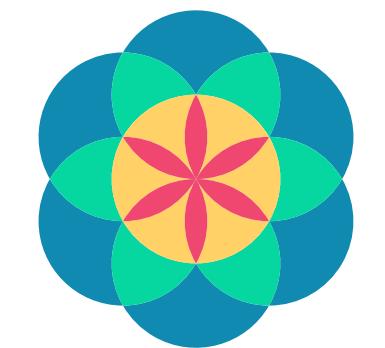
Measuring marketing return on investment (ROI) can be hard to quantify initially but two methods of tracking success of this communication campaign in addition to monitoring KPIs are as follows.

Method 1: Single Attribution

By assigning value to specific points on the customer journey, we can attribute ROI to different marketing initiatives. If we place all value on the first touch, or lead generation tool, we can measure the ROI of the contact form or new visitor email capture. If we place value on the last touch, we can measure ROI of the number of volunteer and job applications received.

Method 2: Test and Control Group

In this method, we can measure marketing ROI by using organic social media activity as our control group and paid social media advertising as our test group. The content shared will have the same messaging and target the same audience. By comparing the engagement rates on both types of content we can evaluate the type of lead nurturing that results in the greatest return.



IMHA

Final Website

Website Brief

Target Audience for website:

Demographic Information: 25 - 45 years old, college or graduate-level education, community leaders, educators, social workers, etc.

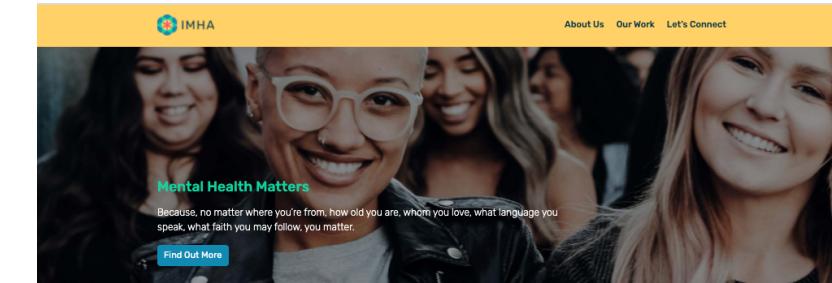
Psychographic Information: Comfortable in virtual spaces, passionate about public service, prioritize mental health awareness and education, friendly, outgoing and empathetic.

The three main objectives of our IMHA website are:

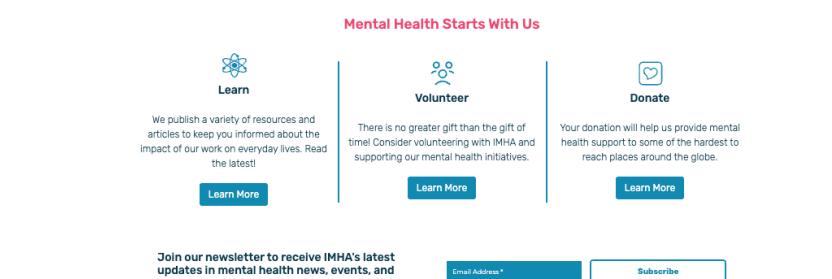
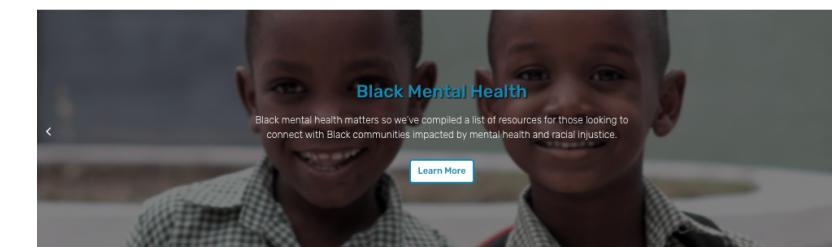
1. To get people to take an action step whether that be volunteering, donating or contacting IMHA.
2. To provide educational resources and raise awareness about mental health.
3. To build a network of potential partners by offering partnership opportunities and collecting data.

Final Website: <http://gabbysuazo.com/imha>

Website - Home Page



Welcome
We're glad you're here.
Our mission is to build a healthier world by collaborating with communities to implement lasting solutions rooted in local culture. We keep the future in mind and work to build a better world for future generations. You can view our current projects and programs below.



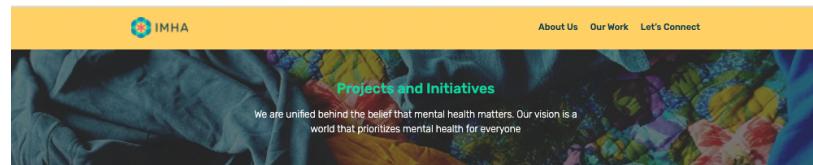
Website - About Us

The screenshot shows the 'About Us' page of the International Mental Health Association (IMHA) website. The header features a yellow navigation bar with the IMHA logo and links for 'About Us', 'Our Work', and 'Let's Connect'. Below the header is a large, colorful photograph of people in a community setting with the text 'Mental health matters.' overlaid. The main content area has a teal background. It includes sections for 'Our Mission' (with a detailed paragraph about their vision of a world where mental health is prioritized), 'Our Story' (a brief history of IMHA starting in Bangladesh), and 'FAQ's'. At the bottom, there are 'Stay In Touch' and 'Stay Involved' sections with contact information and social media links.

Website - Let's Connect

The screenshot shows the 'Let's Connect' page of the IMHA website. The header is identical to the 'About Us' page. The main content area features a large photograph of two smiling individuals. Above the photo is the text 'Become part of the Mental Health Movement' and a subtext encouraging global change. To the right is a contact form with fields for Name, Email, Phone, Address, and Message, along with a 'Submit' button. Below this is a section titled 'Become a Volunteer' with a photo of two volunteers and a link to 'View Open Positions'. Further down is a 'Make a Donation' section with a photo of a group of people and a 'Donate' button. At the bottom is a 'Connect With Us' section featuring a photo of a person making a heart shape with their hands, social media icons, and links for 'Stay In Touch' and 'Stay Involved'.

Website - Our Work



[Learn more about our current projects and programs.](#)

We want the work we do to create meaningful impact over time, which means change and growth. At IMHA, we keep the future in mind and work to build a better world for future generations.



Black Mental Health

We've created a list of resources for those looking to connect with Black communities impacted by mental health and racial injustice.

[Learn More](#)



The Blue School

Founded in 2020, The Blue School is a youth-focused entrepreneurship program in Dhaka, Bangladesh in partnership with The Tech Academy.

[Learn More](#)



Chapters & Connections

A virtual mental health book club. Sit back, relax, and join us for fun, meaningful conversations on topics that help shape our identity and purpose.

[Learn More](#)



MindMatters

MindMatters Bangladesh provides an online platform that helps design social media campaigns to promote and raise awareness on mental and psychological health issues.

[Learn More](#)



We Live For Us

Starting in Mombasa, the We Live For Us (WEL4U) project focuses on improving the wellbeing of young people in 3 coastal counties in Kenya. This project supports young adults in developing emotional resilience, improving mental health literacy, and learning psychological first aid.

[Learn More](#)



Kind to Your Mind

Created in response to COVID-19, teaching fellows designed therapeutic activities involving art, writing, and play that school-age students could engage with from their homes during the lockdown.

[Learn More](#)

Website - Our Work



We've created a list of resources for those looking to connect with Black communities impacted by mental health and racial injustice.



Founded in 2020, The Blue School is a youth-focused entrepreneurship program in Dhaka, Bangladesh in partnership with The Tech Academy.



A virtual mental health book club. Sit back, relax, and join us for fun, meaningful conversations on topics that help shape our identity and purpose.

Appendix

Figure 1.

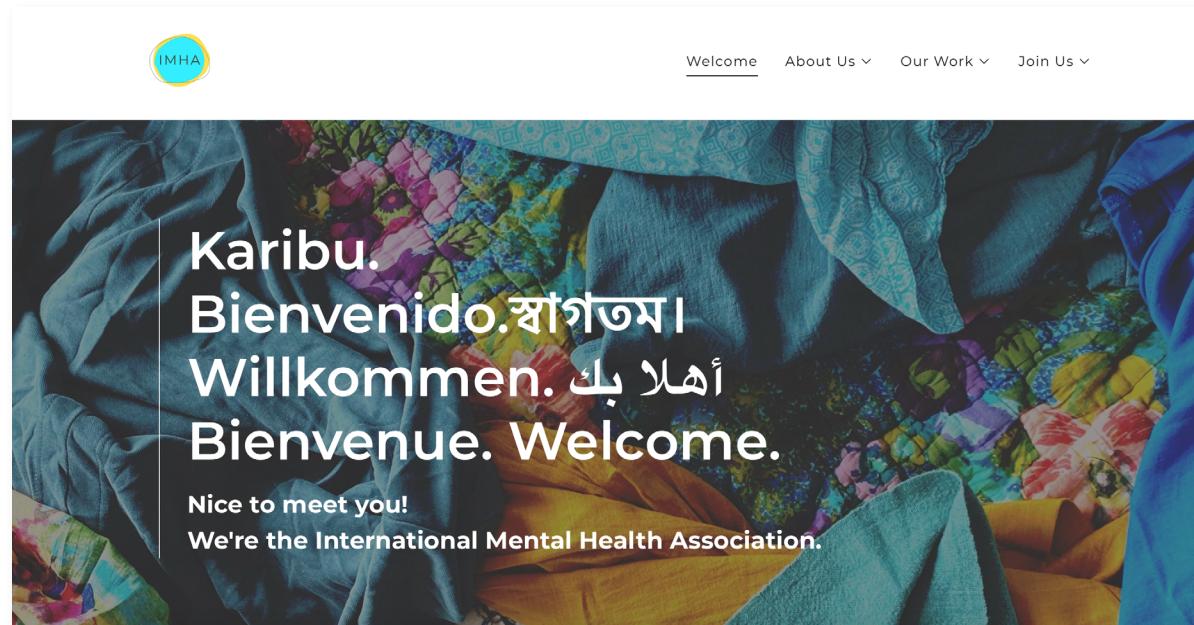


Figure 1 showcases IMHA's current website - the home page. The screenshot represents what visitors first see when they land on the organization's site. The "Welcome" text reflects the numerous languages IMHA members speak. The image of the different textiles represents softness and global unity.

Appendix

Figure 2 and Figure 3.

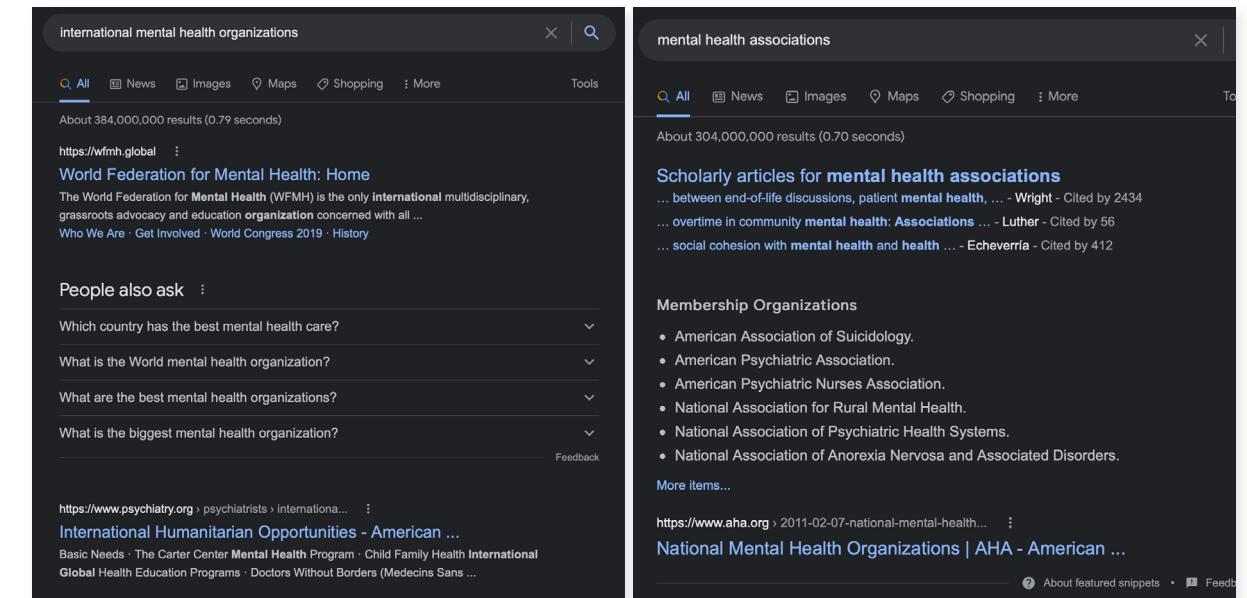


Figure 2. and Figure 3. showcase Google rankings using different search terms. IMHA does not populate when searching "international mental health organizations." The first organization to populate was the World Federation for Mental Health. In Figure 3. the keywords "mental health associations" ranked the American Hospital Association first.

Appendix

Figure 4 and Figure 5.

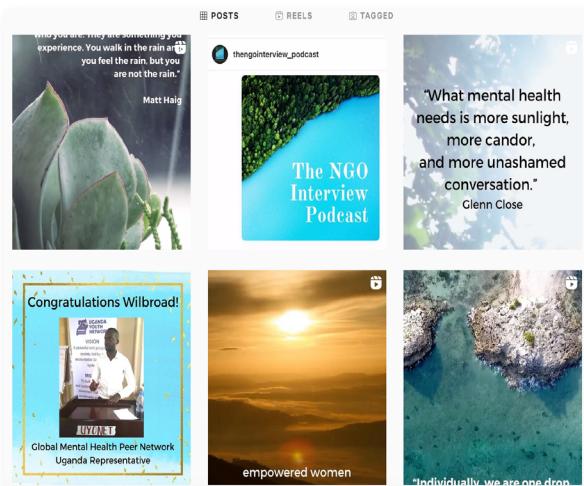


Figure 4. and Figure 5. are screenshots of IMHA's branding. Figure 4. is an image of the organization's Instagram posts. The branding of IMHA currently does not translate on social media. Figure 5. is the organization's logo. The gold color represents creativity, warmth, and happiness, and aqua communicates trust, calm, and peace.

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