Kara Hopkins

* Beeen with org for 6 years
* Marketing function working alongside Aka in Community Engagement team
* Aka does boots on the ground and through marketing via her
* Digital marketing (insta, facebook, google, ads)
* External media
* CEO speaking engagements
* Social channels
* Sara Adams oversees creative and social media
* Website and blog on website
* Work with outside digital and outside media firm

Where is the best time investment?

* Digital marketing is doing well the last couple years
* Salesforce can be used to track the success of marketing material
* Historically had the ability to track what is going well
* Keep a close eye on the costs

When is advertising

* Throughout the year regardless of season
* Early spring is big campaign and fall is as well
* Majority of spend ~75% goes to advertising to volunteers
* Only advertise for male, people of color
* Also advertise for youth, but after COVID people come to them to it is less hard to acquire the youth targets

Ad creation?

* Work with digital advertising firm who do not create the ads
* Create a tagline for the campaign and pull all material around that tagline
* Put them up next to each other and let the algorithm select for the best ones
* Work with ad firm to decide how many ads to run actively

Changes to the form

* A lot of work to the form to make it simpler and let the people create their own program

Need work on spanish speaking groups

* How to get in with new spanish speaking areas
* Lowell, waltham, brockton cant be targeted the same way as boston Bigs
* Imagery needs to be tailored towards

All marketing leads people to old form because it can track where people are being led in from. Looking to change the new form to work with the same tracking

COVID Related Changes

* Imagery and messaging looked different during covid to show virtual meeting
* Messaging on maintaining connection and communication