# Content goals

why are we doing this? why are you creating content? How will the content support our business goals?

**Goal 1. Brand awareness**

* drive traffic to our website
* grow followers and and spread the Hackworks brand (grow community)
* establish ourselves as industry experts
* Show that Hackworks hosts the best hackathons

**Goal 2. Engagement**

* Blog comments and shares
* Likes, shares, comments on facebook
* Retweets, favourites and replies on Twitter

**Goal 3. Lead Generation**

* email subscriptions
* recruiting clients

**Goal 4. Customer Retention/Loyalty**

* building a participant community of developers, hackers, designers that trust and follow us as a hackathon organizer
* getting past participants to trust and follow us and participate in our hackathons again (join our community)

# Mission Statement

To plan, organize and execute hackathons that create real solutions to challenges and give participants an excellent experience where they learn new things, meet new people and create new things.

Mission statement should speak to three components of any successful marketing plan:

**Audience** *The type of person you can help most with your content*

**Product**: The types of information you will provide through your content

**Outcome:** The things your audience will be able to do once it has consumed your content

**Audience**

**Hackathon Participants**

* + **Who they are**
    - developers, designers, coders, hackers
    - technically skilled people
  + **What information they want**
    - information on upcoming hackathons and relevant events
    - tips on how to perform better at hackathons
    - dev tools and resources
    - interesting hackathon articles , dev articles , tech articles.
  + **Outcome**
    - We want them to want to want to participate in our hackathon events

**Hackathon enthusiasts**

* **Who They are:**
  + People working in or interested in the tech industry but are not developers and will not be technical savy enough to participate in a hackathon but are interested in the projects and solutions created at Hackathons.
* **What information they want:**
  + information on upcoming hackathons and relevant events
  + interesting hackathon articles
  + Summaries the best projects coming out of hackathons
* **Outcome:**
  + We want them to think hackathons are a great way to come up with innovative solutions
  + We want them to spread the word about Hackworks events
  + We want them to think hackathons are super valuable and interesting

**Startup Community**

* **Who they are**
  + People working at, managing, owning and investing in Startups
* **What information they want**
  + Interested in the new ideas and solutions people come up with at hackathons
  + Interested in the hackathon projects potential to become businesses after the hackathons
  + Interested if any hackathon projects continue on to find success
* **Outcome**
  + That Hackathons are a powerful medium and are worth sponsoring, investing in and participating in.
  + hackathons are a great way to generate solutions to problems and challenges.

**Organizations looking to plan a hackathon**

* + **Who they are**
    - people looking to learn more about the power and value of hackathons
    - They are gauging if and how a hackathon could benefit them
  + **What information they want**
    - They want to know about the hackathon experience
    - they want to know about the hackathon results ( participants #, team #, app #)
    - They want to know details about the winning projects
    - They want to know what happens after the hackathon
  + **Outcome** 
    - We want them to think hackathons are a powerful, valuable way of generating innovative ideas for problems and challenges

**Media**

* + **Who they are**
    - Journalists, bloggers, news site contributors
  + **What information they want**
    - Details about upcoming hackathon events
    - Hackathon results
    - The projects created at hackathon
    - The hackathon “story” and “participant experience”
  + **Outcome** 
    - write positive articles about or events
    - promote the hackathon brand and our hackathon events
    - Hackathons are a great way to bring together talented people to collaborate and solve problems.
    - Ideas that come out of hackathons are innovative and interesting.

# **Persona Developmen**t

who is our audience?

*With personas, businesses can be more strategic in catering to each audience, internalize the customer that they are trying to attract, and relate to them as human beings.*

**Participant / Developer**

Who is this person?

* Young, technically skilled and interested in technology

What is their need? (This is NOT why they need our product.)

Why should they care about you?

What unique value proposition (UVP) do you offer this persona?

**People Interested in Hackathons (Hackathon Enthusiasts)**

**Organizations looking to host a hackathon**

Who is this person?

● What is his or her need? (This is NOT why they need your product.)

● Why should she care about you?

● What unique value proposition (UVP) do you offer this persona?

**Sponsor**

Who is this person?

● What is his or her need? (This is NOT why they need your product.)

● Why should she care about you?

● What unique value proposition (UVP) do you offer this persona?

**Media**

Who is this person?

● What is his or her need? (This is NOT why they need your product.)

● Why should she care about you?

● What unique value proposition (UVP) do you offer this persona?

**Develop your personas**

What do you need to know about these people? The easiest way to think about this

is to answer the following questions:

● Who is this person?

● What is his or her need? (This is NOT why they need your product.)

● Why should she care about you?

● What unique value proposition (UVP) do you offer this persona?

# Hackworks Brand Story

Hackworks evolved out of XMG Studio, with experience planning and executing hackathons across Canada since 2010.

We have earned a reputation as creative, multi-disciplined and successful hackathon experts by planning national record breaking hackathons The Great Canadian Appathon and Canadian Open Data Experience.

We strive to plan hackathon events for any industry that offer amazing Participant Experience and generate new innovative ideas and solutions for problems and challenges.

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# Measurement

how are we going to measure your content's effectiveness

# Identify key performance indicators

**Website**

* website traffic
* page views
* subscription signups

**Twitter**

* New followers
* Favourites and Retweets
* Replies

**Facebook**

* Facebook page likes
* post likes, comments and shares

**Linkedin**

**Instagram**

* New followers
* Likes per post
* comments

**Youtube**

* Channel subscribers
* Video views

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# Channel Plan

Channel Priority

1. Webite
2. Twitter
3. Linkedin
4. Facebook
5. Instagram
6. Youtube

# Facebook

**What is the goal for this channel?**

* Show what a Hackathon is
* Show off the awesome “Participant Experience” we create at our hackathons
* Show people that hackathons are fun, valuable experiences

**What is the desired action?**

* Like our page
* engage with the content we post (like, comment and share)

**What is the specific type of content the audience wants to get in this channel?**

* Visual Content
  + Images from our events
  + Custom graphics we make
  + images from our hack events
* Hackathon Articles and Resources
* Hackathon tips and trick ( tips that would help people do better at hackathons

**What is the right tone for this channel?**

* Fun and professional

**What is the ideal velocity? (how many posts per week)**

* 2-3 posts a week

# Twitter

**What is the goal for this channel?**

* grow our followers
* engage our followers
* spread our brand
* recruit for our community

**What is the desired action?**

* Follow the Hackworks Handle
* Retweet, favourite and reply to our content

**What is the specific type of content the audience wants to get in this channel?**

* Valuable information
  + Hackathon Articles
  + Resources
* **Upcoming Events** 
  + details on upcoming hackathon events we are having
* **Hackathon Results**
  + Participant and app numbers
  + winning teams

**What is the right tone for this channel?**

* Fun, easy going and open

**What is the ideal velocity? (how many posts per week)**

* 1-2 tweets everyday

# Website

**What is the goal for this channel?**

**What is the desired action?**

* F

**What is the specific type of content the audience wants to get in this channel?**

* V

**What is the right tone for this channel?**

* F

**What is the ideal velocity? (how many posts per week)**

* 1-2 tweets everyday

# LinkedIn

**What is the goal for this channel?**

* B2B communications
* Recruiting clients
* Establish ourselves as hackathon experts on LinkedIn

**What is the desired action?**

* Grow our Company LinkedIn Followers

**What is the specific type of content the audience wants to get in this channel?**

* Articles about hackathon events
* Our own blogs about hackathon events
* valuable business information about the value and potential of hackathons

**What is the right tone for this channel?**

* Profesional, Expert

**What is the ideal velocity? (how many posts per week)**

* 1-3 monthly

# Instagram

**What is the goal for this channel?**

* Tell the visual story of Hackworks and our events

**What is the desired action?**

* Follow us
* Like our images

**What is the specific type of content the audience wants to get in this channel?**

* Interesting pictures
* Pictures that inspire and tell a story

**What is the right tone for this channel?**

* Fun, energetic

**What is the ideal velocity? (how many posts per week)**

* 1-2 posts weekly

# Youtube

**What is the goal for this channel?**

* Show people with video what are hackathon events are about, the awesome “Participant Experience” and the high quality events Hackworks throws
* Promote the top apps at each hackathon with promo videos

**What is the desired action?**

* Subscribe to our channel
* Watch and share our videos

**What is the specific type of content the audience wants to get in this channel?**

* Interesting and informative short videos
* event overviews and event summaries
* winners videos
* How-tos

**What is the right tone for this channel?**

* Profesional

**What is the ideal velocity? (how many posts per week)**

* 1-2 videos a month

**Types of Content to share and How we are going to create it**

**our own blog posts**

**Graphics**

**Images from events**

**Powerpoints loaded onto Slideshare**

**Videos**

* + **from past hackathons**

**Industry Articles**

There are seven basic considerations for developing a content marketing channel plan.

Situational analysis

● What do we already have that helps us tell this story (e.g., an existing Web page, blog, etc.)?

● What must change for us to tell this story (e.g., do we need to add a blog; do we need to

create or revisit our social Web strategy?)

● What must stop (if anything) for us to tell this story (e.g., do we need to stop using Facebook

and divert our energy to a blog?)

Channel objectives

● What are the objectives for each channel as they relate to the engagement cycle?

Content plan

● How will you map each channel to your story?

Metrics

● What are your specific goals for each channel?

Personas addressed

● Which channels apply to which persona(s)? (Note: You may want multiple accounts on the

same social network to address different personas.)

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Content management process

● How/who will manage the content and conversation on each channel?

Editorial plan

● What is the velocity, tone, desired action and structure for the content on each channel?