Sheets Summarized in this Document:

1. Hackworks Marketing
2. Community sheet 1 (what)
3. Community sheet 2 (how)
4. Space Hack
5. Hackworks Social Media

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# Hackworks Marketing

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| **Item** | **Action** | **Due Date / Follow up** |
| Hackworks One Pager   * Create a one pager overview of hackworks | * decide what should be on it and how it should look * write text content   + description   + key services * work with gabby to come up with overall design | July 15th |
| Google Ads | * Research the cost of google ads * research how to use google ads * recommendation on how Hackworks can utilize Google ads | July 31st |
| Content Marketing Strategy | * Create a content strategy for what we will share on each platform and the goal of each platform * come up with goals for each social media platform * come up with types of content we will create and figure out how we will create them | June 31st |
| LinkedIn Strategy | * Research how linkedin could benefit our business * create a plan for how we can use linkedin * Decide what sort of content we should share on linkedin | June 31st |
| Meetups | * research other similar meetups in toronto and how they do them * Figure out how we could host some low-cost meetups to build our meetup list, our hack works community * Fill in our Meetup details and make sure our profile is complete * Plan a meetup | July 31st |
| PR | * Develop a PR distribution list |  |
| Team Email Signature | * Decide what key information should be in our email team signatures * Create a Team Email Signature Template * Ensure entire team uses template | June 31st |
| Team member Promotion of Hackworks on Social Media:   * get Hackworks team members to promote Hackworks on their personal social media accounts | * Identify key messaging for team to include in their post * Create an image for team members to share * Ensure each team member shares the msg to their strongest social media platform | July 15th |
| XMG cross promotion:   * get XMG to promote Hackworks on their social media | * write text for post * create image for post * instruct xmg how to post and cross promote Hackworks on their own social media | July 15th |
| GCA/CODE past participant email encouraging them to subscribe to hack works hackathon newsletter | * Develop messaging that will encourage past participants to subscribe to hackworks newsletter * come up with the value we will be offering them if they subscribe * write text copy * create email template * create art assets for email | July 31st |

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# Community

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| **Item** | **Action** | **Follow up** |
| influencer Identification and tracking | * Identify influencers relevant to Hackworks hackathon business * figure out a way to track these influencers and organize them | July 31st |
| Influencer Engagement | * figure out how will we engage with influencers * how can we track influencers | July 31st |
| Participant Identification | * group our participants from CODE * group all our GCA participants * identify potential participants for Traffic Hack | July 31st |
| Participant Engagement | * Where will we find participants? * where do they hang out? ex. Facebook, twitter, meetup, instagram * What events do they go to * what events can we find them at | July 31st |
| Existing Community Engagement:   * What other existing communities can we engage with to build our own?   Ex. bringing pizza to bento miso, sponsor meetups | * research existing relevant communities and track them in a spread sheet * decide which communities of the short list we should engage with * Develop engagement and cross promotion strategies for each community * find contact information and key contact at community to reach out to * Reach out to community and build mutually beneficial relationship | July 15th |
| Segment our Hackworks Community | * How do we segment our community so we can target and engage parts of it * How to we segment our community in a way that we can target our messaging so its relevant to that group's interests. Ex. sending game hackers updates and open data hackers different updates | June 31st |
| Hackworks Blogs | * Come up with topics for blogs that establish us as experts and show off our expertise and skills * Short list these blogs topics * come up with a blog schedule (how often will we post) * begin writing first blog | June 31st |
| Hackathon White paper | * research how much work a white paper requires * decide on a white paper topic * figure out what content will be in our white paper | July 30th |
| Subscription Sign Up Segmentation   * when people sign up for our newsletter we need to quickly and easily segment them into different lists based on who they are and what they are subscribing to our newsletter for | * Research in mailchimp how to setup email signup dropdown radio box selections * come up with different groups for people to subscribe to. Ex, game devs, open data, etc. * Coordinate with ian to implement on the Hackworks site | June 31st |
| Which Conferences/Events should we attend to grow our community? What action do we take at the conference/event to grow our community? | * research conferences in the communities relevant to hackworks * rate the conferences on the value we think attending would provide * set goals for conferences when we attend them | August 31st |
| Realistic Targets for our community numbers | * Establish a realistic target for growth on each social platform including mail subscriptions * set goals and key performance indicators * research how we will measure and track our numbers * Track growth | June 31st |
| Ambassadors   * who are our ambassadors and how will we engage, recruit and manage the relationship with them | * who are our embasaddors? We need to find out who will be our ambasadors for each hackathon * How will we track and organize our ambassadors? * Will we set up a page on our website for our ambassadors to apply for the position * can we build a community around our ambassadors * What do we need to give our ambassadors to empower them to promote our hackathons | JUly 15th |
| How do we segment our old email lists to maximize our targeting? (Only possible with CODE 2015 participants) | * work with ian to figure out how we can segment the list of 2015 CODE participants based on the info they provided on the website | June 31st |
| Email blast out to old participant lists to recruit for hackworks newsletter | * write the email messaging. * make art assets * figure out the value to offer people to entice them to subscribe to our newsletter * design the email template * segment the list best you can with ian | July 15th |
| Facebook Ads | * Research how to use facebook ads to maximize their effectiveness * set budget for facebook ads * track results | August 31st |