



dooley social change

Planning, Communicating, & Measuring Digital Campaigns

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INTRODUCTION

ABOUT ME: TECH, START-UPS & SOCIAL GOOD



Academic

- Ph.D. digital media (University of Wollongong).
- MSc. in Health Promotion Studies & Social Marketing (University of Alberta).

Passion for Tech, Start-Ups, Social Good

- Founder, Dooley Social Change, working in Australia/Canada/UK/USA.
- Projects: Sustainable brands, Universities, women's rights organization, health care, government, arts, & private industry clients (tech/innovation).

Thought Leadership

- 11 academic, professional, governmental & global NGO conferences in five countries.
- Published author, academic & government publications.

Volunteer

- Passion for photography & travel.



DIGITAL MEDIA: AN EVER EVOLVING EXPERIENCE



AGENDA



1. ASK THE RIGHT QUESTIONS



2. CHOOSE THE RIGHT INFLUENCERS



3. DETERMINE THE ROI OF ONLINE PARTNERSHIPS



**4. CONNECT WITH THE RIGHT COMMUNITY
& OFFER ACTIONABLE SOLUTIONS**



5. CHANGE THE RULES

TIP 1.
ASK THE RIGHT QUESTIONS





Ask the right questions:

- What they wear
- Biggest concerns
- Health habits
- Music preferences
- What they eat
- What cocktail(s) they order
- Where they work
- How they spend their holidays
- What influences their purchasing decisions
- What their community is like



MEET THE YUCCI

HIPSTER TRAITS

Wears: Lumberjack shirts, charity shop jeans, beanie hats and Buddy Holly glasses

Listens to: Old vinyl

Travels by: Fixie bike

Eats: Quinoa salads, expensive burgers and kale

Drinks: Cocktails in jam jars and craft beer

Smokes: A pipe or roll-up cigarettes

Holidays: A yoga retreat or a festival their friend has set up

Look: Beards, red lipstick, dip dye hair, undercuts for girls, long hair for men, sleeve tattoos

Star hipsters: Jarvis Cocker, Alison Mosshart

Works: Freelance graphic designer, musician

YUCCIE TRAITS

Wears: 90s clothing, including orthopedic-style sandals, mini back packs, high-waisted jeans, over-sized sweaters and round sunglasses

Listens to: Their huge playlists on Spotify

Travels by: Uber

Eats: Anything from a food truck (pop-ups are so passe), artisan donuts and vegan ice cream

Drinks: Vodka and green juice made in their Nutribullet, craft beer

Smokes: A vaporiser

Holidays: An Air BnB apartment

Look: A few meaningful tattoos, a short moustache for men or clean shaven

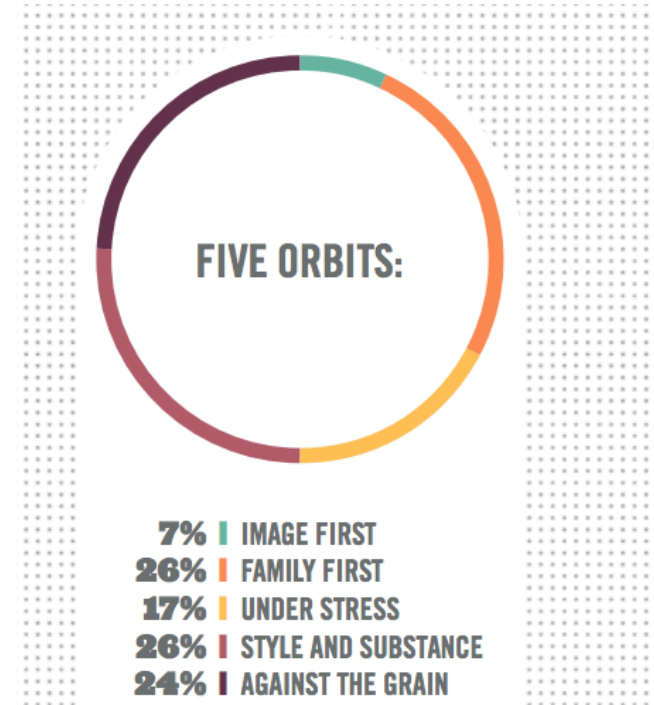
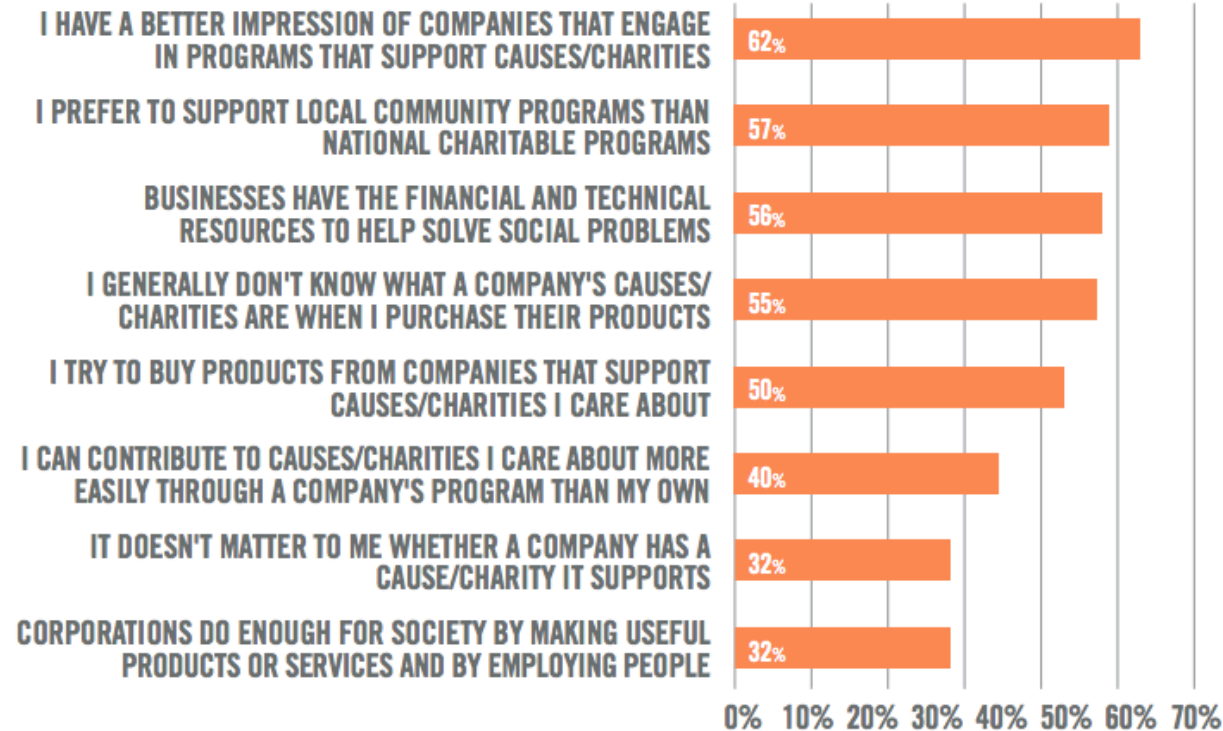
Star yuccies: Mark Zuckerberg, Zoella

Works: Social media consultant, vlogger



YUCCIS AS PARENTS

PARENTAL ATTITUDES: HIGH-LEVEL AGREEMENT



“

Engagement runs deeper than you know,
and getting to know customer hows and
whys helps you create a better product, set
of services and user experience.

- [Forbes.com](https://www.forbes.com)

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TIP 2.
CHOOSE THE RIGHT
INFLUENCERS





PLAN RIGHT

How to nail your influencer strategy:

1. Critically analyze their posts, values, & their followers to determine brand alignment
2. Influencer agreement:
of posts, co-creation, ad agreement & scope of coverage
3. Know the legal rules – e.g.,
Sponsored Content



“

In 2018, content marketing is about creating interesting content people actually want to engage with. Stop talking about your brand, and start creating content people want to read, watch or listen to.

- [Forbes.com](https://www.forbes.com)

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TIP 3.

**DETERMINE THE ROI OF
ONLINE PARTNERSHIPS**



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Begin with one metric. Be clear on the purpose of your influencer strategy. Are you trying to build brand awareness? Then track the traffic to your site or watch new follower growth. Is your goal conversion? Then measure the specific conversions like sales, downloads, etc.

- [Forbes.com](https://www.forbes.com)

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TIP 4.
CONNECT WITH THE RIGHT
COMMUNITY & OFFER
ACTIONABLE SOLUTIONS



THE URBAN MINIMALIST



Tech savvy

Values less clutter

Rebel against consumer culture

Value experiences > material possessions

Enjoys physical things that are consumable, e.g., travel, bike rides, outdoor events

Has a smaller group of closely knit friends, but is part of a large social network

Trying to save money

Buys & eats local as well as organic

Active in the sharing community – Airbnb, car2go



SOCIAL VS. EGO BRANDS



SOCIAL

1. Customer tips & tricks
2. Seasonal or life stage content
3. Curated articles

EGO

1. All about “me”
2. Good news stories about company
3. Branded content



“

Everyone has a problem to solve, and if you're able to identify these pain points and provide beneficial insight, you'll become a hero.

- [Entrepreneur.com](https://www.entrepreneur.com)

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TIP 5.
CHANGE THE RULES



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We live in an age of data: We have more information than ever before that will tell us what people are up to. But the greatest inspiration comes when you can form theories about the why. Despite being more than a half century old, the focus group is still one of the best techniques for achieving this.

- [IDEO](#)

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Q & A

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