



World Social Marketing Conference

16-17 May 2017
Renaissance Arlington Capital View Hotel
Washington DC, USA

Half Day pre-workshop 15th May 2017
1 – 5 pm

Title:

Segmenting, Targeting and Reaching Your Audience Digitally

Session facilitators:

Jeffrey Jordan, Rescue & Niels Kvaavik, Sprinklr

Intended audience:

This session is designed for practitioners involved in the strategic planning and implementation of communication strategies for social marketing programs. It will be especially helpful to those looking for more effective methods to segment and target their audience on digital media.

Session content overview:

Major advancements in digital and social media technologies make it possible to target behavior change audience more precisely than ever. This technology can save public health organizations significant resources while increasing the effectiveness of their programs. But to take advantage of this technology, audiences must be segmented more than demographics alone and messages must be tailored to the lifestyles, interests and values of these segmented audiences.

This pre-conference workshop will show you how to segment, target and reach your audience to take advantage of the latest digital technologies. Jeff Jordan, President and Executive Creative Director at Rescue, a behavior change marketing company, will illustrate how to segment audiences using characteristics beyond demographics such as lifestyles, interests, and values. Then, he'll demonstrate how this advanced segmentation technique can be used to tailor messages more effectively. Then, Niels Kvaavik from Sprinklr, will show you how to use the latest digital technologies to deliver these messages to your audiences. Niels will walk you through a framework of how to use what you already know about your audiences, to reach them more effectively using technology and the power of the social networks to deliver and measure the impact of your marketing your key messages.

Finally, the presenters will present case studies of social marketing and behavior change campaigns that are effectively using these strategies to cause change at the local and national level.

Methodology:

The workshop will include presentations and case study examples to illustrate various strategies and approaches. The session will also challenge attendees with multiple group activities to apply the lessons of their behavior change challenges.

During this session, participants can expect to learn how to:

- Segment populations using lifestyles, interests and values;
- Tailor messages to reach segmented audiences;

- Use digital tools to deliver your messages to highly targeted audiences with minimal waste;
- Measure behavioral intentions online,
- Evaluate the reach and impact of your digital campaigns;
- Understand the key digital strategies of successful social marketing campaigns today.

Session facilitators:

Jeffrey Jordan, Rescue

Jeff is President and Executive Creative Director of Rescue, a behavior change marketing company. His passion for social change began in high school when he volunteered for an anti-tobacco group. Observing the lack of effective social marketing services, he started Rescue when he was 17 years old. While growing Rescue, Jeff studied Marketing for his undergraduate degree and received a Master's in Experimental Psychology from the University of California, San Diego. Today, Jeff has led Rescue's growth to five offices in the US and managing over two dozen behavior change programs across North America, tackling issues such as tobacco, obesity and sexual health.



Niels Kvaavik, Sprinklr

Niels runs the Global Digital Advertising practice at Sprinklr, the most complete social media management platform for organizations. Niels has been involved in a number of projects in helping drive social change through technology from grassroots fundraising to consulting for the Meth Project, helping targeting audiences of at risk teenagers across 8 US states. Niels was born in Sweden to a Danish mother and a Norwegian father, which has influenced his view of how government can help drive positive social change.

