**GOAL**

Aligned with HBA’s 2020 Strategic Goals and Initiatives, the Marketing Communications (MarCom) team will execute a comprehensive strategy to promote HBA offerings and initiatives; and garner visibility and enhance awareness for the HBA brand with all key stakeholders. Metrics of success will be defined in individual program/initiative marketing plans.

**STRATEGY**

Based on intelligence from the communications audit, the MarCom team will implement a multi-pronged approach in our outreach, paired with monthly messaging (editorial) themes. We will leverage data to select the most effective HBA channels (i.e., website, email, regions and chapters, etc.,) and integrate segmentation where possible based on the Prosper personas and targeted messages.

The team will also continue to explore and use external channels including media and marketing partners’ networks—both through advertising and editorial opportunities. Promotions will align with the 2020 planning calendar—shared in this plan via a quarterly overview.

Individual plans with tactics and timelines will be drafted for the following program/initiatives:

**Stakeholder Relations**

* Business Development
* Corporate Partners Management
* Gender Parity Collaborative
* Membership

**Signature Events**

* Woman of the Year
* Virtual Woman of the Year
* Annual Conference
* ACE Awards program

**Education**

* Mentoring
* Regional events
* Executive programs
* Virtual programs

**Executive Office**

* Leadership Visibility Campaign
* Board nominations and announcements

**Media and Marketing partner relations:**

* Trade media
* Mainstream media
* Marketing partners

**Promo tactics for consideration in each plan**

* Promotion via HBA channels
  + Informz email platform
    - Weekly event digest
    - Campaign emails
  + Social media channels
    - Organic and scheduled posts
    - Response campaigns
    - Influencer opportunities (when appropriate)
    - Paid opportunities
  + HBA website, via editorial or ads
  + HBA community
  + Launch HBA blog (Q2)
* Promotion via media partners
  + Secure editorial—proactive and reactive
  + Follow through on advertising
  + Via partner social media channels
* Seek editorial opportunities via mainstream media
  + Consider survey ideas for content (per Prosper)
  + Leverage any possible data (CPs, other partners) to pique interest
  + Pursue opportunities via Cision database
* Promotion via marketing partners
  + Visibility from event stage
  + Visibility via event collateral (emails, programs)
  + Visibility via partner social media channels
* Seek visibility through awards submissions and wins

**audiences**

Members\*: other stakeholders (current and potential):

* Mid-level Margaret Media partners
* Upper-Level Lucy Mainstream media
* Executive Level Ellie Marketing partners

CORPORATE PARTNERS\*:

* Red
* Silver
* Teal
* Purple/Gold

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|  | **Jan** | **Feb** | **Mar** |
| **Program/Initiative** | **Nat’l Mentoring Month, JP Morgan--WOTY** | **Black History Month** | **IWD, EyeforPharma (EFP) B, WHCC**  **PharmaForum** |
| **Stakeholder Relations** |  |  |  |
| Biz Development | Ongoing | Ongoing | Ongoing |
| CP Management |  | WOTY sponsor push HBAddsValue | WOTY sponsor push |
| Membership | Save date/sale IWD | IWD sale teaser | IWD sale—IWD event |
| Collaborative recruitment | Ongoing | Ongoing | Research/Automation |
| Collaborative PR | Global Council  Produce Q/A content | Produce Q/A content/New data share | Produce content |
| **Signature events** |  |  |  |
| WOTY promo | Announce winners | Reg opens Feb. 5 | Promo |
| RSL | Promote submissions | Promote submissions | Announce 23 March |
| 3BC | Design collateral | Promo | Promo |
| **Education** |  |  |  |
| Career Conversations |  |  | Promo post IWD |
| Mentoring | Promo video/tease HM | Promo/Regional | Regional |
| Melnick Next level leadership | Promo | Begins |  |
| Reg Seminars |  | Start Chicago promo | Promo Chicago |
| Biz certificate program | Promo | Promo | Program Host |
| Executive programs |  |  |  |
| Webinars Affin WOC | Promo WOC | Webinar |  |
| **Executive Office** |  |  |  |
| Leadership Visibility | TL articles & social  WOTY announce | TL articles & social  Feb event--Phoenix  GOLD interview  USA TODAY piece | TL articles & social  IWD Hosting  Laurie at WHCC |
| **Visibility & Partnerships** |  |  |  |
| Media partners | Sign agreements | Run WOTY ads | Run WOTY ads |
| Media outreach | WOTY announce  Mentoring (social) | Explore survey |  |
| Marketing partners | WOTY promo  HBA promo EFP/WHCC | WOTY promo  HBA promo EFP  WHCC promo | WHCC promo |
| **MarCom Specific Projects** |  |  |  |
| Website Initiative | Implementation | Implementation | Begin Phase II |
| Overhaul newsletter | Survey/Research | Research/Testing | Research/Testing |
| Informz data remap | Initiate w/ Informz | Work with Informz | Work with Informz |
|  |  |  |  |
|  | **April** | **May** | **June** |
| **Program/Initiative** | **NVW, EyeforPharma-Philly, Times100 List, WOTY** | **ASCO Chicago** | **BIO San Diego**  **DIA DC**  **Summer Olympics** |
| **Stakeholder Relations** |  |  |  |
| Biz Development | Ongoing | Ongoing | Ongoing |
| CP Management | WOTY support HBAddsValue | 3BC support | HBAddsValue |
| Membership | Nat’l Volunteer Week—sale? | Post WOTY recruit |  |
| Collaborative recruitment |  | Ongoing | Ongoing |
| Collaborative PR | Spring Summit  Adv. Clinical Chicago | Produce materials | Produce content |
| **Signature events** |  |  |  |
| WOTY | Promote + Host | Follow up Comms | 2021 Intent to submit |
| RSL | Promote + Host | Follow up Comms |  |
| 3BC | Design work/social | Host |  |
| ACE Awards | Launch promo | Promo | Promo |
| **Education** |  |  |  |
| Career Conversations | Promo | Host—12 May | Promo July |
| Reg Seminar (Negotiation) | Host—Chicago 4.24 |  |  |
| Melnick program |  |  |  |
| Biz certificate program | Program support | Program support |  |
| Executive programs |  |  |  |
| Webinars |  |  |  |
| **Executive Office** |  |  |  |
| Leadership Visibility | TL articles & social  Laurie at WHCC | TL articles & social | TL articles & social |
| **Visibility & Partnerships** |  |  |  |
| Media partners | Run WOTY ads | Publish WOTY recap |  |
| Media outreach | Pitch WHCC media | Pitch honorees |  |
| Marketing partners | Run ads for WOTY  HBA promo WHCC |  |  |
| **MarCom Specific Projects** |  |  |  |
| Website Initiative | Phase II work | Phase II work | Phase II work |
| Overhaul newsletter | Research/Testing | Finalize | Launch |
| Informz data remap | Determine needs | Assess and research | Assess and research |
| HBA Blog | Research/Testing | Finalize | Launch |

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|  | **July** | **August** | **September** |
| **Program/Initiative** | **Fortune 500 List** | **100th Anniversary** | **Pharma100** |
| **Stakeholder Relations** |  |  |  |
| Biz Development | Ongoing | Ongoing | Ongoing |
| CP Management |  | HBAddsValue AC support | AC support |
| Membership |  | Flash Sale | MAP comms begins |
| Collaborative recruitment | Ongoing | Ongoing | Ongoing |
| Collaborative PR |  |  |  |
| Regional/Chapter noms |  | Promo | Promo |
| **Signature Events** |  |  |  |
| Annual | Soft promo | Open reg (8/1) | Promo EB Deadline Create materials |
| WOTY noms |  | Promo | Promo |
| ACE noms | Promo |  | Announce winners |
| European Summit |  | Promo | Promo |
| **Education** |  |  |  |
| Career Conversations | Host--15 July | Promo Sept | Host—8 Sept  Promo Oct |
| Reg Seminars |  |  |  |
| Melnick program |  |  |  |
| Biz certificate program |  |  |  |
| Executive programs |  |  |  |
| Webinars |  |  |  |
| **Executive Office** |  |  |  |
| Leadership Visibility | TL and social | TL and social | TL and social |
| Global board noms | Promo | Promo |  |
| **Visibility & Partnerships** |  |  |  |
| Media partners |  | Run AC ads | Run AC ads |
| Media outreach |  | Explore survey | Announce ACE honors |
| Marketing partners | Run ads for ACE |  |  |
| **MarCom Specific Projects** |  |  |  |
| Informz data remap | Work w/ Protech & Informz | Work w/ Protech & Informz | Work w/ Protech & Informz |
| HBA Blog | Generate content | Generate content | Generate content |

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|  | **October** | **November** | **December** |
| **Program/Initiative** | **Day of the Girl**  **Women in Workplace (WIW)** | **Annual Conference** |  |
| **Stakeholder Relations** |  |  |  |
| Biz Development | Ongoing | Ongoing | Ongoing |
| CP Management | HBAddsValue/ AC support |  | HBAddsValue Renewal support |
| Membership | 2021 Planning | 2021 Planning | 2021 Push |
| Collaborative recruitment | Ongoing | Ongoing | Ongoing |
| Collaborative PR | WIW survey |  |  |
| Regional/Chapter noms | Promo |  |  |
| **Signature events** |  |  |  |
| Annual Conference | Promo Housing deadline  Speech/Mat reviews | Host  Social programming |  |
| ACE Awards | Promo | Host |  |
| WOTY |  |  | 2021 announce plan |
| European Summit | Host |  |  |
| **Education** |  |  |  |
| Career Conversations | Host--13 October |  |  |
| Mentoring |  |  |  |
| Reg Seminars | Chicago Host |  |  |
| Executive programs |  |  |  |
| Webinars |  |  |  |
| **Executive Office** |  |  |  |
| Leadership Visibility | TL and social | TL and social | TL and social |
| **Visibility & Partnerships** |  |  |  |
| Media partners | Run ads for AC |  |  |
| Media outreach | Women in Workplace | Explore survey |  |
| Marketing partners | Run ads for AC |  |  |
| **MarCom Specific Projects** |  |  |  |
| Website Initiative | Phase II | Phase II | Phase II |
| Informz data remap | Implement/segment | Implement/segment | Implement/segment |
| HBA Blog | Content generation | Content generation | Content generation |

1/21/2020