
Leaders Helping Leaders

A Content Marketing Campaign
for CommLead's Alumni Fandom

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Executive summary

Preliminary research overwhelmingly indicates a strong desire from alumni for **networking opportunities**, both professional and personal.

We propose an interactive, alumni-only **networking event series** that will **nurture alumni fandom** by helping engaged alumni build supportive relationships with each other and feel connected within our larger community.

Outline

1. Executive Summary
2. Campaign Overview
3. Goals
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9. Next Steps
10. Appendix

Campaign overview

Our alumni-only networking event series will be

- ✓ Held **quarterly** across various locations and platforms
- ✓ Annually/individually-**themed** based on surveyed alumni interests
- ✓ Include asynchronous **resources** uploaded to an online event **archive**
- ✓ Use interactive **icebreakers** and structured networking **activities** to engage participants
- ✓ Giveaway **swag** as incentive for participation



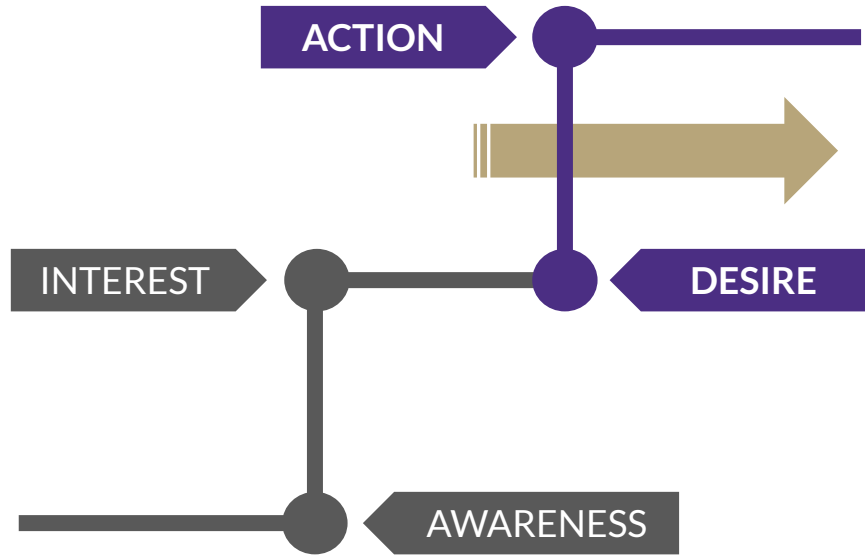
Goals

Client goal	To form a relationship with alumni that encourages: (a) connection within the CommLead community, and (b) ongoing contributions to CommLead through participation, sharing, volunteering and/or donating
Project goal	To build a relationship with alumni through content
Marketing objective	To nurture alumni fandom - getting alumni to actively share, contribute to and champion CommLead
Campaign objective	To address alumni networking needs through an interactive, transformational event series

Audience: Engaged Alumni

Start by rewarding existing fans

- ✓ Alumni who demonstrate **high interest** in and/or **frequent engagement** with existing content
- ✓ Alumni already **attending** events or **following** on social media, hoping for more incentive or chances to participate
- ✓ Alumni who have been **vocal** about what they would participate in



Audience: Motivations & Challenges

Alumni need clarity

"[Information] needs to be clear and easy for alumni to make informed decisions about what they want to opt in."

Alumni trust alumni

"I go to CommLead events because CommLead people will be there. [W]e have a shared foundation and values that make it so I know I'm talking with someone who I can trust."

Alumni want opportunities to connect

"Make reasons for people to gather so connections can grow organically"

Alumni want other alumni to participate

"You need some critical mass to be successful. [...] You need a seeder group to get it started."

Alumni need various ways to engage

"I might not be able to make [an event] or [...] process all the information in one sitting. So, having a post-event recording or [...] write up with key takeaways goes a long way."



Audience: Key Themes & Takeaways

#	Themes	Takeaways
1	Connection	Alumni value, trust and champion CommLead for access to other alumni
2	Trust	Strong connections form through shared values and experiences
3	Access	Multiple formats and points of access maximize audience engagement
4	Clarity	Clear, consistent messaging builds trust and encourages participation
5	Participation	Content must be engaging to encourage group participation

Desired Outcomes

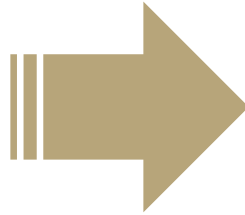
For Audience	For CommLead
<p>This campaign will offer genuine opportunities for alumni to connect and learn through participation.</p> <p>Alumni will be able to build supportive relationships and feel connected within our larger community; to feel proud of the CommLead community.</p>	<p>This campaign will get alumni to actively share our content and events, volunteer to contribute content and attend events, and recruit for CommLead.</p> <p>Alumni will champion CommLead in their own communities.</p>

Messaging Framework

Under CommLead branding...

Community-Driven means...

We make sure people in our community have opportunities to work together because we know it makes our program curriculum stronger, increases experiential opportunities, and builds long-lasting networks.



For this campaign...

Community-Driven means...

We make sure alumni to feel listened to and engaged by CommLead because we know it makes our overall community stronger.



Messaging: Desired Attributes

*We know we're successful when alumni say: we are **community-driven**.*

Collaborative / Empowering / Supportive / Inclusive

I feel connected to the whole community

I see the commitment to help us connect with each other. I know I have a network that I can rely on.

I feel supported both personally and professionally

I enjoy getting to know people and seeing that we care about each other's lives and share important values. It makes me feel safe and supported.

I feel informed and included

We update our channels for alumni. I feel included because CommLead reaches out to me and lets me know I'm invited.



Content Plan: Overview

OUTLINE

- Series overview
- Audience research
- Select themes
- Select speakers
- Select locations
- Publish calendar
- Procure swag

PRE-EVENT

- Video kick-off
- Registration page
- Email confirmations
- Instagram template
- Newsletter template

EVENT

- Milling / floor activities
- Introductions
- Group game
- Quick ice breaker
- Speaker (15 min max.)
- Rotating table groups
- Outro / swag winnings
- Exit flyer

POST-EVENT

- Online survey
- Email thank you
- A&V archive
- Summary article
- Metrics review

Event Components

1

Milling / Floor
Activities

2

Intro &
Ice Breakers

3

Speaker Lecture as
Conversation Starter

4

Rotating Table
Networking

5

Outro &
Swag Winnings

6

Exit Flyer
with Survey

Component 2 / 3 : Introductory game / ice breakers

Start each event with an interactive **group activity** that captures attention, sets the tone, and gets the jitters out

- **Gamify it** - get a plush, throwable “mic” (any soft object will do) and put questions to the audience. For example, “What did you want to be when you were little, and how does it relate to what you’re doing now?” (Source: [Social Tables](#))

How it supports our goal

✓ Gets audience interactive and invested

How it supports our audience

✓ Allows audience to settle in
✓ Aids participation
✓ Shows CL is engaging

How to measure its success

✓ Number of participants
✓ Exit survey responses

Component 4: Rotating table networking

Ask attendees to **self-select into groups** by pre-selected interest categories. Mark categories on tables (during prep). Encourage rotating tables every 15-20 minutes. Like long-form "speed-dating." Adjust to needs of the audience and space.

- **Gamify it** - incorporate social media, NFC tags and/or QR codes for check-in, information swapping, scavenger hunts and/or rewards

How it supports our goal

- ✓ Keeps audience interactive and invested

How it supports our audience

- ✓ Allows audience to grow network in a fun way
- ✓ Aids participation
- ✓ Shows CL is engaging

How to measure its success

- ✓ Number of participants
- ✓ Exit survey responses



Metrics: Audience Engagement

Digital Metrics

- ✓ Social likes and comments
- ✓ Social shares and mentions
- ✓ Inbound links related to event

Live/In-Person Metrics

- ✓ Event rsvps and attendance
- ✓ Participation during events
- ✓ Exit survey responses

Important: Surveys for event feedback, suggestions, and testimonials help grow momentum and maintain consistency. Be sure to build a scannable, scalable feedback bank for future reference.

Next Steps / Appendix

- Review Content Plan
 - Assign Roles & Responsibilities
 - Finalize Editorial Calendar
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Thank you!



Keep in touch!

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