



Effective Messaging for Engagement

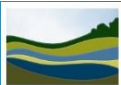
Aileen Barclay, BSc, Oak Ridges
Moraine Land Trust



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Outline

1. Defining Target Audiences
2. Using Social Psychology
3. Assess your Competition
4. Effective Messages
5. Path of Least Resistance



1. Defining Your Target Audience

Determine and describe your specific target market.

- Who is your ideal audience at each level of engagement? Be specific, not “the public”
- What are their general characteristics, preferences, priorities, motivations?
- What might their barriers and/or misconceptions to engagement and/or mobilization be?
- Do you have an existing target audience that you can segment/characterize?





Segmentation

The process of further defining/ grouping a larger population into smaller segments, similar in certain characteristics.

Hobbies, address, age, gender, life stage, buying habits, ethnicity

Or

Level of engagement, organizational interests (noted or perceived), engagement potential, availability,

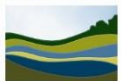
But How?

- Online reports, social media, surveys

conversations at events, meetings

- By Postal Code: M4E 2A4

<https://environicsanalytics.com/en-ca>



Where to find information?

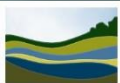


MARKETING TO AN OLDER POPULATION:
HERE COME THE BOOMERS

Doug Norris, Ph.D., Senior Vice President and Chief Demographer, Environics Analytics

- Online reports and studies
- Social media
- Firsthand from conversations at events
- Surveys to email lists *be careful with these!
- Existing tools e.g. Prizm by Environics: M4E 2A4

<https://environicsanalytics.com/en-ca>



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26 Country Traditions

Rural, upper-middle-income couples and families

This segment represents 2.5% of Canada's population and 2.3% of households.

WHO THEY ARE

The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. In this segment, middle-aged, and older couples and families work at blue-collar and service sector jobs. Most own a recently built, single-detached house, along with a large pickup for backcountry driving. With half the maintainers over 55, these third-plus-generation Canadians enjoy old-fashioned pursuits like gardening, boating, fishing, camping and swimming. Self-reliant, they like to work with their hands, doing ambitious remodeling projects as well as traditional home crafts. With their teenage children, they make a strong market for toys, pets and sporting goods; a big splurge is attending a professional baseball or basketball game. Vacations often involve a cottage stay.

HOW THEY THINK

AVERAGE HOUSEHOLD INCOME

\$129,698

EDUCATION

Mixed

URBANITY

Rural

HOW THEY LIVE

AVERAGE HOUSEHOLD NET WORTH

\$847,669

OCCUPATION

Service Sector / Blue Collar

FAMILY LIFE

Middle-Age Families

RESIDENCY

Own

DIVERSITY

Low

HOME TYPE

Single Detached



Describe your perfect person to engage at the top level of pyramid. What is their age, gender, habits, location, sports, interests, etc.?

Angela-

Unmarried, 48 years old.

Works in marketing, makes \$250,000k/yr.

Lives in downtown Toronto.

Spends her weekend up north at friend's cottages.

No children or dependents.

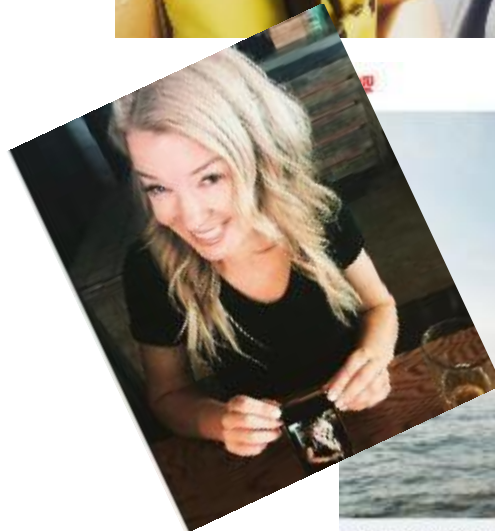
Loves her dogs and volunteers for the SPCA.

She loves kayaking, travelling, fine dining (vegetarian/wine) and spending time with her friends.

She is active on Instagram and Facebook.

Lives in the city but wants to retire up north.

Considering a bequest money in her will to a charity as a way to leave her legacy.



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ONTARIOPARKS.COM

Mental health benefits of spending time in nature

The research is clear; spending time in nature improves our physical, mental and ...

Free online Research Data:

- <https://adsharkmarketing.com/marketing-to-baby-boomers/>
- <https://www.bkacontent.com/marketing-to-baby-boomers/>
- <https://www.canr.msu.edu/news/marketing-to-millennials-and-baby-boomers>
- <https://www.tandfonline.com/doi/pdf/10.1080/19368620802594136>
- https://www.flock-associates.com/thinking/the-sustainable-marketer-flocks-marketing-sustainability-whitepaper/?gclid=Cj0KCQjw4omaBhDqARIsADXULuVC09Grv49tsjc8Xlk7BepLf0DMSOnEPReZGKw1opJpycscuXtOu8aAnRUEALw_wcB
- <https://www.forbes.com/sites/josephcoughlin/2018/05/05/greener-than-you-boomers-gen-x-millennials-score-themselves-on-the-environment/?sh=269176a4d8b4>
- <https://www.nptechforgood.com/2015/04/22/why-nonprofit-fundraisers-should-give-more-attention-to-gen-x-donors/>



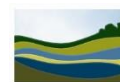
Age Demographics



Baby
Boomers

Age: 58-76

Born: 1946-1964



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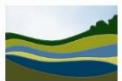
What is important to them?

- Their personal well-being and living a long, healthy life and maintaining youthfulness.
- Environmental sustainability
- Remembering the cleaner and abundant resources from the past
- Getting their information and knowledge from peers, vs. bureaucracy.



How to Engage This Group...

- Share the benefits of environmental practices, but aesthetics and quality are a priority.
- Prioritize what's in it for them = cost savings, and well-being.
- Promote opportunities to be active, learn and have fun.
- Use social media to engage this group, in particular Facebook.
- Deliver messages by word of mouth, trusted advisors and friends.
- Provide ideas and opportunities to “plan for the future”.
- Publicly recognize their efforts, especially with peers.



What not to do...

- Tell them what they are doing wrong in their actions/behaviours in a punitive manner.
- Portray this group as aged, inactive and grey-haired “old people”.
- Have fast-paced content. They want informative, slower-paced videos.
- Use punitive messages or bureaucratic processes.
- Expect an immediate change in undesirable behaviours.
- Patronizing them.



Also...



Generation X*

Age: 45-57

Born: 1965-1977

Generation Y (Millennials)*

Age: 28-45

Born: 1977-1994

Generation Z

Age: 9-24

Born: 1997-2012

Generation Alpha

Age: 8 or younger

Born: 2013- 2022

2. A Little Social Psychology

People tend to:

- Follow the herd
- Overstate their environmental efforts
- Want to be acknowledged for “altruistic” efforts
- Be strongly influenced by shame
- Listen to people with authority (real or perceived)
- Want something if it is limited in amount or time



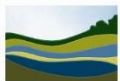
Hello?? What about
me??? Look how red
and pretty I am!



Shame on You!

Can have a major influence on changing people's behaviours, but extreme caution must be taken when using this technique.

But can it be used to fight traffic??



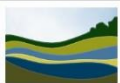


The Power of (ethical) Influence

1. **Reciprocation** - Be the first to give service, information or concessions
2. **Scarcity** - Emphasize genuine scarcity, unique features, and exclusive information
3. **Authority** - Establish position through professionalism, industry knowledge, your credentials, admitting weaknesses first
4. **Consistency** - Start with small and build, use existing commitments/involvement, towards voluntary choices
5. **Liking** - Uncover similarities, areas for genuine compliments, opportunities for cooperation
6. **Consensus** - Unleash people power by showing; responses of many others, other's past successes, testimonials of similar others.

Plus, Contrast and Collective

From: Dr Robert Cialdini



3. Who is your Competition?

Which messages, programs, “noise” and activities compete with yours or pose challenges to your goals/initiatives.



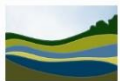
Marketing “noise”

The average person will encounter between 6,000 to 10,000 ads a day!!!

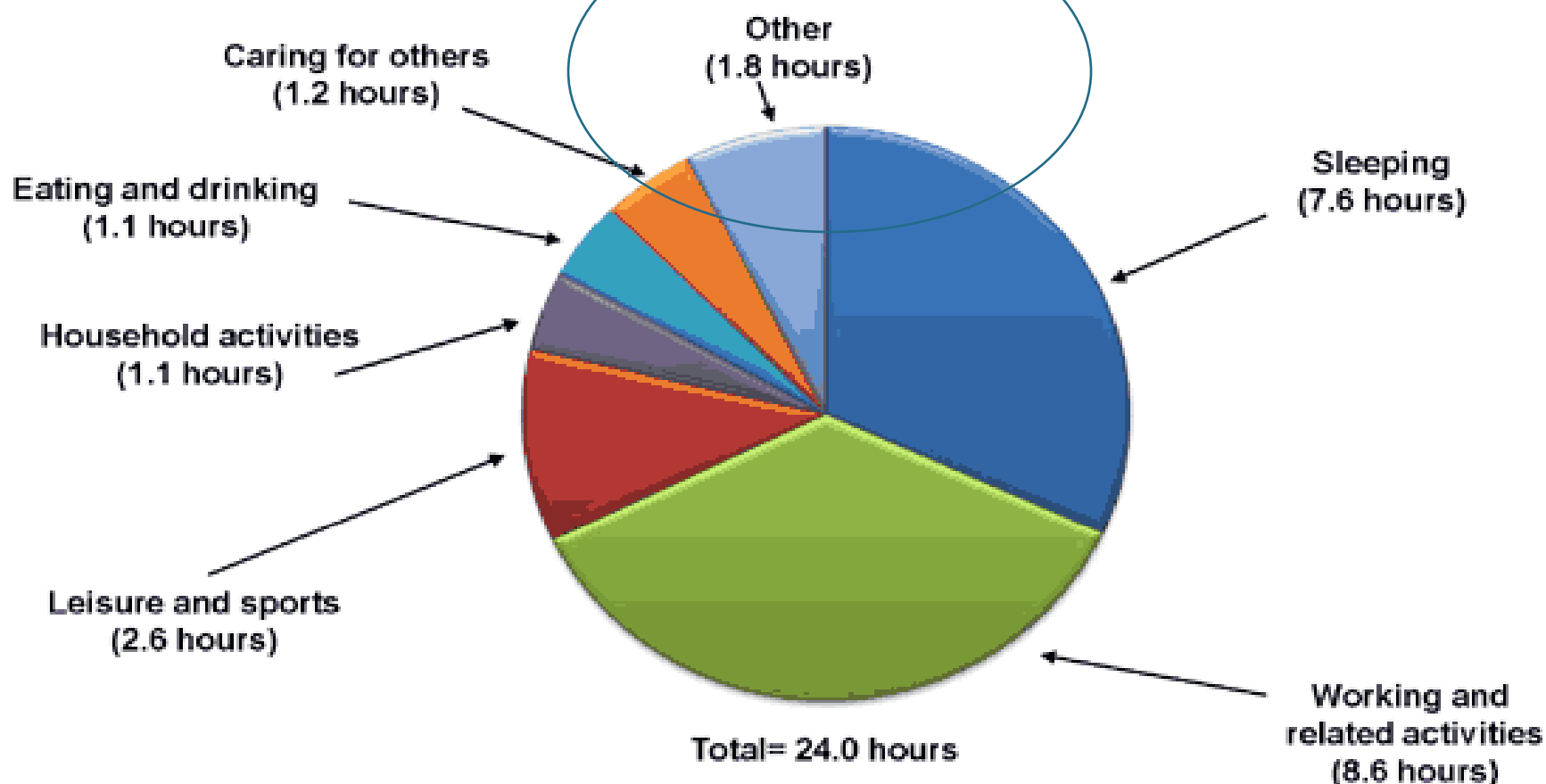


Competition???

- Other events
- Other organizations
- Sports, activities, homework
- Attention
- Time
- Energy
- Interest
- Barriers – accessibility, fear, unknown, access, inadequacy



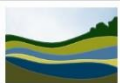
Time use on an average work day for employed persons ages 25 to 54 with children



NOTE: Data include employed persons on days they worked, ages 25 to 54, who lived in households with children under 18. Data include non-holiday weekdays and are annual averages for 2010.

4. Check your Messaging

- What style and language is your competition using?
- Can you use similar tactics and language for your own?
- How much traffic does your message have to get through?



Effective Messaging Will...

- **Grab attention**

- Audience's needs
- Identify the benefits and rewards
- Address barriers/objections
- Use the terms “you” rather than “we” or “us”
- Right language for the right segment.
- Create and deliver excitement



Workshops

For several years the Land Trust has conducted “Rock Walks” lead by board member and renowned geologist Professor Rando Nameo.

These educational walks on the rocks of nature place are interactive and cover all aspects of nature place geology including rock formation and glaciation.

Or...

Highly interactive, the presentation includes amazing specimens, demonstrations, animations and a student worksheet. Topics covered include the rock cycle, types of rocks, and the properties and uses of minerals.

“The visuals were incredible, engaging and felt like we were part of the presentation. By far the best virtual presentation I have seen.” Grade 7 teacher



*** BONUS POINTS FOR THE TESTIMONIAL!**



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Family Fun?

Bring your family out to explore and help us plant native trees and shrubs, learn about the importance of wetlands and what we can do as residents to become better stewards of our local environment.

Or...

Your day at the park will be the most fun you've ever had. The park's children's areas are sure to thrill little riders as they fly, whirl and swoop through their day here!



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Us...

“Terms of a conservation easement agreement are negotiated between the landowner and the conservation organization. The role of the conservation organization is to monitor and enforce the mutually agreed upon terms that have been put in place to ensure the ecological health of the property.”



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Let's look again...

“Terms of a conservation easement agreement are negotiated between the **landowner and the conservation organization**. The role of the **conservation organization** is to monitor and enforce the mutually agreed upon terms that have been put in place to ensure the ecological health of the property.”



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Island Trust (BC) – They get it

“A conservation covenant is one of the most **powerful promises you** can make.

It is a formal legal commitment to protect **your** land for nature that still allows **you** to own **your** property, live on **your** property, and sell it whenever **you** want.

The *power* of a conservation covenant is that it binds future owners to the same promises **you** made, meaning the land **you’ve** loved and cared for remains protected forever.

Additional benefits for you:

1. Peace of mind
2. Income tax benefits
3. Property tax benefits”



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5. The Path of Least Resistance

- Participation that requires the least level of effort.
- Simple, enjoyable and hassle free.
- Eliminate obstacles to engagement.
- Consider “value added” fun (reciprocity).
- Reduce paperwork.
- Keep it simple, highlight important things to know/see.
- Automate.

A photograph of a forest with tall, thin trees and a dense understory of ferns. Sunlight filters through the canopy, creating a bright spot in the upper right. The text is overlaid in the center.

Thank you!

For more information contact:

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