

Reaching Everybody Hard-to-reach Groups



Matching Messages Understanding Their Pain Points



Understanding Perspective

Anita's Journey



Right time, right place Microtargeting



Public Engagement Now Open

Jasper residents,
**Help plan your
community's future**

visit
link.ethelo.net

Comparing Content

What works and what doesn't?



Comparing Content

What works and what doesn't?

VS.

superhero picnic
Wednesday 19th August 2015.
Wollaton Park, Nottingham.
11am-3pm. Free entry*

dress as your favourite superhero and join us in the park for a super fun day.

POW!

there's lots of activities happening on the day to keep heroes happy, including:

- craft making
- face painting
- inflatables
- archery
- other games

and bring your superhero teddy for the chance to win a prize for the best dressed

BAM!

Children's Afternoon Tea Party in The Yard Studio
bring your children along for a super tea party with sandwiches, jelly and ice cream
3pm - 5pm
£5 per child, £8 per adult
Booking essential. Call 0115 876 3100

ZAP!

help us break the Guinness World Record for most people dressed as superheroes by bringing all your friends. We need more than 1,580 heroes to do it!

Wollaton Hall & Deer Park
Wollaton
Nottingham
Nottinghamshire
NG8 2AE
tel: 0115 876 3100

www.nottinghamcity.gov.uk/superheropicnic

car parking charges may apply
some activities may incur extra costs
children must be accompanied by an adult

 Nottingham City Council

HAVE YOUR SAY ON Climate Priorities

Public Engagement Opens Feb 3rd
visit [\[placeholder\].ethelo.net](http://[placeholder].ethelo.net) to participate

WIN A COMPOSTER!

Participate and win a composter! We are giving away a Vitamix Foodcycler™ and a composting barrel.

Comparing Content

What works and what doesn't?



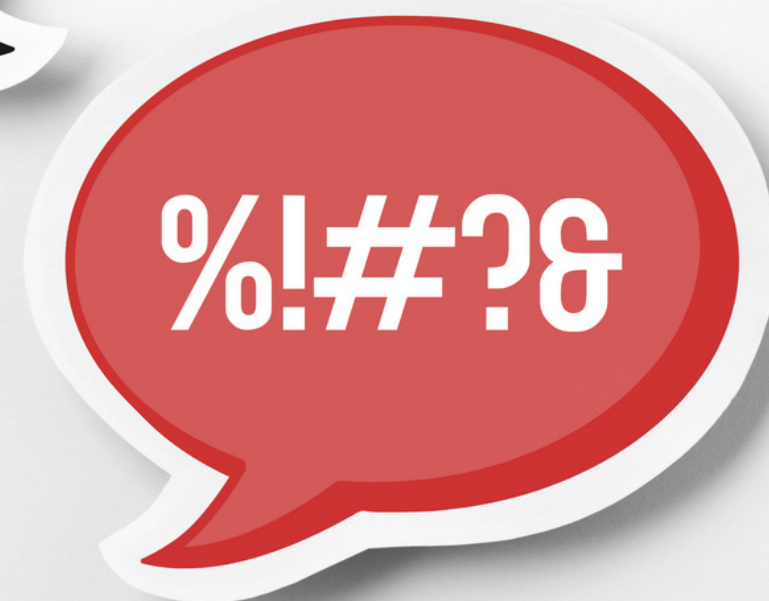


Reducing
Friction -
make it easy

"If you confuse,
you lose"

Social Media Tips and Tricks

Moderation & Participation



Optimizing Conversion Rates

Conversion Rate Optimization



Always

Be

Testing