

# MPWMD Marketing

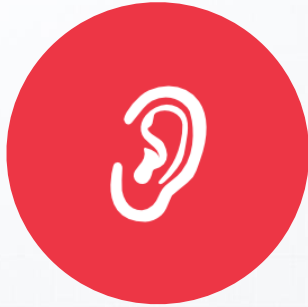
[WWW.TMDCREATIVE.COM](http://WWW.TMDCREATIVE.COM)

PRESENTER: THE MARKETING DEPT 2021 February

## ... TMD Team

- » **Sam Spadoni**
  - Project Management
  - Primary Contact
  - Messaging Development
- » **Nick Pasculli**
  - Account Manager
  - Messaging Development
  - Media Buys
- » **Additional Team Members and Roles**
  - Amos Strauss, Project Support & Social Media
  - Athena Morris, Social Media
  - Lindsey Little, Graphic Design and Copywriting
  - Cristina Cachux, Graphic Design and Web Design
  - Gabe Rodriguez, Videography & Photography
  - Amairani Resendiz, Spanish Translation

# ... Our Process



## Listen and Learn

- What audience are we targeting?
- What is the deliverable?
- What is the goal of the deliverable?
- What will the messaging be?

**How do we measure success?**



## Collaborate

- TMD to develop proof of deliverable
- TMD to present to MPWMD
- MPWMD to provide feedback
- TMD to incorporate feedback
- MPWMD to approve



## Effect

-Letting all of your audiences and the general public understand the work that WPWMD is doing to enhance the local water supply in a sustainable way.

# ... What We Have Done Thus Far

01

Reviewed current marketing materials.  
Segmented audiences:

General Public

Businesses

Governmental/Industry

02

Setup joint Dropbox account to share files  
between MPWMD and TMD.

03

Created 3 ads for MPWMD for Weekly and  
Pinecone, which can be seen here:

Pinecone Ads: <http://bit.ly/3dwb6dl>

Weekly Ads: <http://bit.ly/3du81KV>

04

Shot photos and video of Steelhead  
Release program and Lagoon Breach.

Images: <https://bit.ly/3qG9B03>

Videos: <https://vimeo.com/476475770>  
<https://vimeo.com/495642552/405e5441d9>

05

Been developing content and posting to  
MPWMD social media channels:

<https://www.facebook.com/MPWMD>

<https://twitter.com/mryh2odistrict>





## Next Steps...



### **Newsletter (utilizing MailChimp account)**

Build email list through social media and advertising campaigns



### **On-Going Ads**

Keeping public informed via Weekly & Pinecone



### **PR**

On all major water issues MPWMD is tackling





## Next Steps...Continued



### Website Refresh

More modern design, mobile first experience, better U/I



### Annual Report

Short printed piece or possible video review



### Pending Further Direction

Looking to board, particularly the Public Outreach Committee on direction



## ... Moving Forward

### TMD to Report to MPWMD during Public Outreach Committee Meetings

1. Review of latest work/deliverables
2. Analytics—web, social media, our interpretation and actions to take as result of
3. Review any other quantitative or qualitative insights
4. Discuss upcoming deliverables, issues, important dates, etc.
5. Listen to feedback
6. Answer any questions

A close-up photograph of a hand raised in the air, palm facing forward, against a blurred green background. A semi-transparent red horizontal banner is overlaid across the middle of the image, containing the word "QUESTIONS" in white, bold, uppercase letters. Other hands are visible in the background, also raised, but they are out of focus.

**QUESTIONS**