

Digital Engagement

Building Your Multi-Channel Strategy



Working Example for The Day

Pick an example campaign you want to use while we work through activities in todays workshop.

Example Campaign

Desired Action

Current Channels

User Flow Framework

Identify three channels and how you will move an individual through them to achieve the desired action.

Channel 1: _____ Channel 2: _____ Channel 3: _____



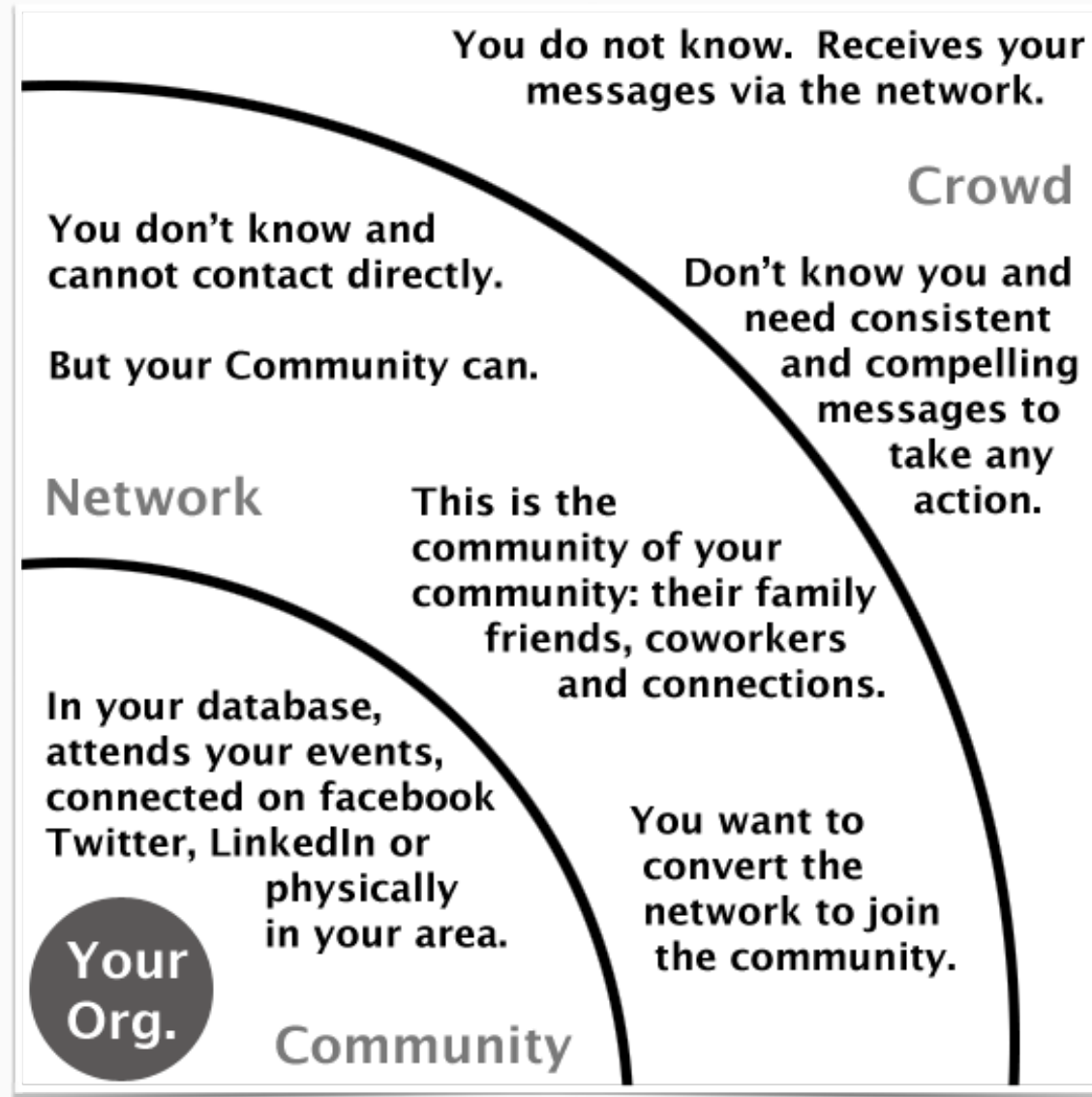
User Flow Activity: Debrief Notes

What Was Easy

What Was Tricky

Questions you need answered

Community Layers Framework



Community Layers Activity

Briefly describe who the people are that are part of your community at each layer.



Community



Network



Crowd

Community Layers Activity

Briefly describe the message you would share with each level.
Bonus: identifying which of your current tools you would use to accomplish this.

Channel

Message

Crowd

Network



Community



Community Layers Activity: Debrief Notes

What Was Easy

What Was Tricky

Questions you need answered

Additional Notes

Contact Details & Presentation Materials

Please feel free to follow-up with any additional questions



Ash Shepherd

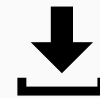
Education Director, NTEN

✉ ash@nten.org

🐦 @NPTech_Ash

🏠 www.nTEN.org

Download the Presentation



<http://bit.ly/Dig-Eng-Multi-Channel>