



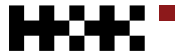
# FCAC National Conference on Financial Literacy 2017

November 1, 2017

Digital Marketing Workshop



# Introductions



@elliswestwood



ellis.westwood



ewestwood



ellis westwood



Ellis Westwood



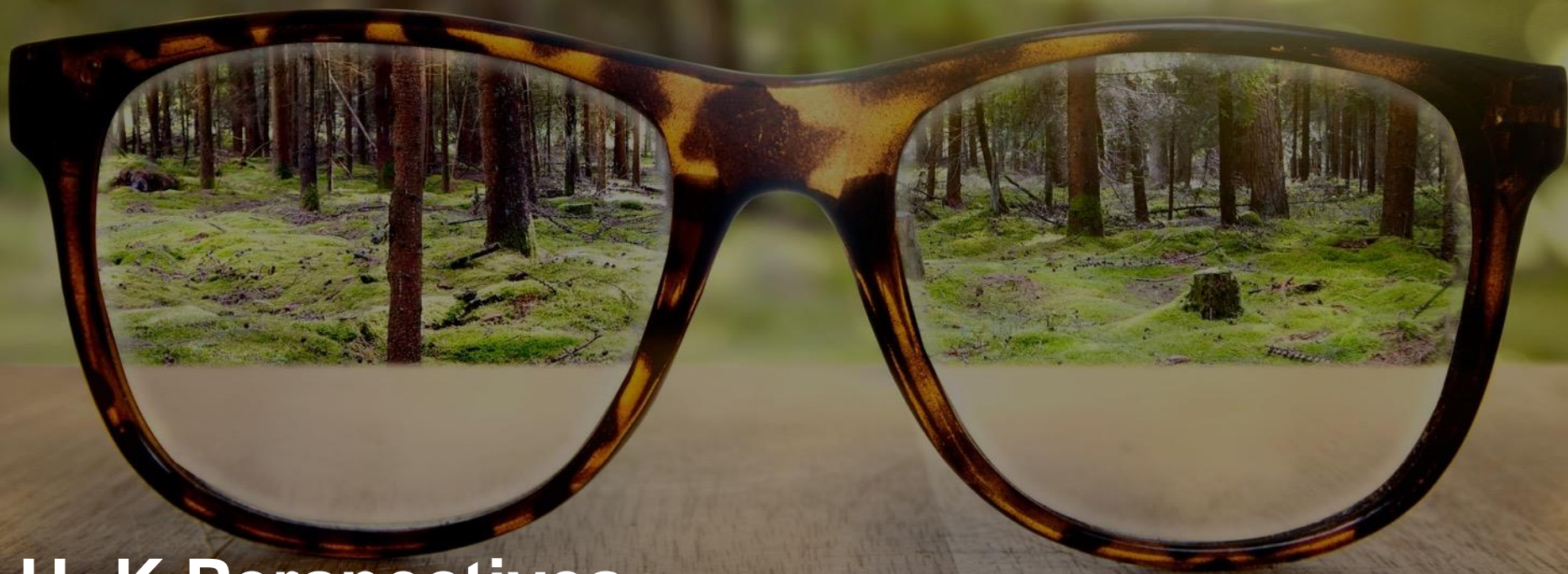
SQUARESPACE

[www.elliswestwood.com](http://www.elliswestwood.com)



**Grab your smartphones!**

**[www.pollev.com/FCAC](http://www.pollev.com/FCAC)**



**H+K Perspectives+**



# H+K Perspectives+

- + Online research community
- + 50,0000 Canadians coast-to-coast
- + Biweekly omnibus
- + Custom client research

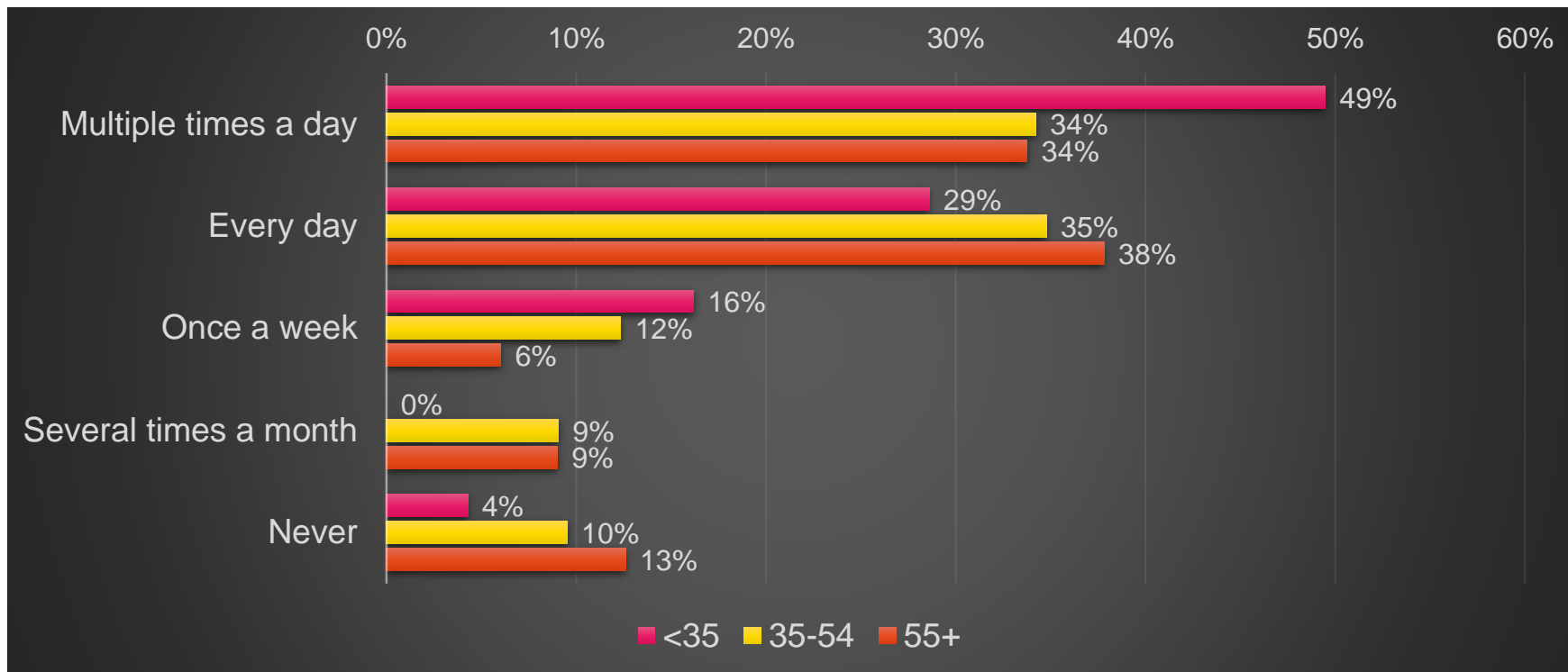


# Social media use research

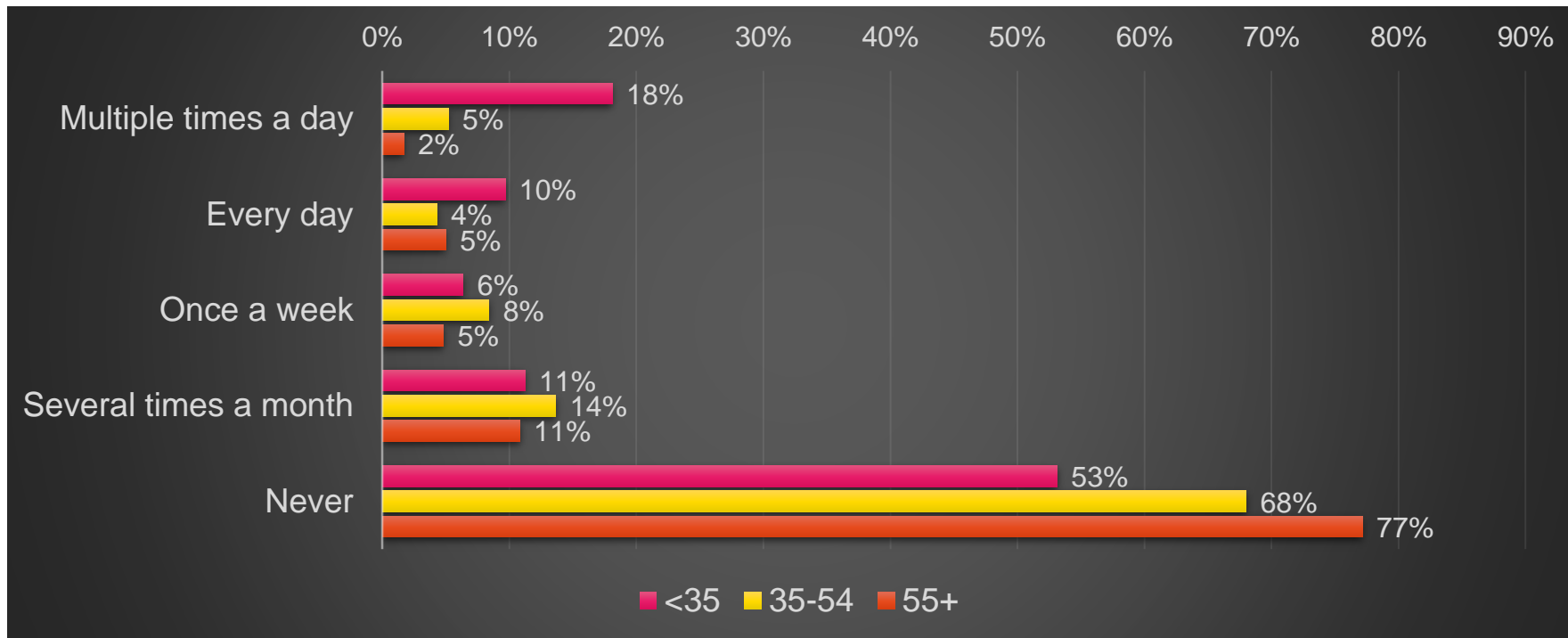




*How much do you use Facebook?*

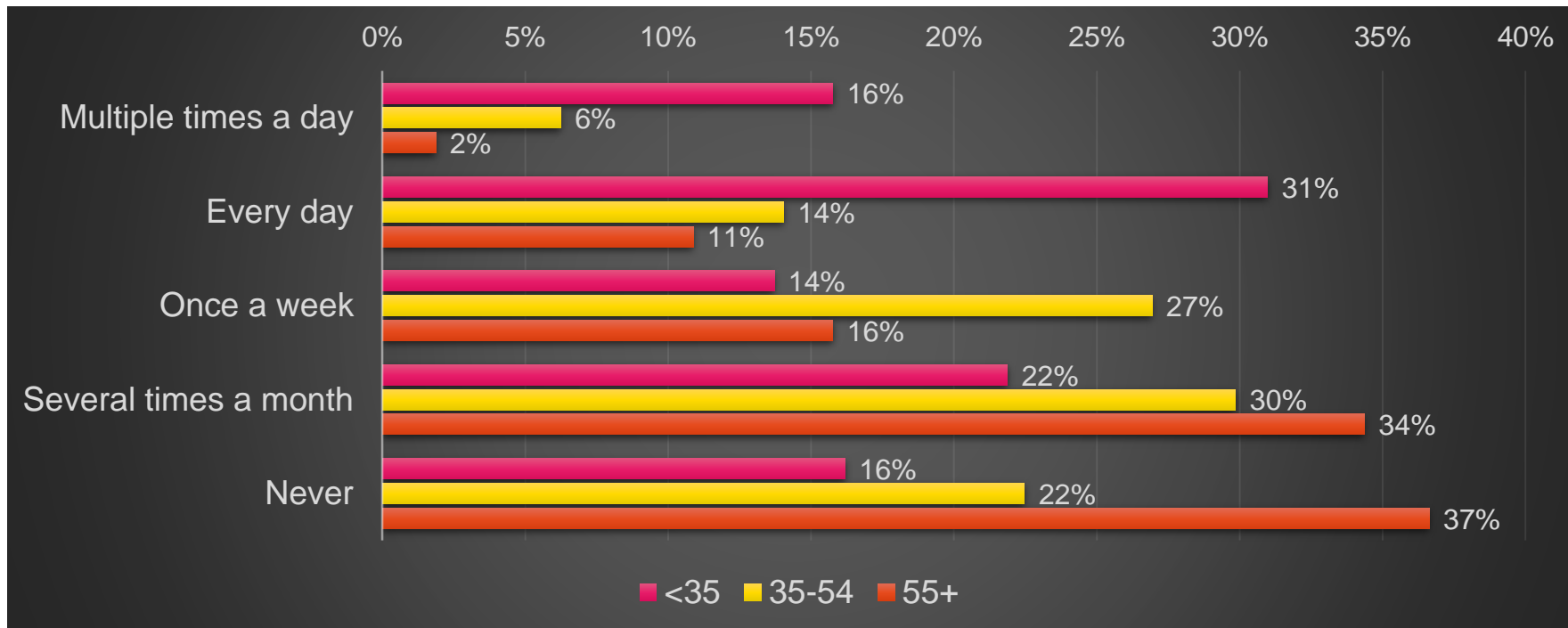


*How much do you use Twitter?*



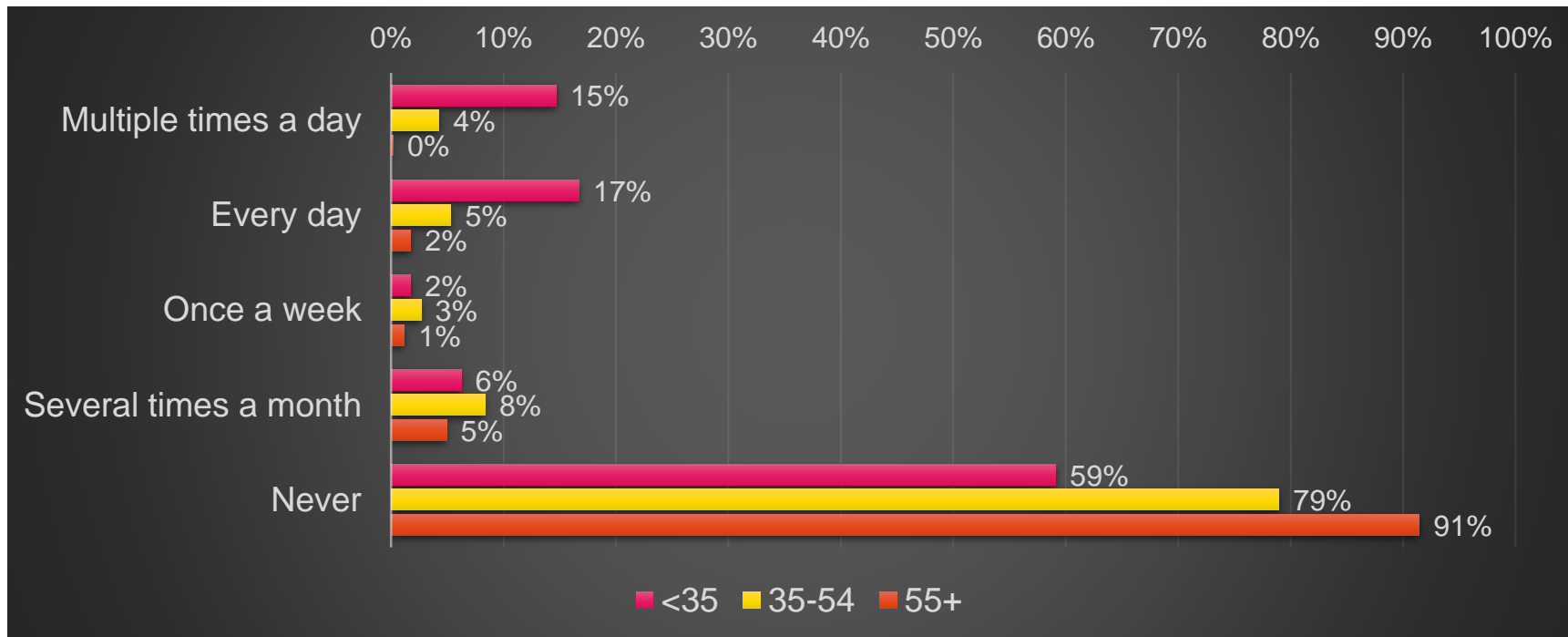


*How much do you use YouTube?*

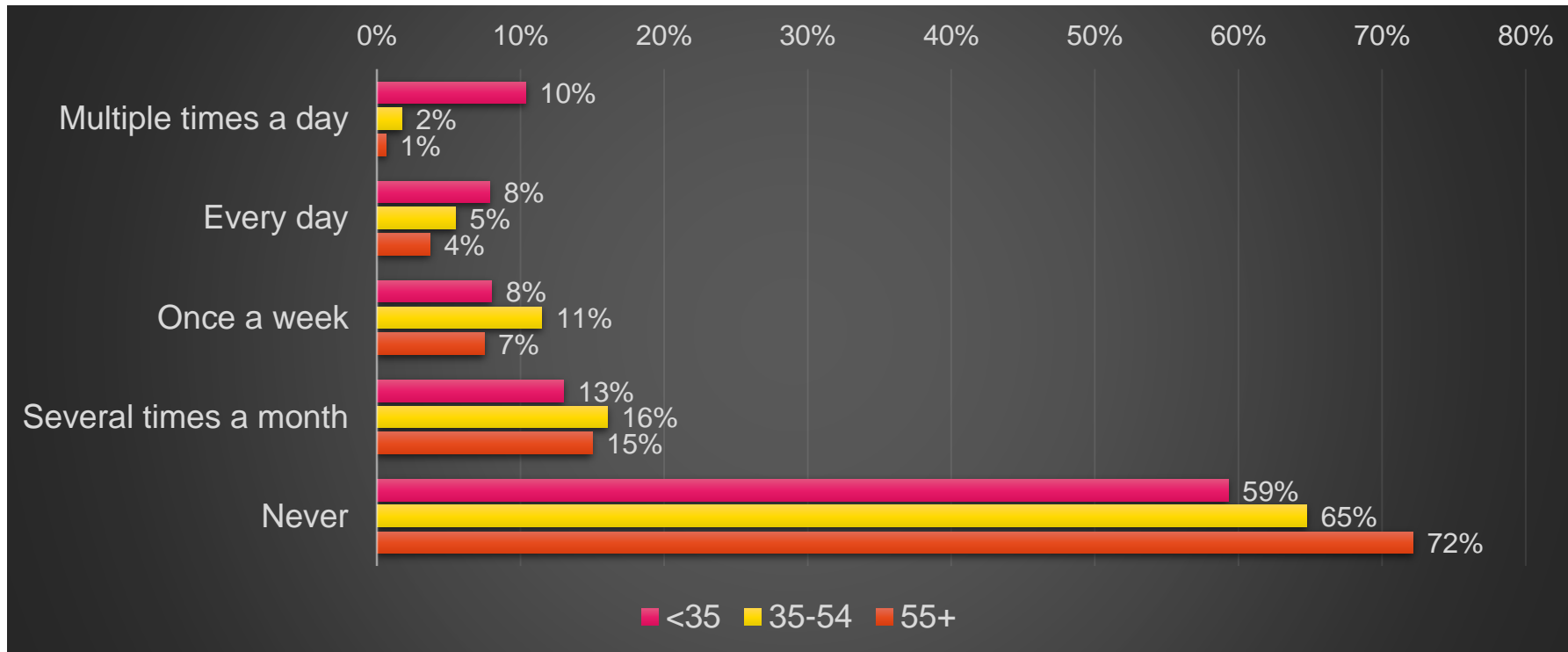




*How much do you use Instagram?*

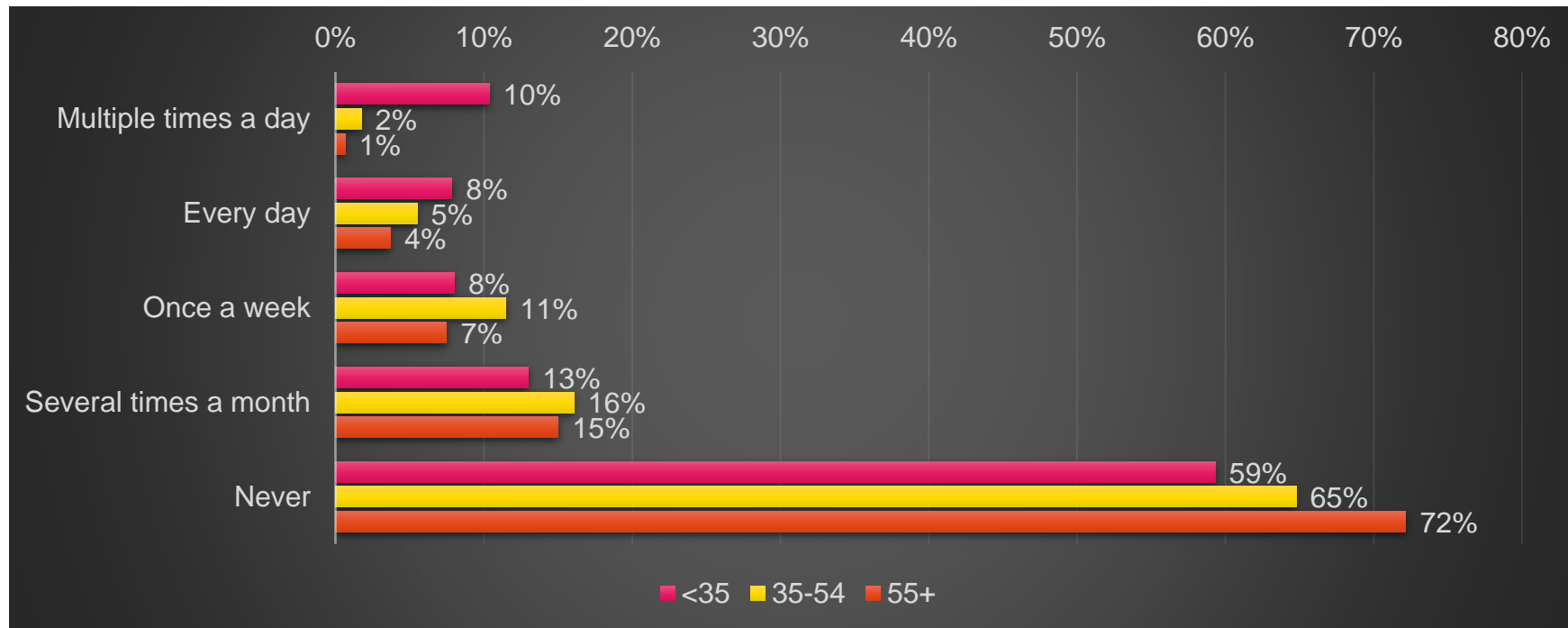


*How much do you use Pinterest?*



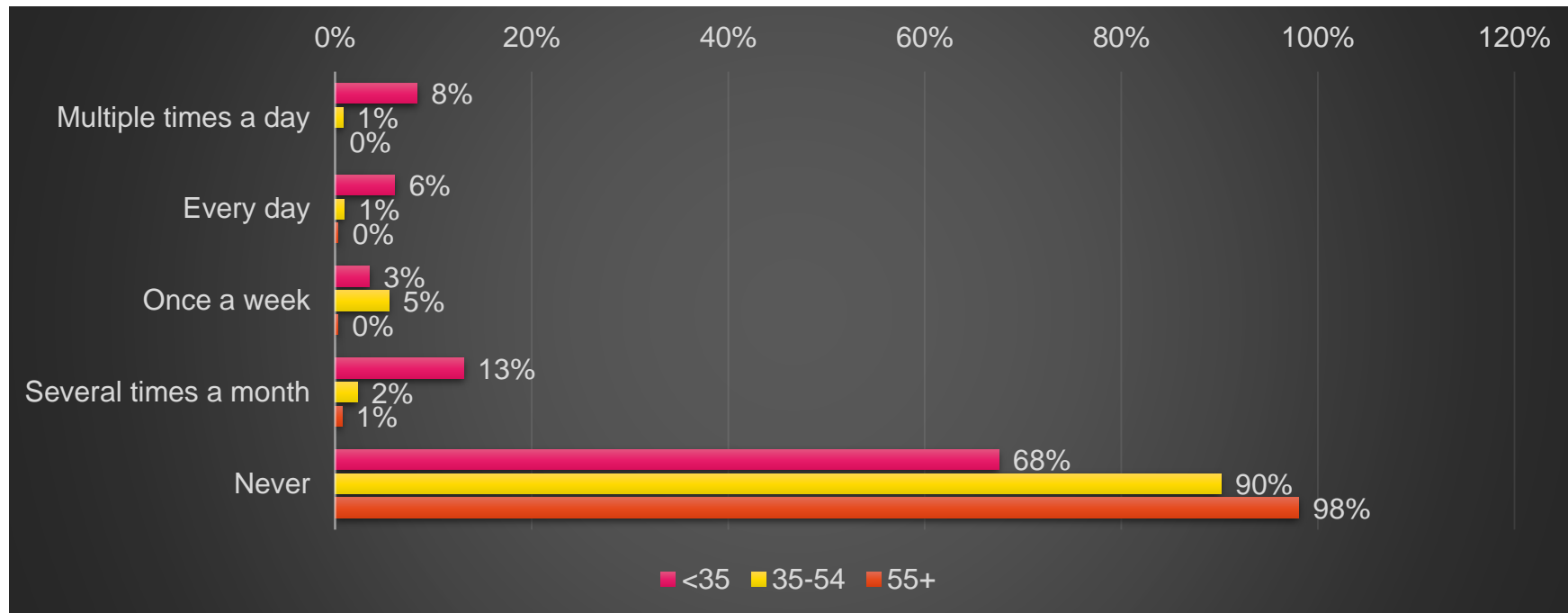


*How much do you use LinkedIn?*





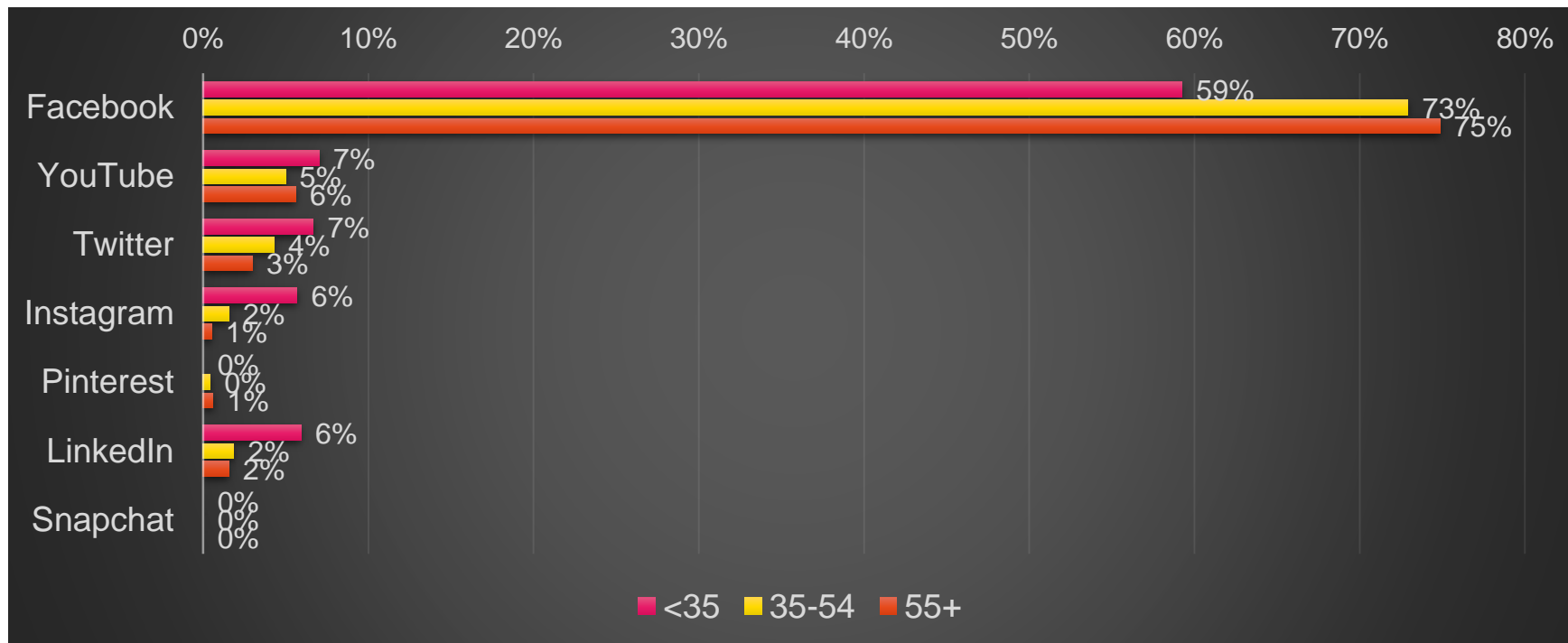
*How much do you use Snapchat?*





**Favourite social platform**

*If you had to pick a primary social platform which would it be?*

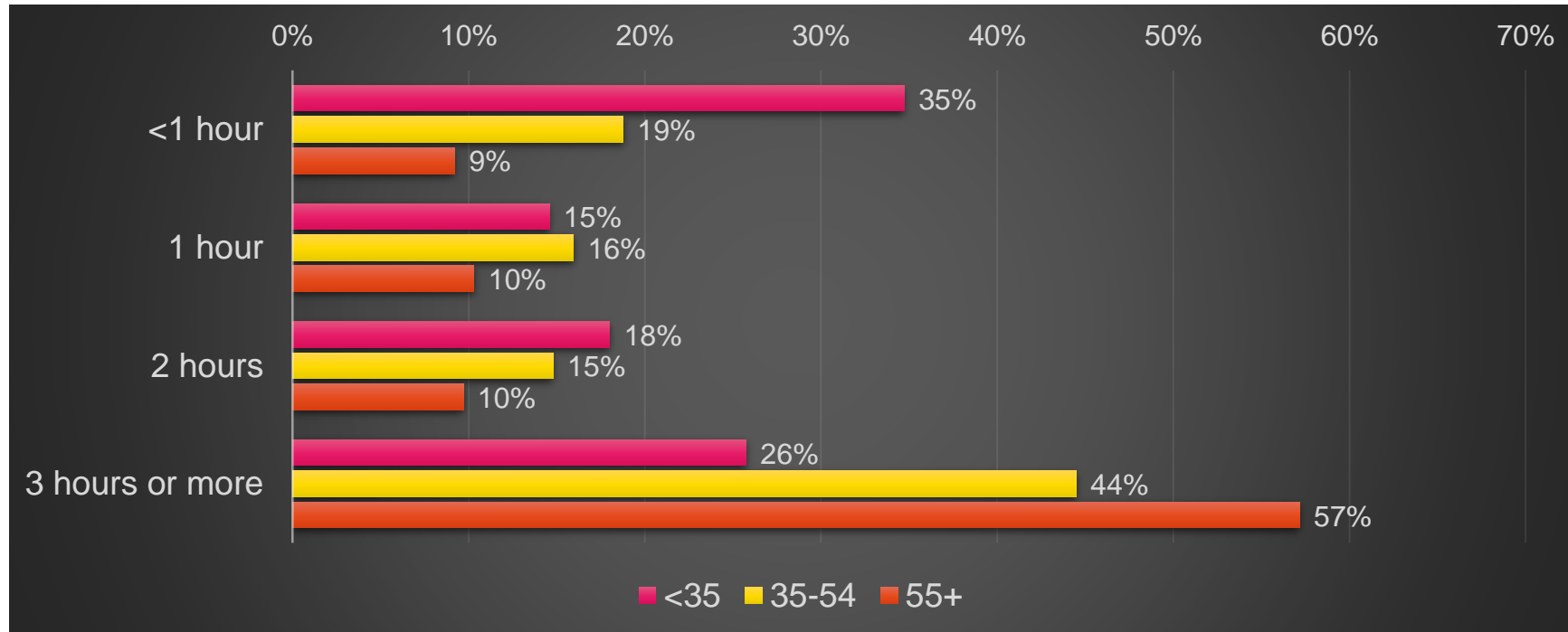




**How often are you on social?**

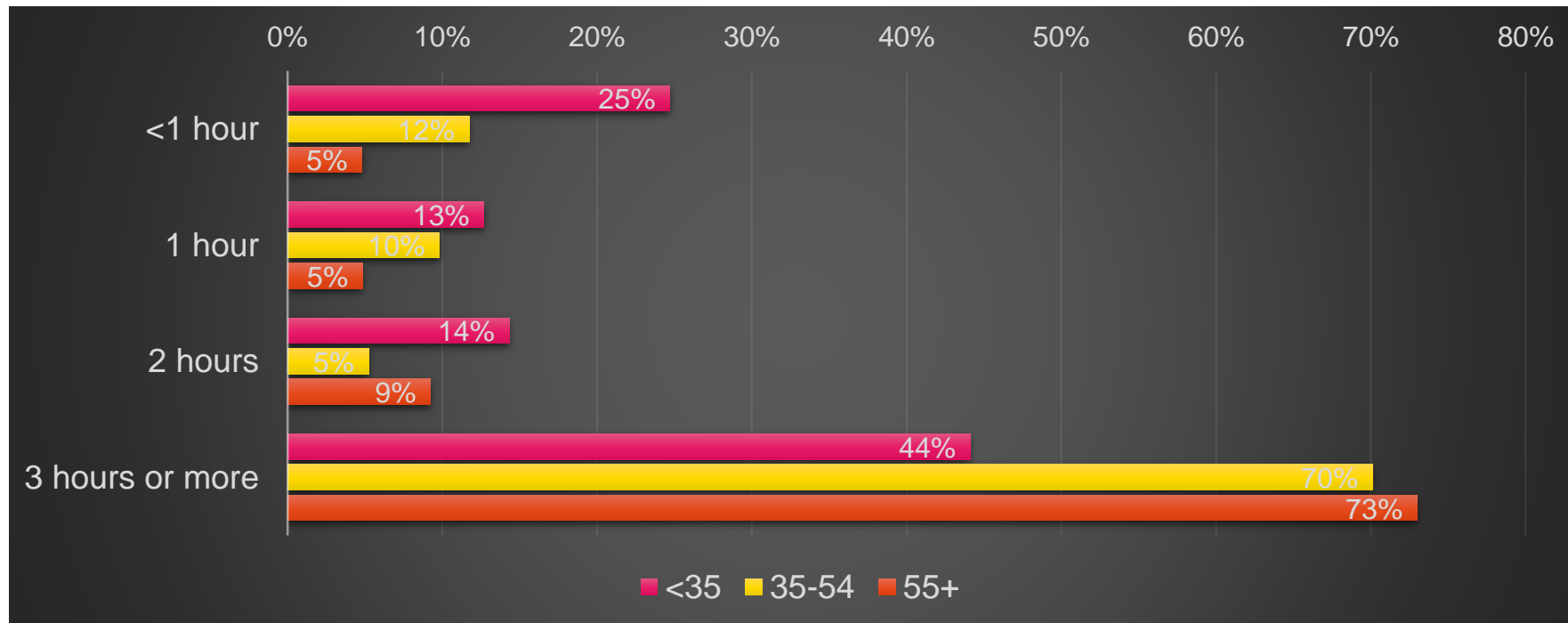


*How long do you typically go without checking your mobile phone?*





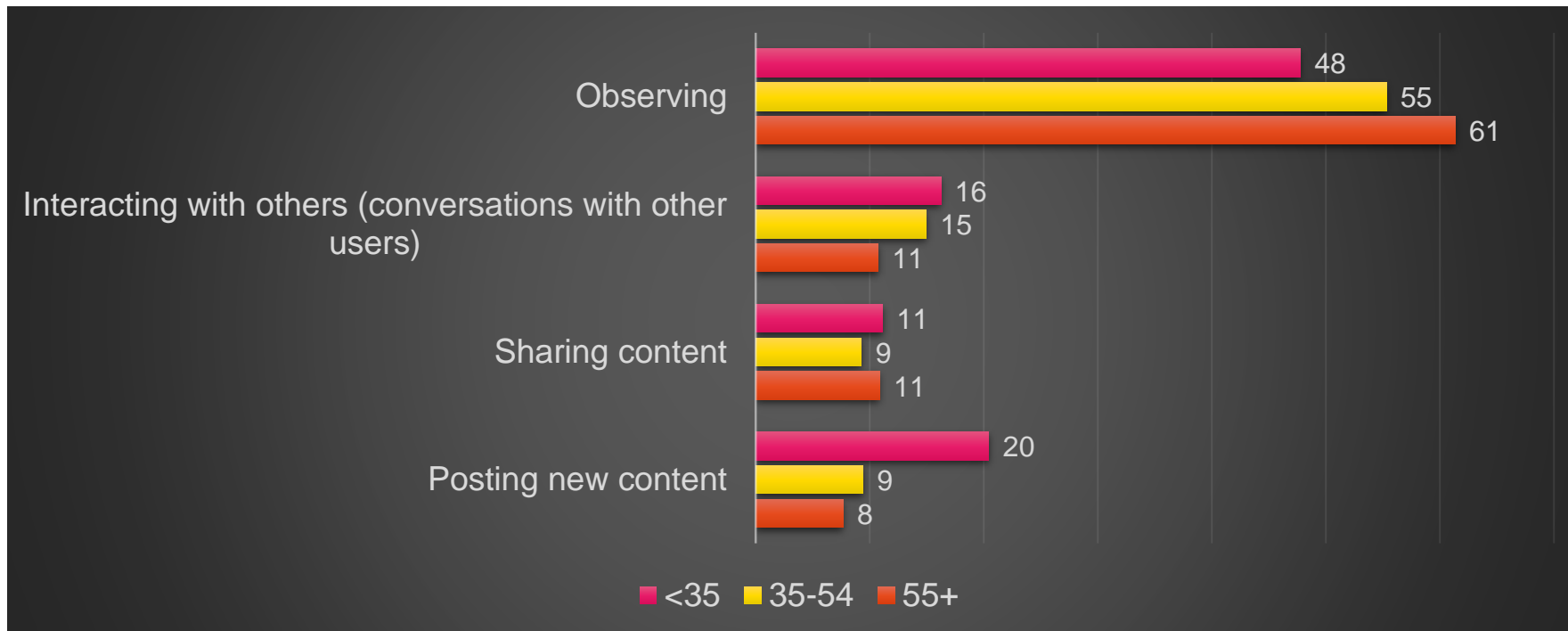
*How long do you typically go without checking your preferred social media network?*





**Behaviours on social**

*What percentage of your time on social media platforms do you spend on each of the following?*

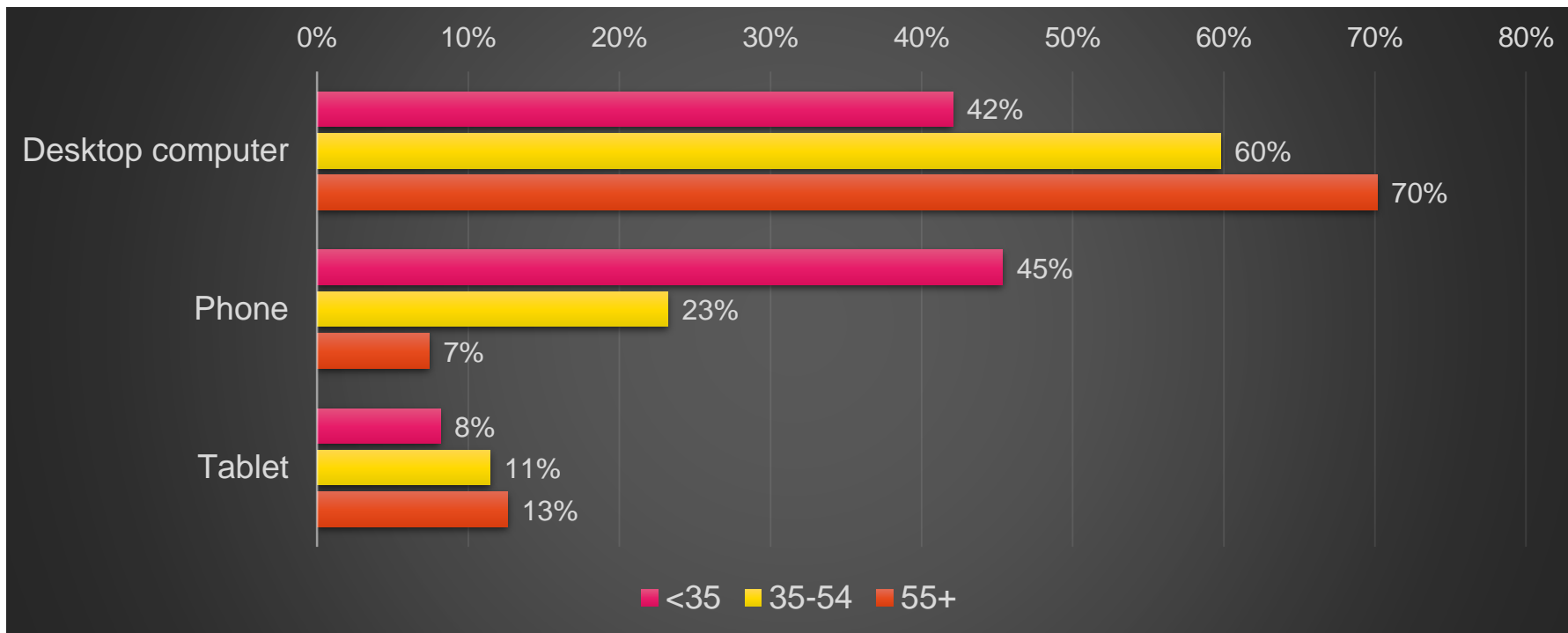




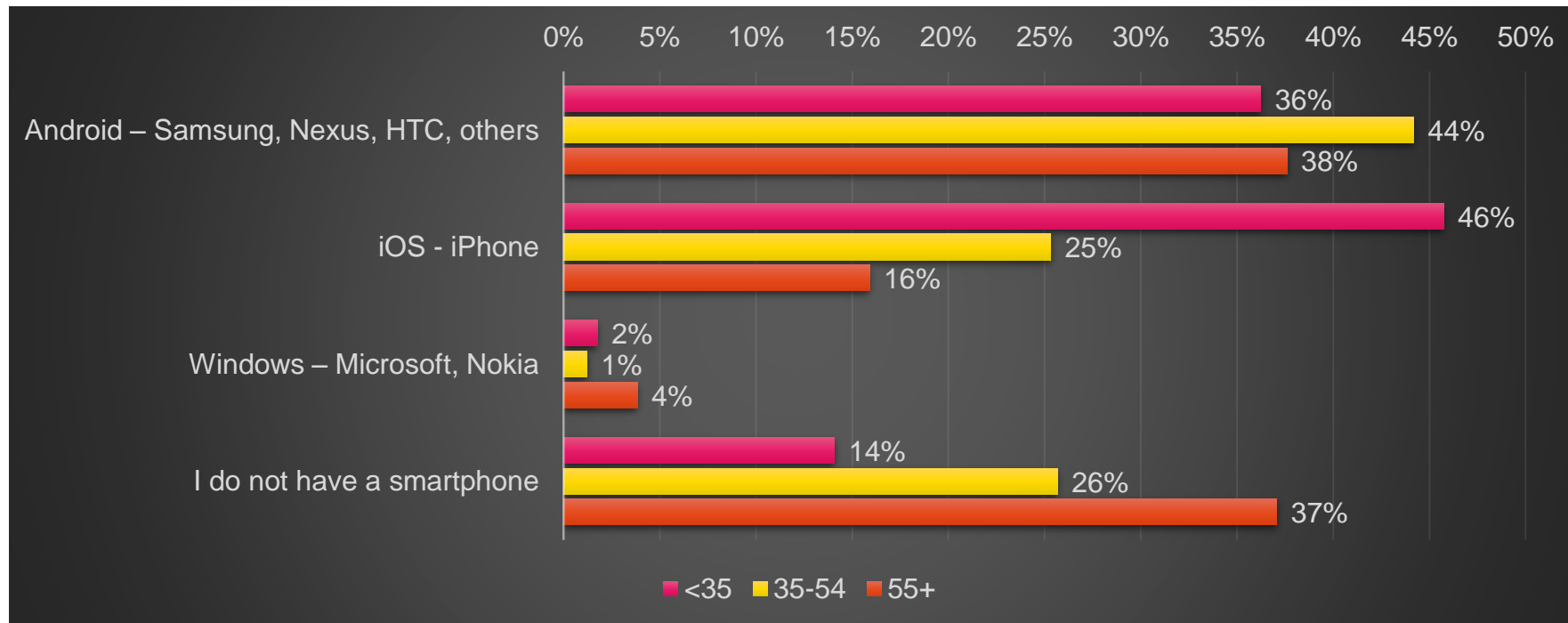
Device



*Which of those options would you say is your primary method of accessing social media?*



*What smartphone operating system do you use?*



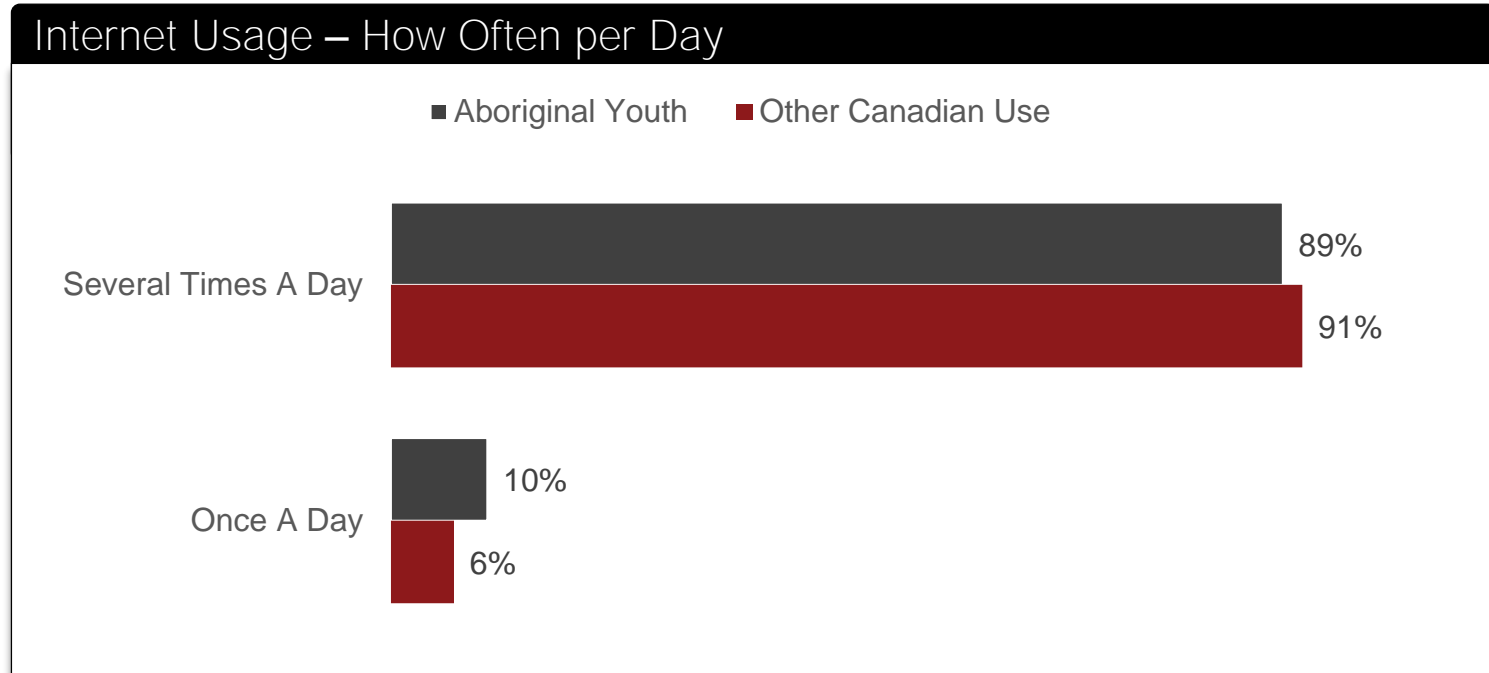


**What about “harder to reach” audiences?**



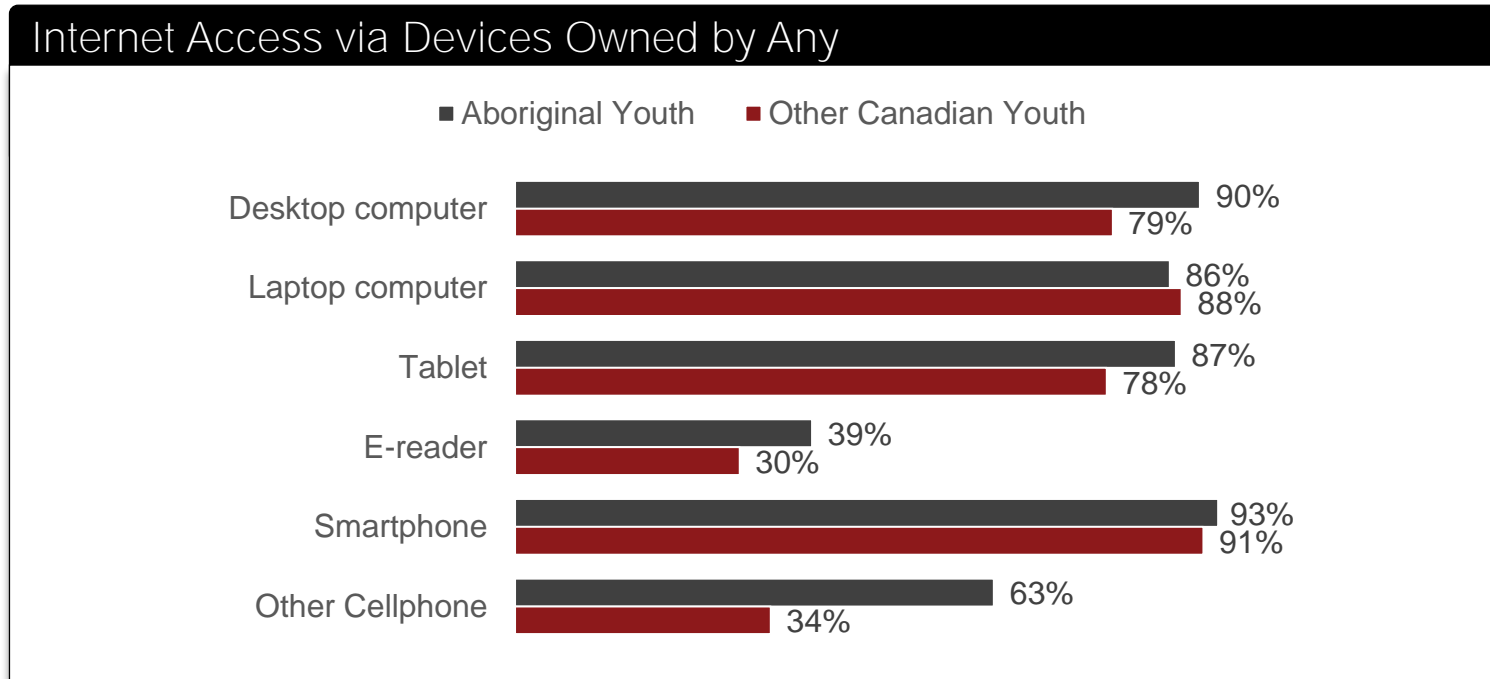
# Indigenous youth + social media

*What is your average time spent on the internet per week on a mobile device and across all devices?*



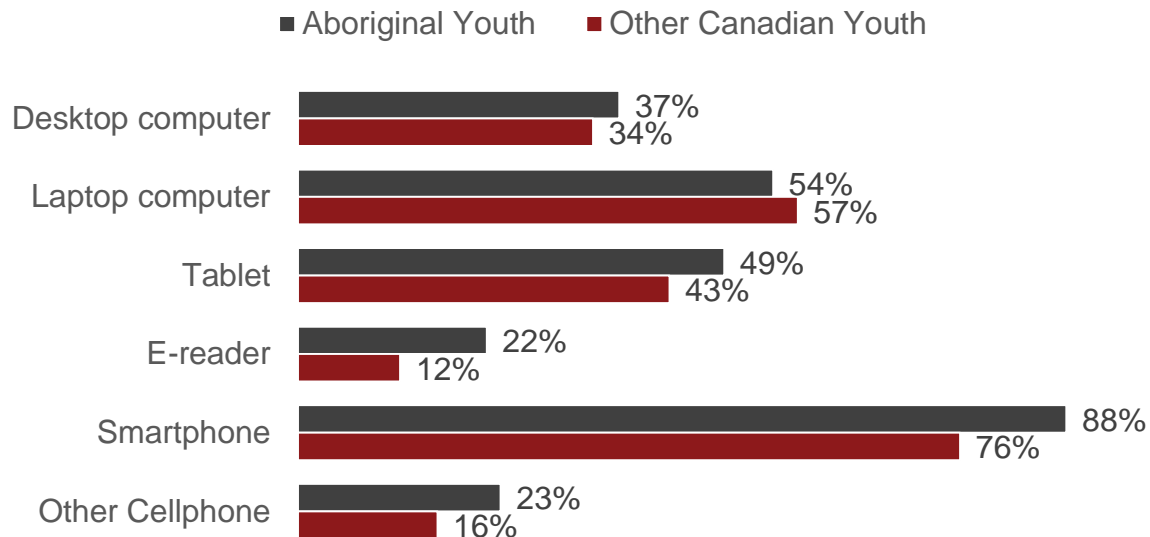


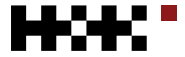
*Which of your personally owned devices do you use to access the internet?*



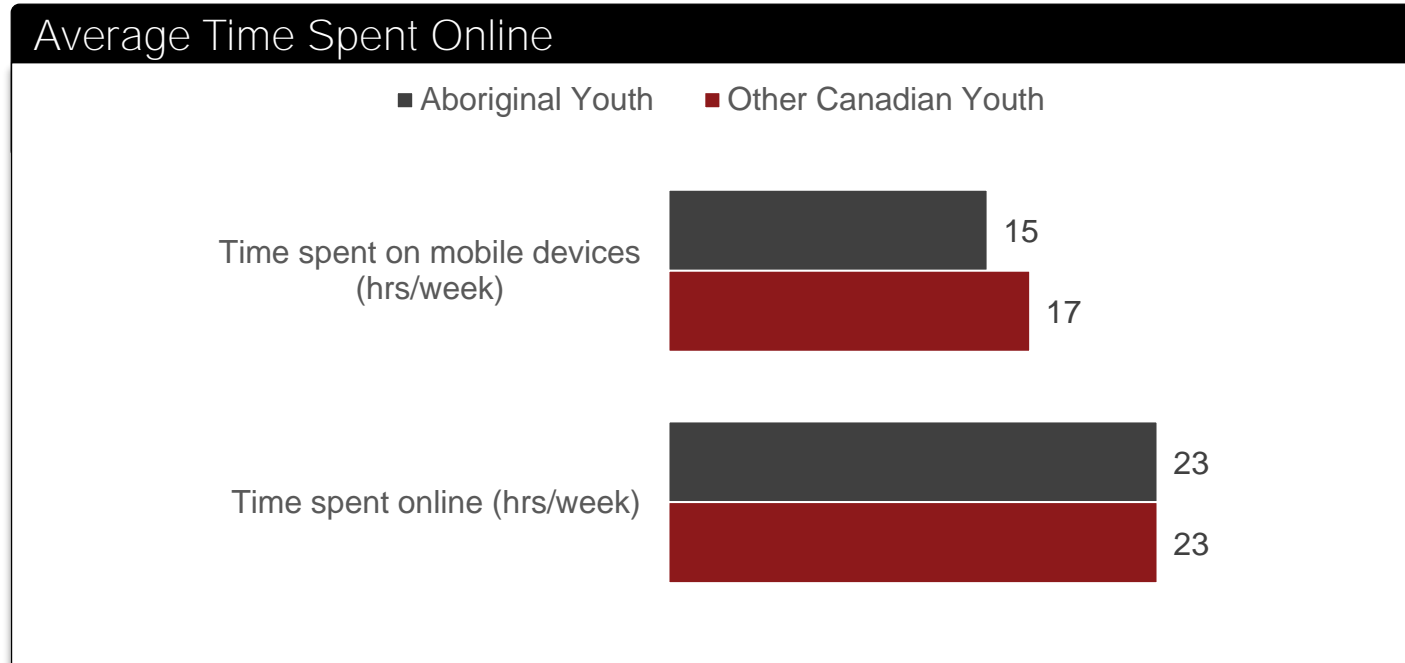
*Which devices do you use to access the internet? Devices do not have to be personally owned (e.g. your parents' device).*

## Internet Access via Personally Owned Device



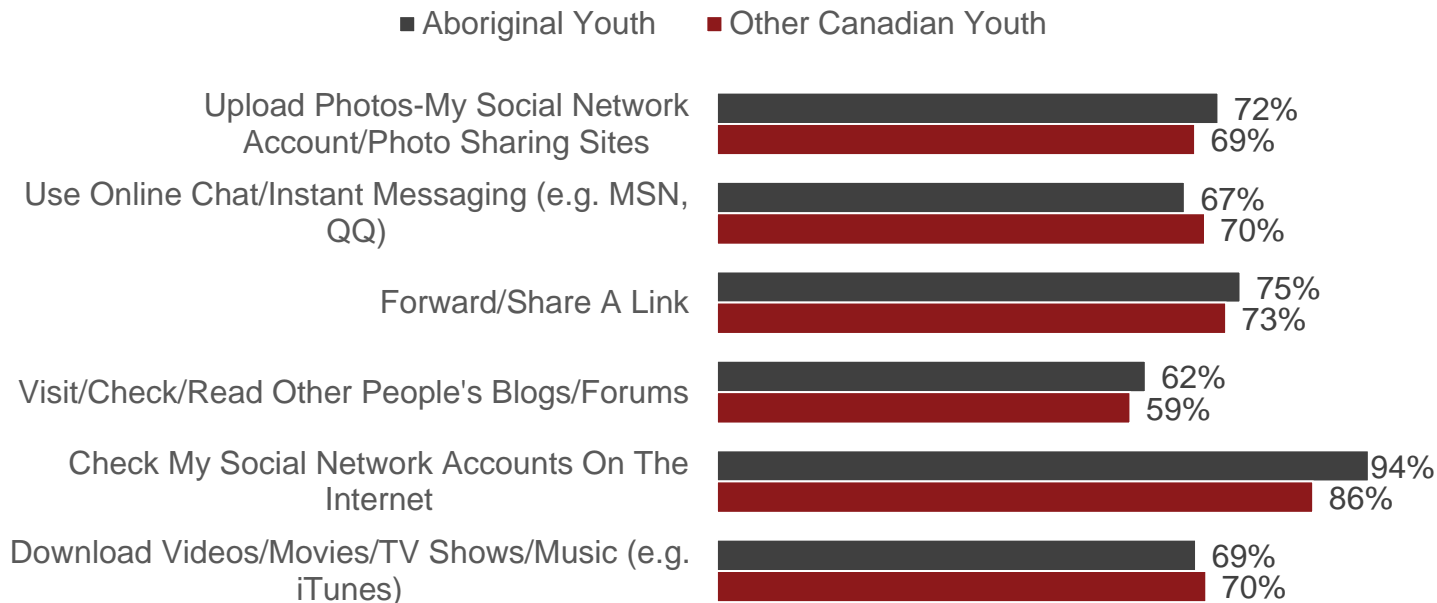


*What is your average time spent on the internet per week on a mobile device and across all devices?*



*When online, what activities do you engage in?*

## Social Networking Activities





**How do we get people to take action?**



**... To improve their financial literacy?**



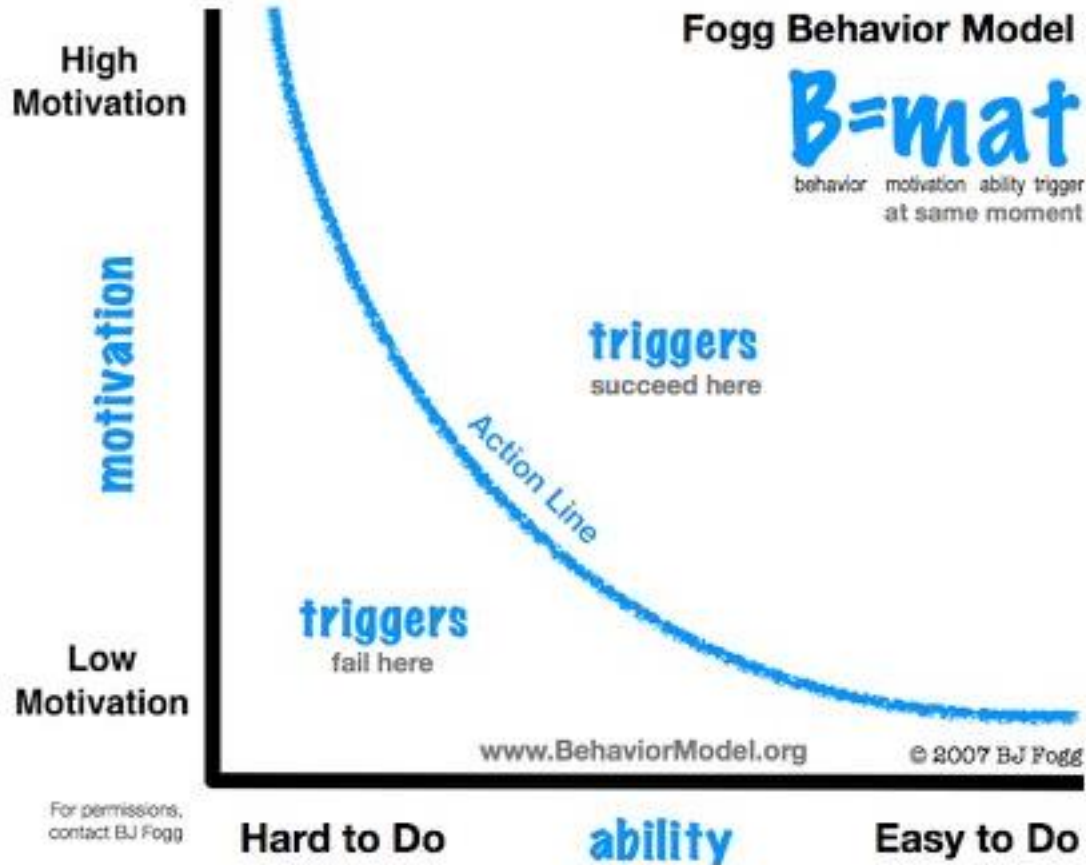
3 three elements must converge at the same moment for a behavior to occur.

When a behavior does not occur, at least one of those three elements is missing.

Motivation

Ability

Trigger



## Motivation

- **Sensation** (pleasure, pain)
- **Anticipation** (hope, fear)
- **Belonging** (acceptance, rejection)
- *“When motivation is high, you can get people to do hard things. When it drops, people will only do easy things”*

## Ability

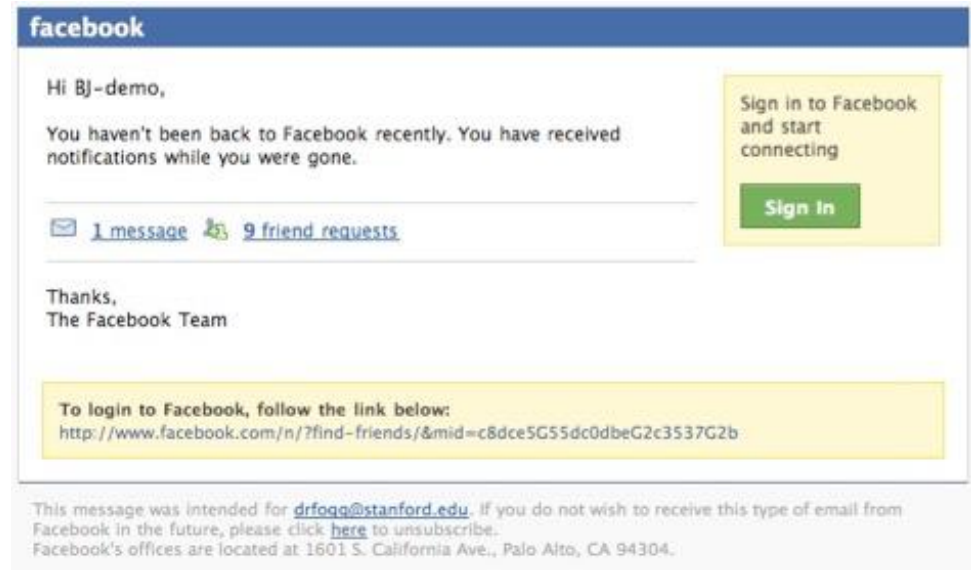
- Make the target behaviour easier to do
- By focusing on the **simplicity** of the target behaviour, you increase ability

## Trigger

- **Calls-to-action**
- Nudges, cues, prompts
- *“Triggers may seem simple on the surface, but they can be powerful in their simplicity”*

- + **Trigger:** sign-in
- + **Motivation:** belonging (message waiting & friend requests)
- + **Ability** (green button!)
- + **Real goal?**

Re-engage disengaged user





# Calls-to-action (CTAs)





# Asking people to do things

Read  
Learn  
Share  
Sign-up  
Comment  
Register  
Tell a friend







*Whether working for  
the Empire, or riding  
through the city...*

**HELMETS ARE A MUST!**

CANADA.CA/HEALTH

Canada



It's not always a case of

kids  
will  
be  
kids

[CANADA.CA/HEALTH](https://canada.ca/health)

Canada



# DID YOU KNOW

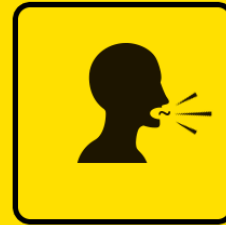
that early signs of **ALS**  
can include:



**Difficulty  
swallowing**



**Tripping**



**Slurred or  
“thick” speech**



# Happiness

## ***IN 2 EASY STEPS***

1. ***FIND CAT***

2. ***SNUGGLE CAT***

[CANADA.CA/HEALTH](https://canada.ca/health)

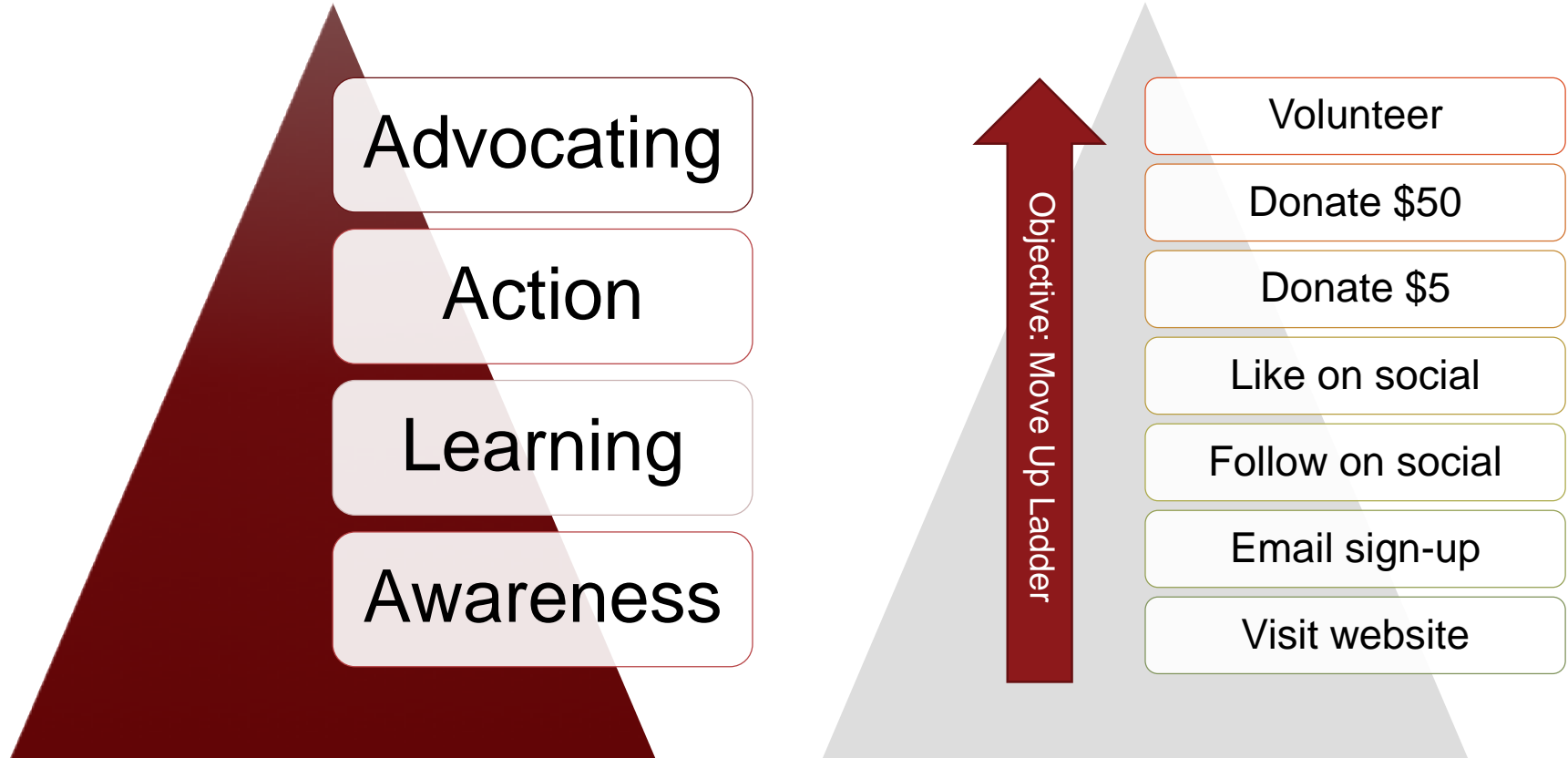
Canada



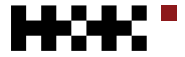


# Ladder of engagement





# Your ladder: initial CTA (trigger) (motivation + ability)





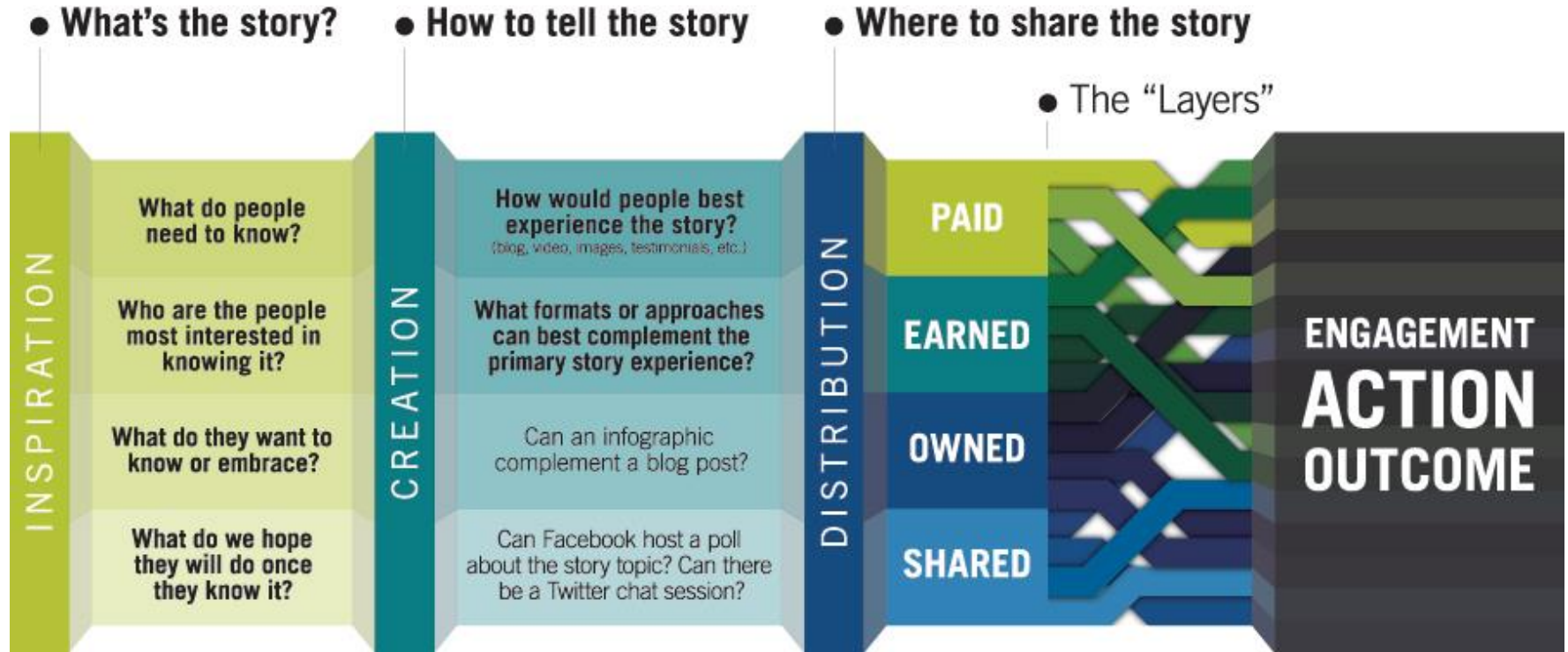
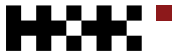
Storytelling

Content strategies



**Who are you trying to talk to?**  
**What information are they looking for?**  
**Where are they on social?**  
**What would be the most digestible formats?**

**Motivation. Ability. Trigger.**





# Client Example



**McCain Foods (Canada)** 3 hrs · 🌐

For Paul Levesque, pride in potato farming comes from generations of passion.



Meet our farming families

MCCAIN.CA

[Learn More](#)

**McCain Foods (Canada)** 10 days at 14:00 · 🌐

It's hard work, but here's what makes potato farming so rewarding.



Nurturing the crop from seed to harvest



Watching the land transform

**McCain Foods (Canada)** 1 day at 10:00 · 🌐

Our farmers love what they do and share this passion, often across multiple generations.



Lynn's pride is being passed to her boys



Cullen's farm this land is

**McCain Foods (Canada)** February 10 · 🌐

To grow a great Canadian company, you need three simple ingredients. Read more about McCain's 60-year journey on our blog.




PASSION... for bringing smiles to Canadian tables.




POTATOES... the heart and soul products that Canadians love.

**McCain Foods (Canada)** February 10 · 🌐

What does it feel like when a farmer finally gets to harvest their crop? Jessica Toner knows the feeling.



It's like a kid on Christmas morning...



You have an idea of what's but you're not sure...





# Scalability



**Can meet range of budgets**

**Some clients post 1x per week; \$750 paid**  
**Others post 2x daily; \$10,000 paid/post**  
**Organic is an option, but has reach limits**



**Secrets that are working for us (& our clients)**



About 83,600,000 results (0.73 seconds)



Hours ▾

**M. Diamond and Associates Inc.**

5.0 ★★★★★ (1) · Bankruptcy Service

Montreal, QC · (514) 483-2303



WEBSITE



DIRECTIONS

**Raymond Chabot - Syndic de Faillite - Montréal - Côte-des-...**

No reviews · Bankruptcy Service

Montréal, QC · (514) 482-8181



WEBSITE



DIRECTIONS

**Pierre Roy & Associés Syndic - Montréal**

5.0 ★★★★★ (2) · Bankruptcy Service

Cégep Du Vieux Montréal

Montreal, QC · (514) 282-8667

Open until 5:30 PM



WEBSITE



DIRECTIONS

☰ More places

# People still need to be able to find you (SEO)

How to Grow Your Bankruptcy Office Online  
Bankruptcy is a legal process that can provide relief to honest but unfortunate individuals who are unable to pay their debts.





# Influencers. Trust. Reach. New audiences.

- + Traditional: media
- + Professional: bloggers
- + Micro influencers: local connected people



# NEWSLETTER



**Old fashioned? They still work**





Your Message Needs  
To Be Here  
Before videos

0:00 / 1:40

Bring Your Business to Life on YouTube

advertise · 100 videos



Subscribe

27,000

64,675

100 10



Commercials

by TechAdhena



Advertising on YouTube

by advertise ·  
11,000,200 views



People Build Brands

by advertise ·  
10,000,000 views



ClickZ YouTube Web

by advertise ·  
11,000 views

YouTube pre-roll ads (6 second rule)



# Facebook ads: effective + cost-effective



**Employees are your best amplifiers**





# Discussion





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(613) 691-2205

Thank you