

ISMP Strategy Pt. 1

By: Elisabeth Shirk, Michael Spencer, Nianru Chen, Rongzhen Lyu and Alexa Cash

SMART Objectives

Overarching Goal: Position Defy Ventures favorably for corporate appeal and potential funding and engagement partnerships

Objective 1: Land positive or neutral coverage in at least 1 media outlet each month.

One recommendation we had from our second part of the research was for Defy Ventures to increase its media coverage. The news coverage of Defy is primarily regarding the scandal that happened three years ago. Media coverage could help boost our visibility to potential corporate investors and/or partners. This goal is definitely attainable, as Defy should be sending multiple press releases and media pitches per month and the only objective is to get at least one of them to land coverage. Furthermore, we could create multiple tactics that could help achieve this goal, including specific times and channels for sending pitches. We can also measure the success of this objective through a basic Google search or use of social studio if coverage makes it to social media. More than anything, we hope the coverage generates conversations about Defy that are positive and relevant to the current moment.

Objective 2: Garner more social media coverage for Defy through partnering with another social justice non-profit organization every other month in 2022

This objective consists of Defy developing a social media partnership with another non-profit organization that creates significant change regarding social justice. This partnership

will consist of Defy featuring this other non-profit organization on its social media channels and vice versa. Defy will be exposing its audience to another influential non-profit, while also exposing its cause and content to an audience different than its own. Every other month in 2022, Defy will be featuring new content and be featured on others content on social media as well as hosting an in person or online event. These events will seek to raise money and awareness for both non-profit organizations. At these events, Defy will once again get the opportunity to grow its follower base and gain potential new donors and volunteers. Ideally, the non-profit organization that Defy chooses to feature will be in one of the many states that Defy is also located in like California or Washington. Defy has some amazing opportunities to grow its following while also gaining more non-profit partnerships.

Objective 3: Increase comments on Facebook to more than 10 pieces for each post by Jan. 1, 2021.

Getting comments is a good way to set a tone, establish a brand image and the cheapest and easiest way to get feedback from audiences. According to our research, Defy Venture has the biggest number of followers on Facebook, meanwhile Facebook is the most popular social network worldwide in 2021. Despite low interaction rates, it still has a large user base. Besides, since our target audience is middle-aged adults. Facebook is highly rewarding. If followers on facebook could be actively engaged in, it could cause the biggest influence. This objective also focuses on having a social media relationship with its partnership and potential partnership. Crafting content that asks wise questions to its audiences, arouses the audience's desire to participate would be a great way to attract more and more organizations to notice it. Once highly

engaged content is published, it will create a virtuous circle. And we could, according to the effect, set a higher objective for the next phase.