



CONNECTING TO
CREATE WHAT'S NEXT

DIGITAL
MARKETING
TOOLKIT

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PURPOSE

This Toolkit was created to provide a streamlined set of ideas and resources to jumpstart your event.

There are a lot of options out there. The resources listed are the leaders in the industry. They are also very cost-conscious.

Have fun marketing!



BRAND

BRAND

Your brand defines who your company is and what it represents through visual communications. This goes beyond the mere use of your logo. A brand should include no more than four colors that are associated with your company, as well as a consistent usage of fonts (also known as typefaces).

LOGOS

Samples of allowed logos are listed below. Always keep an "invisible fence," an area free of outside text or images, around the logo. Additionally, do not be crop or alter the logo in any way.



COLOR

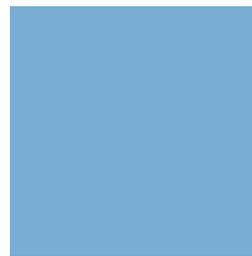
The type of color code you use in your design is key during the design phase of graphics. Use the color code listed under CMYK for print documents; RGB for digital placed designs, and the HEX color code for website design, such as HTML coding.



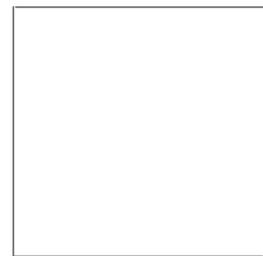
CMYK: 100 80 38 37
RGB: 10 50 84
HEX: #0A3254



CMYK: 0 80 95 10
RGB: 218 82 37
HEX: #DA5225



CMYK: 51 21 6 0
RGB: 122 173 211
HEX: #7AADD3



CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #FFFFFF

BRAND

FONT

The approved fonts are listed below. You can find them in Canva, which you should use to create your graphics. (The Key Tools section of this Toolkit outlines details about Canva.)

Font: Bebas Neue

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Font: Arimo

The quick brown fox jumps over the lazy dog.

KEY THINGS TO REMEMBER



- Be consistent with the brand
- The *type* of color code you use is important
- Never alter or crop the logo
- Always leave space around the logo



SOCIAL MEDIA

SOCIAL MEDIA

The use of social media is one of marketing's most powerful type of campaigns. Whether you are posting organic (unpaid) or paid advertising, using these key social media tactics will result in a high amount of engagement from your target audience.

PLATFORMS

LinkedIn (www.linkedin.com)

This platform consists of user and company profiles in a professional setting. Users publish their public résumés at their preferred level of visibility. Companies are also permitted to create profiles. Most importantly, LinkedIn allows networking within its website. This is done by directly connecting with people, companies, or joining/viewing groups.

Atmosphere: Business Professionals

Best Days and Times to Post: Tuesday, Wednesday, & Thursday 10–11 a.m.

Worst Days to Post: Saturday and Sunday

Character Limit for Posts: 700

Image Size: 1200 x 627 pixels

Facebook (www.facebook.com)

This platform consists of a myriad of user types: anyone from age 13 to 100+. Due to this, it takes more effort to find the appropriate audience within the website. It is paramount to appropriately target your audience. A no-cost option is to use hashtags. (Find more information about hashtags below.) The very casual environment of Facebook results in inappropriate comments at times. It is pertinent to monitor the comment section of your posts so you can promptly remove any that are needed. Like other social media platforms you are permitted to network within its website. This is done by directly connecting with people, company pages, or groups.

Atmosphere: Casual

Best Day and Times to Post: Thursday, Friday, Saturday and Sunday 1–4 p.m.

Worst Days to Post: Tuesday

Character Limit for Posts: 63,206

Image Size: 1200 x 628 pixels



HASHTAGS

Hashtags allow others to find your posts and/or content based on a topic. This is helpful because it means that a person does not have to be aware of you or your company to find the content.

For your purposes, use the hashtags listed below when posting your content. You can include more hashtags within the content, but these are the core hashtags that you should always use. Remember, social platforms sometimes limit the number of hashtags you can use in one post; however, neither LinkedIn nor Facebook currently has any limitations.

| | |
|--|-------------------------|
| #nationalcontractmanagementassociation | #supplychain |
| #NCMA | #purchasing |
| #contractmanagement | #contract |
| #contracts | #contracting |
| #Supplychainmanagement | #acquisition |
| #governmentprocurement | #contractadministration |
| #procurement | #innovation |
| #PurchasingCoordinator | |

SAMPLES



LinkedIn Sized Image

New post Feedback

Association

Recently used:

- NCMA - National Contract Manage
- National Contract Management Asso
- NCMA - National Contract Manage
- NCMA - National Contract Manage
- NCMA - National Contract Manage

Text 810 1531

The Alamo Chapter of NCMA is honored to host this upcoming NES! Now presented in a virtual format. Don't miss this Zoom event on May 25th. Special pricing available to those who register today at www.ncmahq.org

#nationalcontractmanagementassociation #NCMA
#contractmanagement #contracts #supplychainmanagement
#governmentprocurement #procurement
#PurchasingCoordinator #supplychain #purchasing #contract
#contracting #acquisition #contractadministration #innovation

1 Shorten with Ow.ly Add tracking

Media Open media library

Leadership Strategies for...ting Profession als.png

LinkedIn Pages

National Contract Management Association (NCMA)
@NCMA Just now

The Alamo Chapter of NCMA is honored to host this upcoming NES! Now presented in a virtual format. Don't miss this Zoom event on May 25th. Special pricing available to those who register today at www.ncmahq.org.

#nationalcontractmanagementassociation #NCMA
#contractmanagement #contracts #supplychainmanagement
#governmentprocurement #procurement
#PurchasingCoordinator #supplychain #purchasing #contract
#contracting #acquisition #contractadministration #innovation

Like Comment Share

Facebook Page

Schedule for later Post now

Hootsuite Interface



EMAIL

EMAIL

E-mail marketing is a tool for connecting directly with your target audience through their inboxes. The e-mail message you create can be longer than a social media message, but you want to ensure that is still a clear and concise message. In order to be graphically pleasing, include at least one image in the message. Also, it is crucial to include a "call for action;" typically a "Register Today" button with a link to register.

PLATFORMS

E-mail platforms offer the ability to design and distribute e-mails to a designated list of contacts. E-mail platforms also track the success of the e-mail: whether it was opened, clicked, or forwarded. Platforms can also manage unsubscribe requests. Keep in mind, that these platforms typically limit the number of e-mails that you can distribute in a 30-day period.

A great e-mail platform to use is Mail Chimp. It has a user-friendly interface and provides templates to assist with the layout design.

TIMING

The best time to send an e-mail is typically 9-10 a.m. or 5-6 p.m. in the recipient's time zone. This is due to people's typical routine of checking their work e-mail accounts in the morning and their personal e-mail accounts in early evening. Typically, distribution can be automated in your email platform once you designate a time zone for the stored contacts.

KEY THINGS TO REMEMBER



- Include the logo at the top of the e-mail
- Keep the message concise
- Include one image
- Include a registration button
- Triple check that all links work
- Provide a link for recipients to unsubscribe at the bottom of your e-mail & do not send future e-mails to that group (usually done automatically)
- Try to send e-mails from 9-10 a.m. or 5-6 p.m.

SAMPLES

Join your peers!





Leadership Strategies for Contracting Professionals

In this hands-on seminar, participants will explore leadership opportunities and challenges faces by contract managers, learn to leverage specific leadership skills, and develop a personal, 90-day leadership plan to hit the ground running.

**May 25, 2021
11 AM EST**

Register by March 1, 2021 for special pricing.

[Register Today!](#)

National Contract Management Association
21740 Beaumeade Circle, Suite 125
Ashburn, VA 20147
800-344-8096
www.ncma.org



[Update your preferences](#)

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KEY TOOLS

KEY TOOLS

The vendors listed below are great resources for the design, review, and/or distribution of the various types of marketing campaigns. They all have no-cost options; with the ability to upgrade to paid options. It is highly suggested to use the below vendors for your marketing needs.

GRAPHICS

Canva (www.canva.com)

This is a top resource for creating graphics. Within this platform, you have the ability to access free stock images, icons, fonts, video, audio, etc. It is very user-friendly and provides numerous templates for types of graphics (social image, e-mail banner, brochure, etc.). The options are endless with this platform.

Flat Icon (www.flaticon.com)

This vendor allows you to download icons. It also allows you to adjust the colors of the icons to align with your brand. You can then incorporate these icons can then be incorporated into your social media and e-mail campaigns or website design.

Pexels (www.pexels.com)

This vendor allows you to download stock photos. These images can then be incorporated into your graphics. All photos and videos on Pexels can be downloaded and used for free. Attribution is not required to use the images.

EMAIL

Mail Chimp (www.mailchimp.com)

This vendor allows you to build, design, and distribute e-mails. Templates are provided to assist with the layout of your e-mail.

Additional vendors include:

- Send in Blue (www.sendinblue.com)
- Mailer Lite (www.mailerlite.com)

SOCIAL MEDIA

Hootsuite (www.hootsuite.com)

This vendor will distribute social media campaigns either in real-time or (automatically) in the future. The ease of platform allows you to set one campaign in a multitude of social media channels (LinkedIn, Facebook, etc.) at one time.

PROOFREADING

Grammarly (www.grammarly.com)

This vendor will proofread written content. Before setting up your design insert the content into Grammarly's website. You can even download a plug-in that allows you to proofread without going to Grammarly's website. However, the plug-in is not compatible with all applications.



GETTING STARTED

GETTING STARTED

Now that the different types of digital marketing have been explained, and resources have been provided; it's time to get started! Don't forget to use Hootsuite so that your social media campaigns can all be loaded at the same time and deployed automatically.

TIMELINE

90 Days Prior to Event

- Post the upcoming event on your chapter website. This should be done as soon as the date is confirmed.

60 Days Prior to Event

- Deploy e-mail to the targeted audience
- Post on social media

45 Days Prior to Event

- Post on social media

30 Days Prior to Event

- Deploy e-mail to the targeted audience
- Post on social media

15 Days Prior to Event

Mention "last chance to register" in the following marketing campaigns:

- Deploy e-mail to the targeted audience
- Post on social media

7 Days Prior to Event

Mention "last chance to register" in the following marketing campaigns:

- Deploy e-mail to the targeted audience
- Post on social media





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