ASPMN Branding Exercise – April 2018

Professional  
Insightful  
Diverse  
Individual  
Caring  
Dynamic

CLIENT OVERVIEW: GOALS

CORE GOALS

The mission of the ASPM is to enhance the quantity and quality of the management of the practice of medicine.

The American Society for Science conducts research in the following goals:

• Increase awareness of the benefits
• Increase public relations
• Increase membership by December 31, 2018 to

1. Increase by 50%
2. Increase by 1,200
3. Sold 2018 conference tickets and registration for membership

COMPETITIVE OVERVIEW

American Society for the Management of Nursing is directly connected with a variety of patient management networks, through national research, better service options, and the endorsement of the ASPM for Managed Care.

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COMPETITIVE OVERVIEW

AMERICAN NURSE

According to John's report, the overall picture is that of an active and engaged audience on Facebook. The most popular age group is 25-34, with 12-14 year olds and 35-44 year olds following closely behind. The age distribution is evenly split between these age groups, indicating a broad and diverse audience.

AUDIENCE OVERVIEW

NOTABLE INTERESTS & TRAITS OF YOUR AUDIENCE

- **Worthy Mission:** American Nurses for Patient Management's primary audience is nurses that are in the front lines of their profession. They are passionate about their work and the importance of patient care.
- **Reputation:** People who belong to the WNP are nurses. Whether they are beginning their nursing career or are seasoned professionals, nurses who belong to WNP are known for their commitment to patient care.
- **Point of Community:** People want to feel included, recognized, and part of a community. The feeling that they are a part of a bigger picture and that their work makes a difference is important to them.
- **Wellness:** Health is important to nurses. A healthy body allows them to perform their work at their best, and taking care of themselves is a priority.

CHALLENGES:

- Lack of support: Sometimes, nurses feel unsupported by their colleagues and management.
- Time constraints: Balancing work and personal life can be challenging.
- Stress: Managing stress can be difficult, especially in high-pressure environments.
- Lack of recognition: Feeling undervalued can be demotivating.

RECOMMENDED MARKETING STRATEGIES:

- Social media: Use platforms like Facebook, Instagram, and Twitter to engage with the audience.
- Content creation: Create engaging and informative content that addresses the needs and interests of the audience.
- Collaborations: Partner with other organizations and influencers to reach a wider audience.

AUDIENCE OVERVIEW PERSONA: Young Nurse

ALLISON GOLDSTEIN

- **Age:** 23
- **Occupation:** NewRN
- **Hometown:** Chicago, Illinois

Education: Bachelor of Science Degree from Nursing School

**Family:** Single, no kids

**Career:** Nurse

**Education:** Bachelor of Science Degree from Nursing School

**Hair:** Brown

**Homeplace:** Chicago, Illinois

**Person:** Kind, nurturing, and compassionate

**Hobbies:** Photography, reading, and volunteering

 producto del trabajo de enfermería y cuidado de la salud en las redes sociales, generando una fuerte presencia en línea. La audiencia está altamente comprometida y engañada, lo que ha contribuido a su éxito en el mercado de la salud.

AUDIENCE OVERVIEW PERSONA: Experienced Nurse

JOAN PHILLIPS

- **Age:** 55
- **Occupation:** Assistant Nurse
- **Hometown:** Minneapolis, Minnesota

Education: Bachelor of Science Degree from Nursing School

**Family:** Married, 2 kids

**Career:** Nurse

**Education:** Bachelor of Science Degree from Nursing School

**Hair:** Brown

**Homeplace:** Minneapolis, Minnesota

**Person:** Strong, experienced, and knowledgeable

**Hobbies:** Cooking, gardening, and spending time with family

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Enhancing our Brand

New Tag Line:
Supporting Nurses Managing Pain
Vote for your Choice

Option #1

Option #2

Option #3

Membership Decline over 5 Years

As of June 30

New Membership Dues Options

Non-Auto Renewals
$15 increase = $140 annually

Annual Auto-Renewal Option
$15 discount = $125 annually

Quarterly Auto-Renewal Options
$33/per quarter = $132 annually (9% fee added)

Note: Dues were last raised in 2012

Current Financial Picture

Assets

SOCIAL MEDIA STRATEGY

CAMPAIGN: 25 YEAR ANNIVERSARY

- Share and highlight 25 years of service as a leader in pain management nursing.
- Show over 25 senior members in formal graphs and photos.
- Talk about 25 years, members of ASPMN benefits, with photos, quotes and formal graphs.
- Use 30% of the content to highlight our current members and membership.
- Share 30% of the content with branded images and graphics. To help highlight major events for the last 30 years, photos, quotes, past, present, and future, and membership across different demographics.
- One branded header for the campaign, one ASPMN or ASPMNChair.

TECHNICAL
- Have short testimonials from members talking about ASPMN membership. These can be on graphics, short videos or a photo with a caption.
- Feature real members of ASPMN talking about the ASPMN benefits and the overall community.
SUMMARY

AUPHN CONTENT MARKETING STRATEGY SUMMARY

In summary, we are going to raise awareness and create excitement for American Society for Pain Management Nursing by developing, sharing, and engaging content directly with the nurses of nursing facilities from ages 22 – 65 across the country.

Nurses and those of all ages will learn about AUPHN, the various membership opportunities, and the annual conference. Material for use will be shared via the AUPHN community. By developing a strategic and content-driven approach, AUPHN will be positioned as the best content management nursing organization. It will be the go-to place for nurses and be part of the driving forces of nursing today.

Watch out, because AUPHN will take the nursing community by storm, and we are just getting started.

STRATEGY SUMMARY

1. ENHANCE THE BRAND EXPERIENCE
   - Develop a comprehensive campaign plan, including social media, email marketing, and other digital channels.
   - Create engaging content that is relevant to nurses and their interests.

2. REVAMP YOUR CONTENT
   - Create high-quality content that is relevant to nurses and their needs.
   - Use data to inform content creation and distribution.

3. BUILD TARGETED AWARENESS
   - Develop targeted messaging that is relevant to nurses.
   - Use advertising and influencers to reach nurses effectively.

4. ENGAGE THE MODERN CONSUMER
   - Use data to understand and engage with your audience.
   - Leverage social media and other digital channels for engagement.

5. INFLUENCE THE INFLUENCERS
   - Identify and engage with influential nurses and organizations.
   - Leverage partnerships to build credibility and trust.

6. WELCOME TO THE COMMUNITY
   - Create a welcoming and supportive environment for nurses.
   - Use data to measure and optimize performance.