



# UNION

## DIGITAL MARKETING

concepts, tips, tools

**STRATEGIES  
OF DIGITAL  
MARKETING  
APPLICABLE  
TO  
TRADE UNIONS**

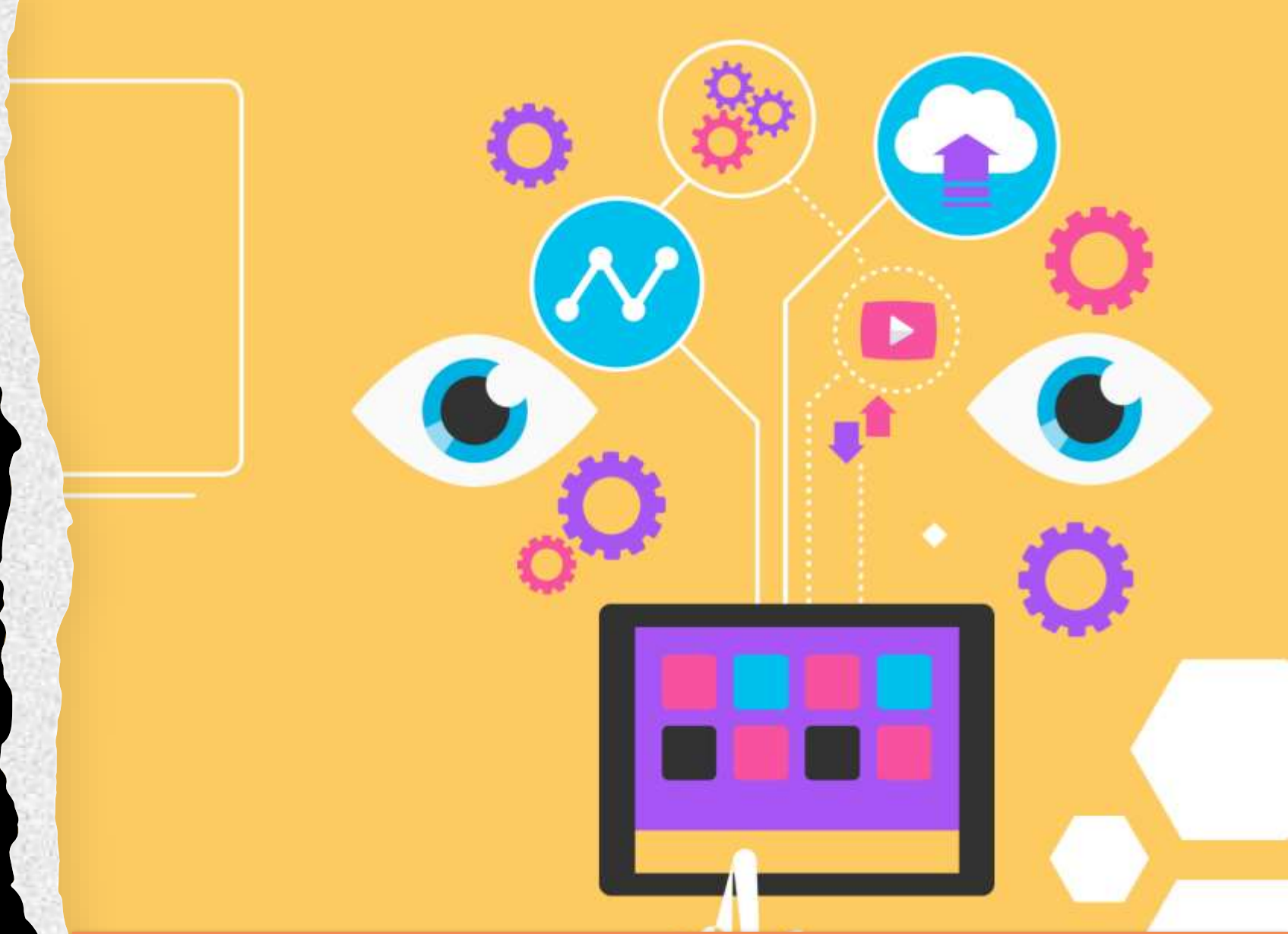


**No doubts:**

the internet does part of the daily life of most of population.

It promoted a real revolution in the way we communicate.

AND, most of the social relations are today marked for **instantaneousness**.



**can unions be left out?**




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**what do you think of the  
use of **MARKETING** techniques  
by unions?**


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In the union world,  
the word “**Marketing**” by itself  
already causes some estrangement,  
and it could not be different.

In fact, it is a set of **techniques** developed by companies to gain more public loyalty and, thus, increase their revenue and profit. “**Digital**” is the application of these techniques on the internet.



**Techniques are technical and  
can be used for all kinds of purposes.  
If mastering Digital Marketing is a condition for visibility,  
then this is the path your union needs to follow.**

So we can appropriate these concepts and apply them in the daily life of union entities.

**visibility,  
relevance  
and authority  
for your union**

let's look at some MKT strategies  
that we can use



Languages are  
different  
between Unions  
and enterprises

but  
but in MKT all  
publications are  
for business

**we have to  
adapt to our  
union reality**

- Clients
- Costumers
- Consumers
- Business
- Service
- Selling
- Earn a commission
- Entreprise

- Members
- Workers
- TU Action
- Recruiting
- Mobilising
- Negotiating
- Rights

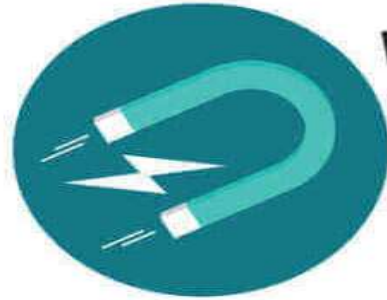
# INBOUND MARKETING

- is one of the main techniques
- attract people's interest in a subtle and non-invasive way
- **the goal is not to reach the target audience, but to create channels for the audience to reach you**
- also called Attraction Marketing, it allows the creation of a consistent and sincere **relationship with the target**
- this trust is built, mainly, by **offering relevant content.**





# INBOUND



VS



# OUTBOUND

*the marketer educates*



*the marketer simply sells*

*the marketer interacts with the audience*



*the marketer rarely interacts with the audience*

*the most valuable content wins*



*the biggest budget wins*

*the marketer gets permission from the customer*



*the marketer interrupts the customer*

# CONTENT MARKETING

**Attract workers' attention through relevant and appropriate content to their reality.**

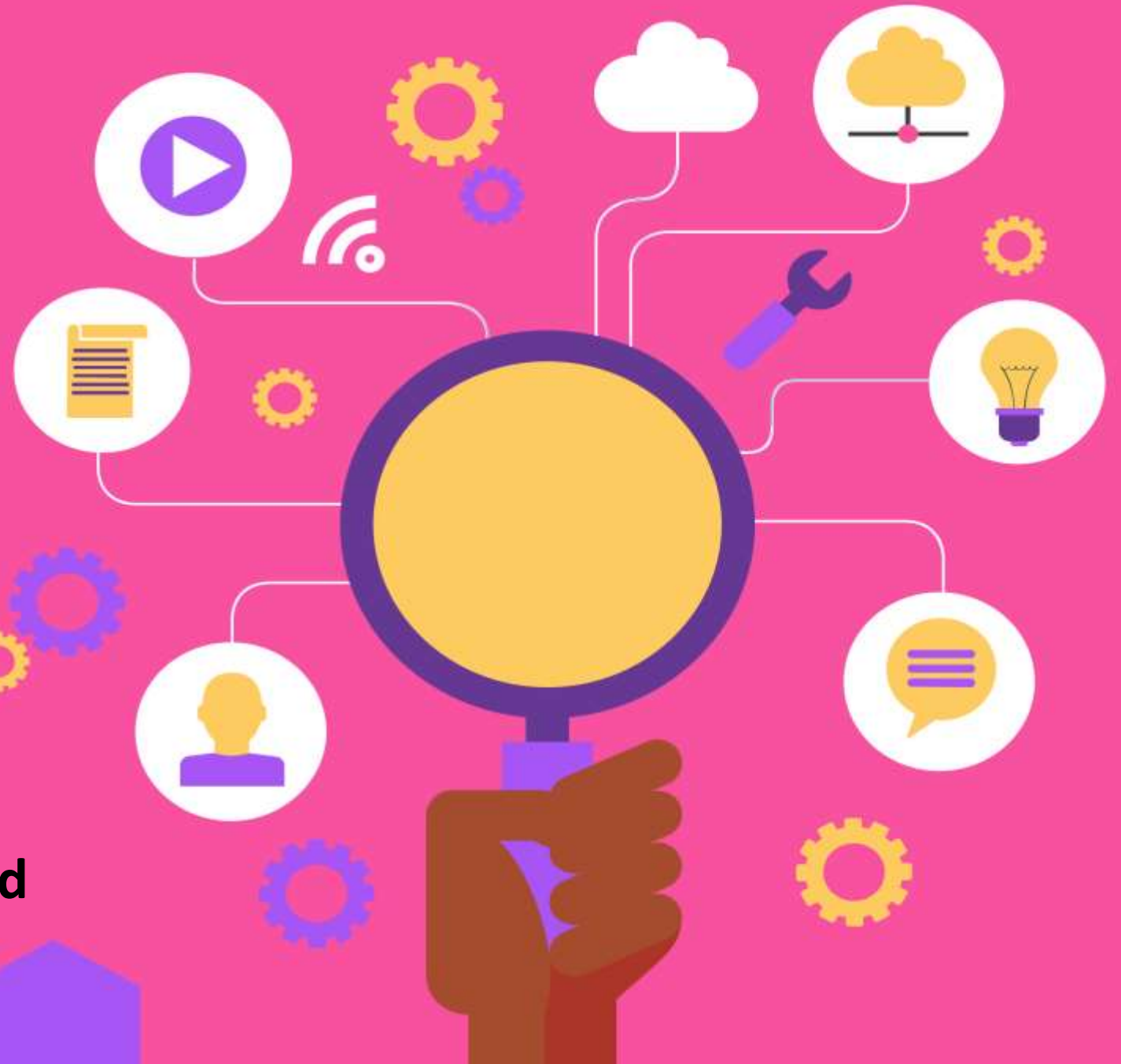
- showing itself permanently attentive to the problems of the workers and willing to resolve its doubts
- texts, videos and other content formats generate authority for the union.



# SEO

Search Engine Optimization (SEO) are techniques applied to digital content in order to place them on the first pages of search engines, such as Google.

**It is through browsers that workers will reach the union website more easily. It is not enough to be relevant: the content needs to be optimized for this dynamic.**



## IMPORTANT

More than 3 billion searches a day on Google alone. 93% online experiences begin with a search engine. Need we say more?

## VISIBILITY

It makes a huge difference to consumers if they find your website ranking in Google's SERPs, while searching for products and services.

## SALES

Search is the #1 driver of traffic to a website, beating social media by 300%. Search also has the best ROI and biggest impact on Lead Generation & Conversion.

## What is SEO?

The process of promoting a website on the major search engines to increase traffic and sales

SEO IS IMPORTANT



01

SEO IS VISIBILITY



02

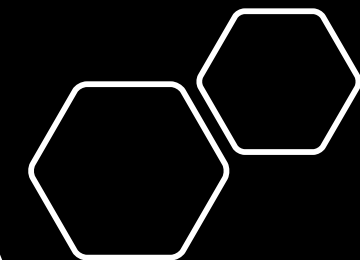
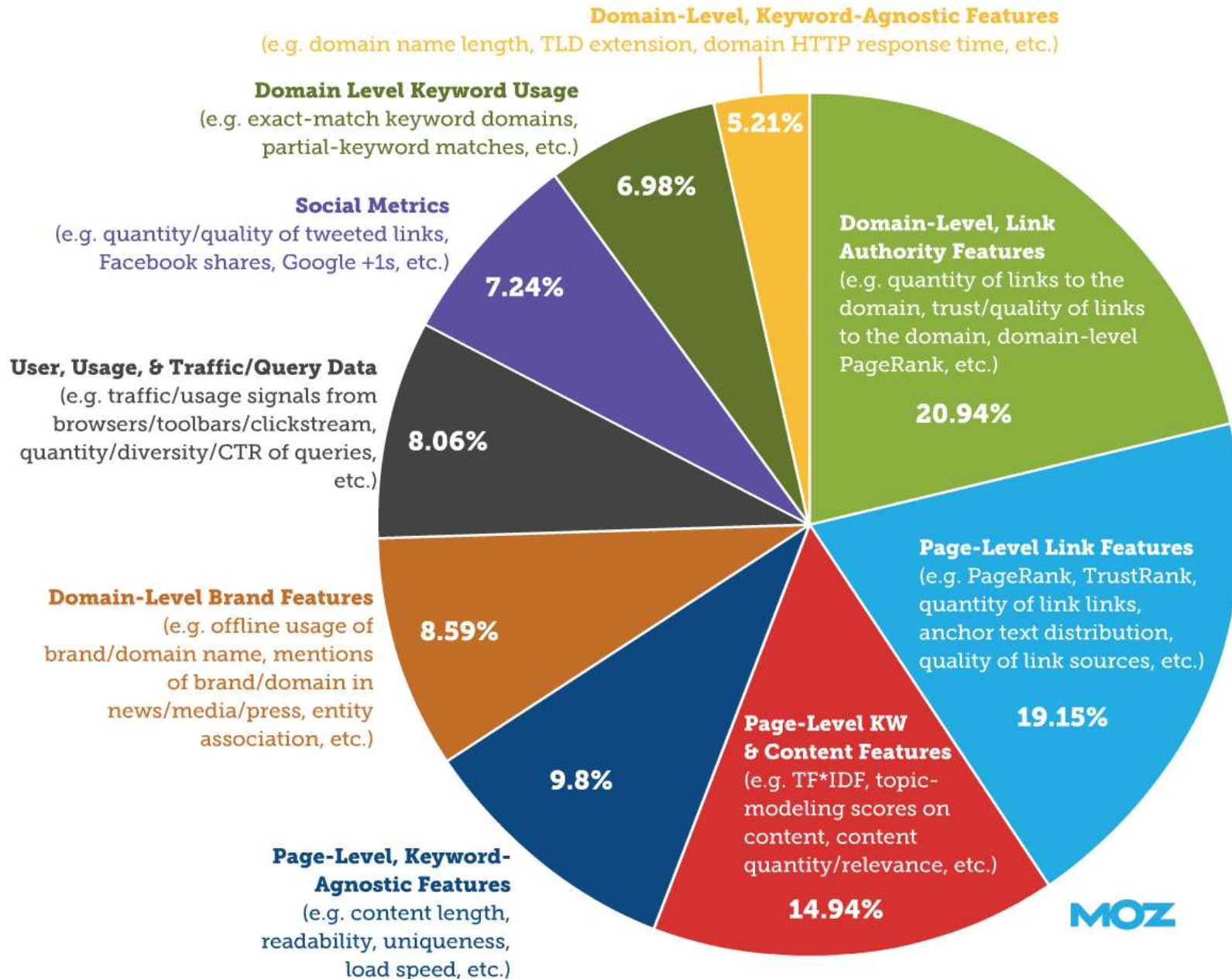
SEO IS SALES



03

# Weighting of Thematic Clusters of Ranking Factors in Google

(based on survey responses by 128 SEO professionals in June 2013)



**Attention**  
to updates!  
note what is  
known about the  
upcoming 2021





## KEY WORDS

are **words which are used to search** about something on search engines are the keywords. For example, If a worker types “journalists’ wages ” in Google search box, then the keyword or key phrase is “journalists wages”. On the basis of searched keywords, Google will display the search results. Hence, it becomes **very important to understand** what are keywords in digital marketing and their importance in SEO.

Keywords must form the basis for the Union digital marketing campaigns.

The goal is **to get discovered** on the internet. Workers use search engines to find about their needs. And, a successful digital marketing strategy of the Union is to be discovered.

# E-MAIL MARKETING

E-mail Marketing is the technique that uses e-mail as a tool for creating and maintaining the relationship between the union and the worker. It is especially promising with workers who use email on a daily basis.

It is possible

- to **automate** the triggering of e-mails according to the reader's behaviour
- to **segment** the contact lists,
- to ensure the **personalization** of the content made available to workers.





## COPYWRITING

it is a set of **writing techniques** that aim to lead the reader to some action.

The goal is to make the strategic use of words to build a **persuasive text** that will spark the interest of those who read.

In unions, the strategy can be applied, for example, in affiliation campaigns. With Copywriting techniques, the **convincing process becomes more fluid** and, of course, this contributes to increasing membership and democratic participation.



# CALL TO ACTION (CTA)

CTA is any textual or visual call that leads the worker to a closer relationship with the union.

Usually, CTA directs the reader to other content on the site, retaining their attention and generating more engagement.

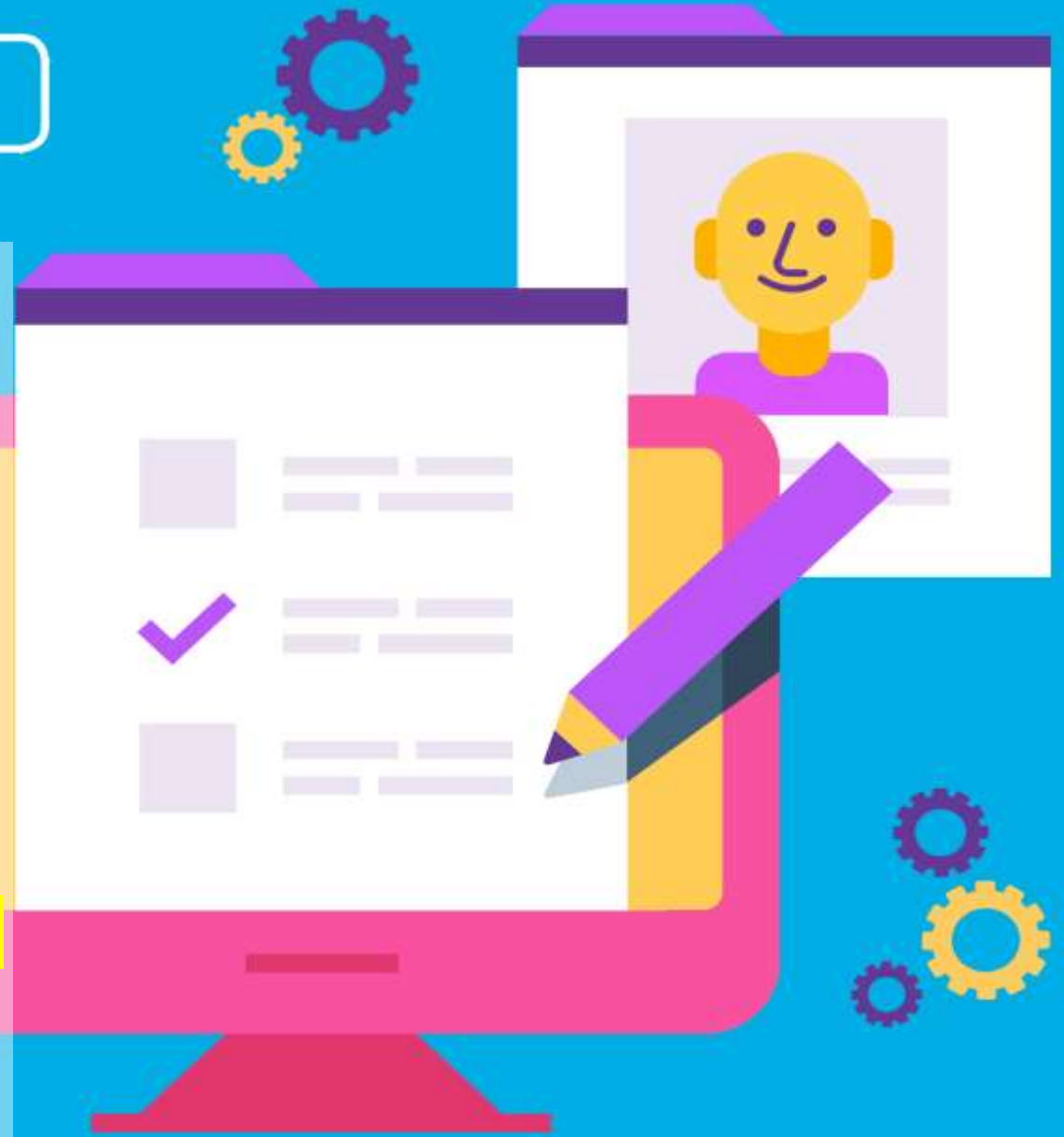
Knowing how to use it at the right time and in the most appropriate format is fundamental to the workers' engagement.



# lead generation

By definition, a lead is a person who is interested in a service or product and, in order to access relevant content made available by the institution, offered personal data to him.

In the case of unions, the generation of a lead happens when the worker is attracted to the site and, there, is interested in the available content. When a worker agrees to provide his data, he becomes a potential affiliate. Just knowing how to manage this relationship will increase the chances of membership.



The background is a solid purple color. It features several decorative elements: four gears (two dark purple, two yellow) and four speech bubbles (two pink, two red) containing white horizontal lines representing text. At the bottom, there is a large illustration of two hands shaking, one brown and one yellow, both wearing dark blue suit sleeves with white cuffs and buttons.

## LEADS QUALIFICATION

In short, qualifying a lead means making it closer to you - in this case, the union. With some information from workers in hand, it is possible to outline strategies to bring the workers even closer to the union through communication.

The consensus is that Content Marketing remains the best way to qualify a lead. The more useful the union is to the worker, the more he will see sense in financing the entity's activities.

# RICH MATERIALS

**Indispensable** in the Content Marketing strategy, the rich materials are in-depth and extensive educational content, developed with the **objective of adding value in the relationship between worker and union** and increasing the authority of the trade union.

Rich materials can take many formats, from videos to e-books. Usually, they focus on just one topic and explore it in all its aspects.

Due to their **relevance**, they are important instruments in the lead qualification process.





# BRANDING

is the process of managing a brand with the objective of **making it more known and reliable** before the target audience.

This image is built based on the management of elements of the union that the board wants to emphasize.

What are the **union's purposes**?

What is **your identity** and in what ways does it **reflect the wishes of the workers**?

Branding is done through strategies that shape the **perception** that the base has of the union, (involving from visual identity to the language used.

Not for to earn money, sure!

## AFFILIATE MARKETING

The term is not directly related to union's membership, but it is a **great strategy to amplify the union's actions.**

Affiliate are people close to the union who agree to be **multipliers** of their content.

They are partners who “wear the union's **shirt**” and **resonate** with their actions.

These affiliates are strategically positioned to reverberate with the union communication products.

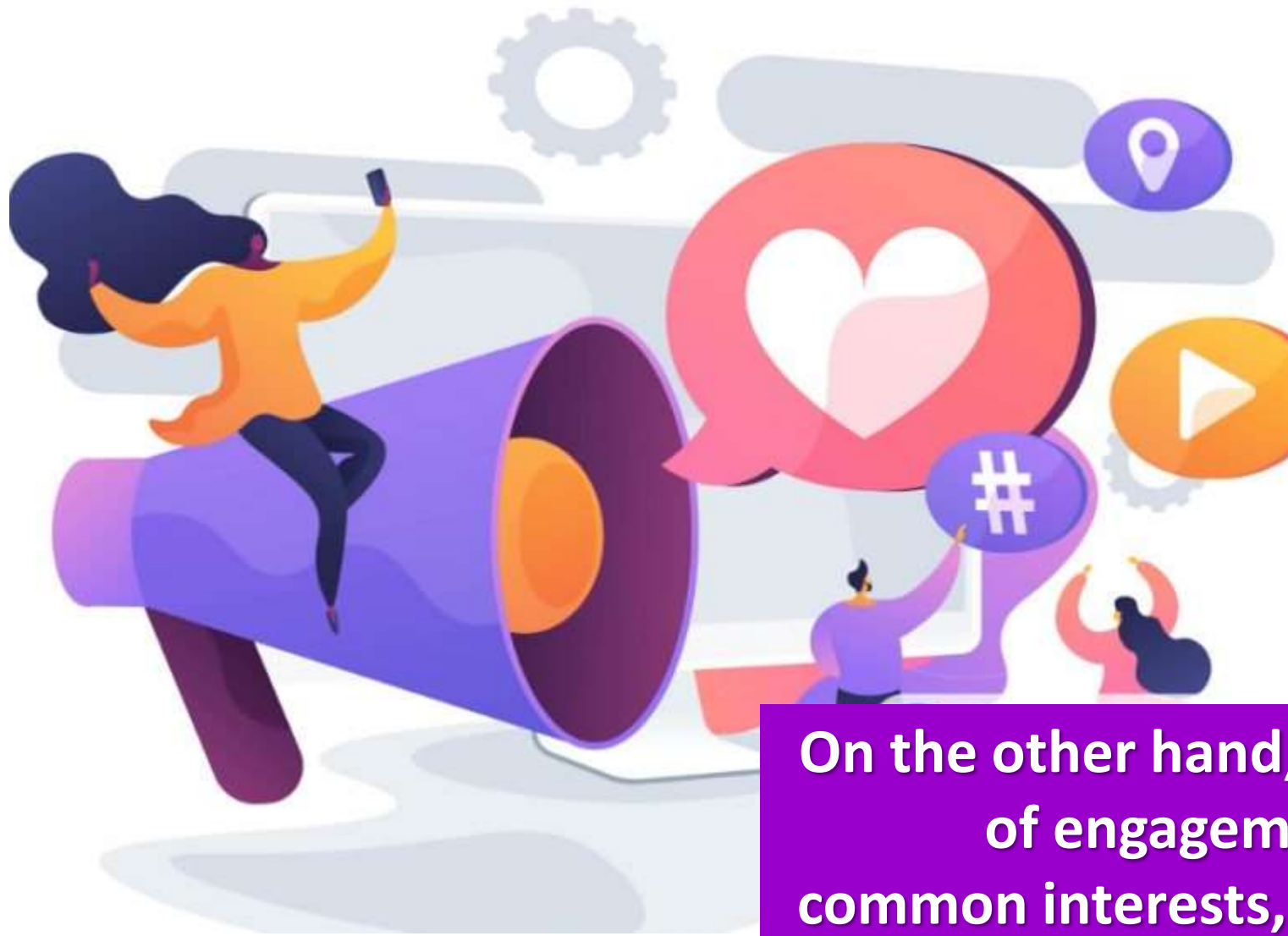


# SOCIAL NETWORK MARKETING

No Digital Marketing is totally effective without social networks. They are **fundamental for the distribution** of your union's content, and this process is Social Network Marketing.

They are **network management** techniques based on all the resources they offer. A good strategy also considers the **differences between them**: Facebook, Instagram, YouTube and Twitter.





Social media is a way of transmitting or sharing information with a wide audience. Everyone can create and distribute.

**On the other hand, social networks are an act of engagement. Groups of people with common interests, or similar minds, associate on social networking sites and build relationships through the community.**



# RELATIONSHIP MARKETING IN SOCIAL NETWORKS

Social networks act as **shop windows** for your union. In addition to being **platforms for interaction** with the base, the entire dialogue is permanently public, an **exhibition** that does not allow slips.

The tone is applied to encourage **empathy and satisfaction** among workers, regardless of the reason that led them to interact - a compliment, a complaint or a question.

Remember: **every message sent to the union can become an affiliation.**



# VIDEOMARKETING

This is audiovisual production techniques geared to your union's strategies.

Here, the point is to align audiovisual production with other communication strategies, such as Content Marketing.

There are several video formats available: documentaries, animations, event coverage and many others. Just know how to choose the ideal format and content for your workers.



An illustration of a hand holding a smartphone. The phone screen shows a WhatsApp chat interface with several messages and profile icons. Surrounding the phone are various icons: speech bubbles with telephone receivers, gears, and a person icon. The background is a dark purple color.

# WHATSAPP

More than a messaging application, WhatsApp is one of the **main communication tools** in the world. No wonder, the company even launched a business version of the application that guarantees automatic messaging and personalized service.

Having a relationship strategy with the base **via WhatsApp** - and being able to **maintain** it **professionally, attentive** to style and values and union language and Relationship Marketing techniques - can be **a great way to strengthen ties with workers.**

