

# Marketing Matters

Making emergency management look good

**Zack Borst**

Doberman Emergency Management /  
The Readiness Lab



# Welcome



Why we're here:

One of the most important roles of an emergency manager is the role of communicator...and we're terrible at it



Zack Borst  
Emergency Manager /  
Multimedia Guru

I am both an experienced emergency manager, and an experienced marketer, videographer, graphic designer, photographer, and meme'er



## What is marketing?

Marketing is about creating, communicating, and delivering value.

It encompasses a broad range of activities.

Digital channels have revolutionized the ways we can reach and interact with our target audiences.

Effective marketing requires understanding and addressing the needs and wants of the target audience.

# BRANDING

→ IDENTITY

→ LOGO

→ DESIGN

→ STRATEGY

→ MARKETING

...



# SHELburne FIRE PANCAKE BREAKFAST

We welcome you to our annual Pancake Breakfast from **7:30 a.m. to 10:30 a.m.** to benefit the department!

**14 OCT.  
2023**



**ADULTS:  
\$10  
KIDS: \$5**

**JOIN US**

HOSTED AT:  
**SHELburne COMMUNITY SCHOOL**  
345 HARBOR RD. SHELburne, VT

What you present,  
represents who you are

A well produced document that is easy to read, understand, and communicates information quickly and easily can be the difference between engaging your followers or creating uncertainty that you know what you're doing.

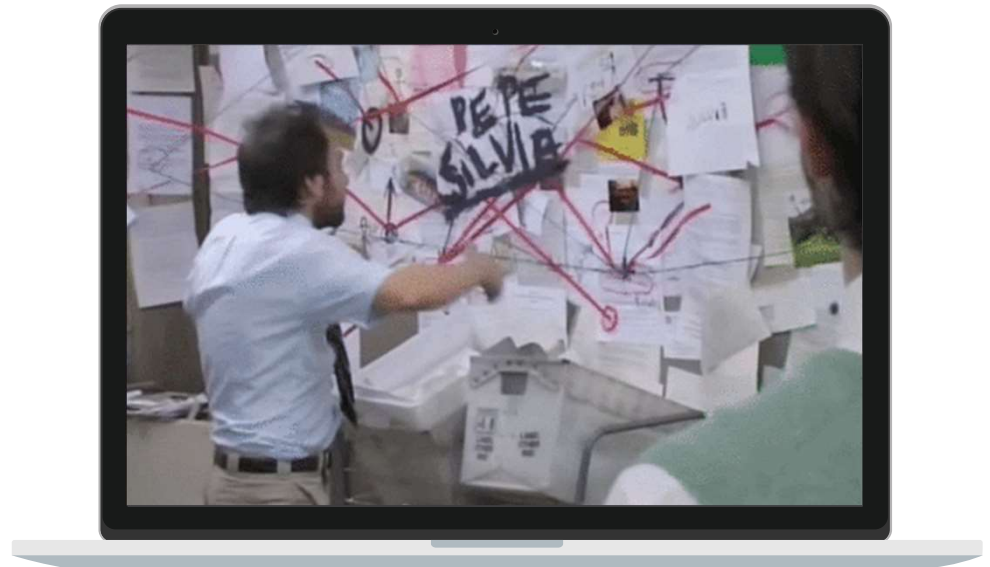
First bullet on every AAR

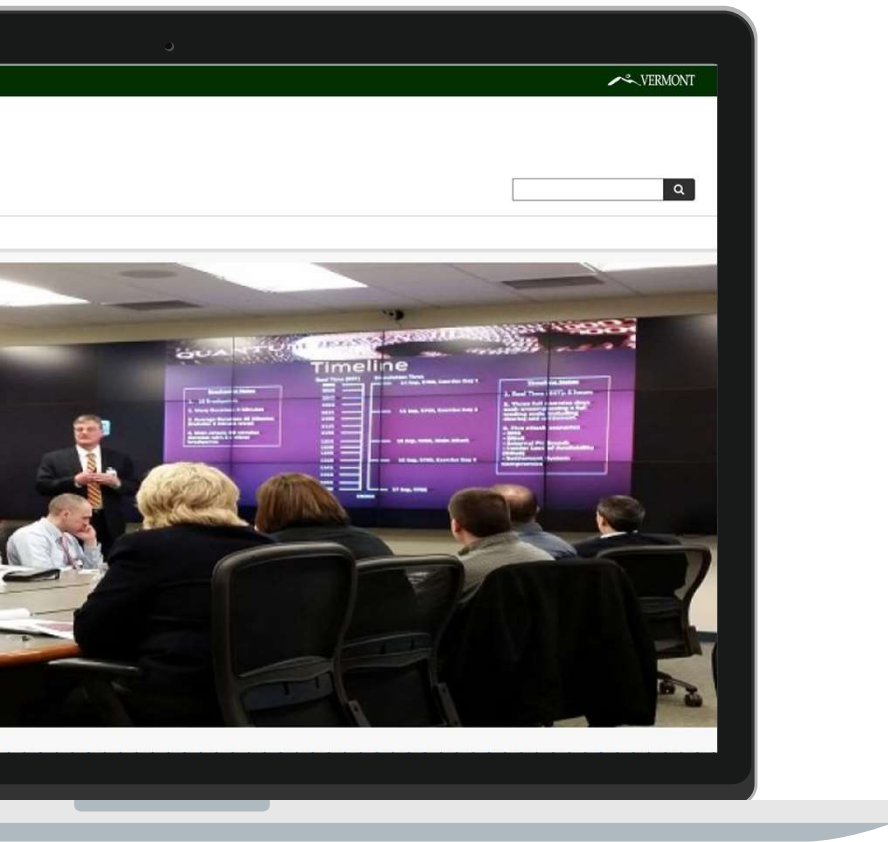
People need to understand what you are trying to communicate.

# Digital changes everything

Who's telling your story?

We live in a world of mis/dis-information. If people don't trust the source (you) they'll find someone else





# Websites are secondary

But I spend so much time updating ours!

Static and stable

Websites are great for things that don't require a lot of updates

Dynamic and live

They are terrible for engagement and rapid sharing of info

# This is your canvas

1

## PLAN FOR PHONE SIZED

Whatever you're making, make at least one version that works on a phone

3

## MARKETING

Show your personality and let people know who you are and what your selling

2

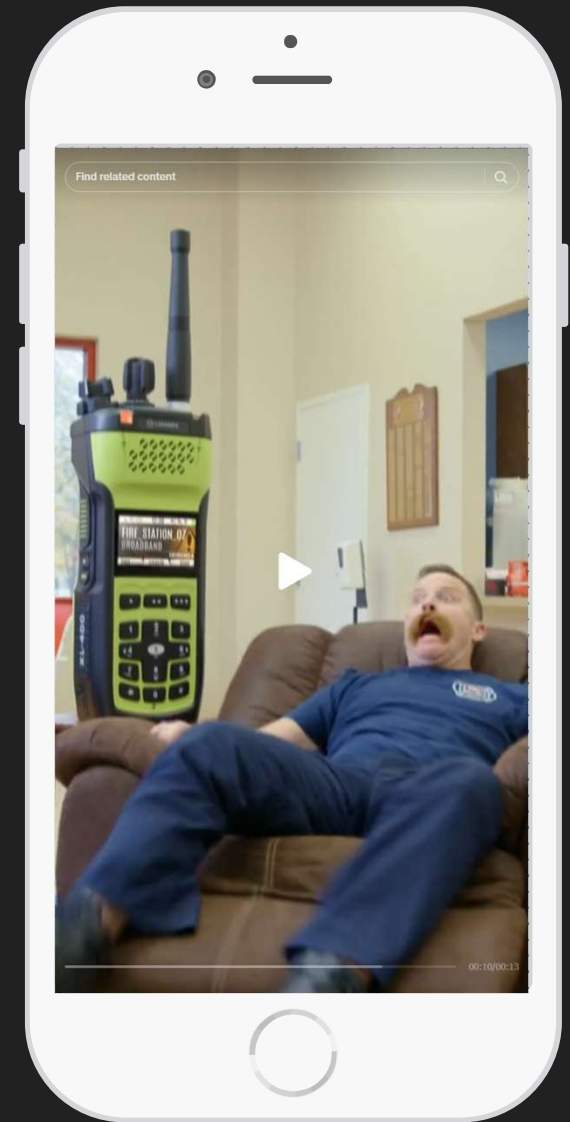
## VIDEO IS KING

If you can communicate via video, all the better

4

## THIS IS THE FRONT WINDOW

People use social media to peek into an organization





# How do I do this?



# Be Creative

Using some simple techniques can quickly improve the impact of your outreach



# ARE YOU READY?

F O R D I S A S T E R

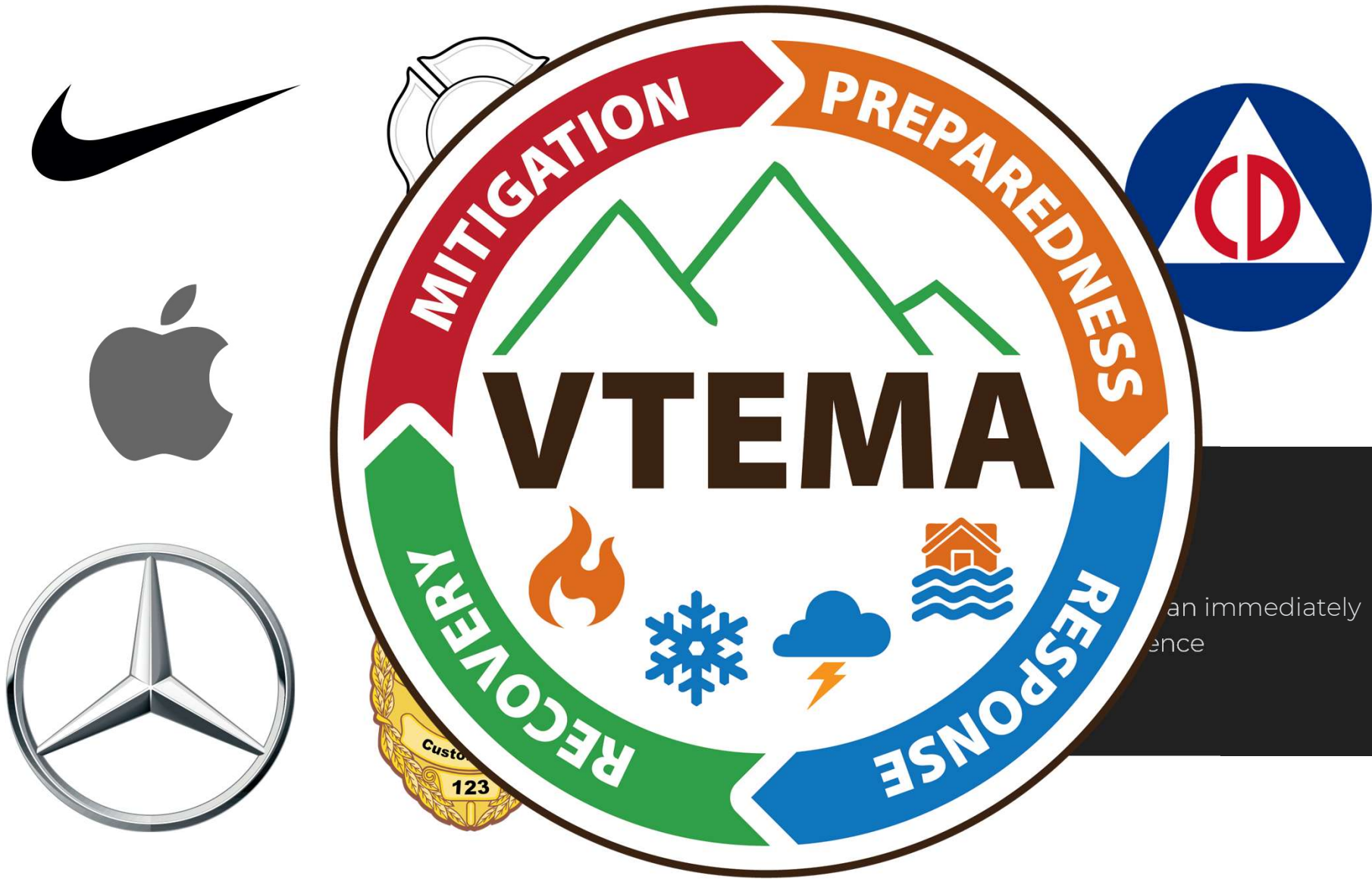
FREE CLASS: SAT. NOV 9, 1-4 PM  
POINT RICHMOND COMMUNITY CENTER

LEARN HOW TO PREPARE YOUR FAMILY FOR DISASTERS AND EVACUATIONS

FIRST 20 FAMILIES THROUGH THE DOOR WILL RECIEVE FREE PERSONAL  
FIRST-AID KITS

BROUGHT TO YOU BY YOUR POINT RICHMOND COMMUNITY EMERGENCY RESPONSE TEAM  
REGISTER: [WWW.PRCERT.ORG](http://WWW.PRCERT.ORG)

Made with PosterMyWall.com



an immediately  
ence

# Your font matters

graceful **DARING** informal  
*wistful* contemporary  
hand- **authoritative**  
crafted  
friendly **PLAYFUL** *personal*  
**trustworthy** neutral **STRONG**



## Pictures tell a 1000 Words

You can communicate everything you need to in a single image.



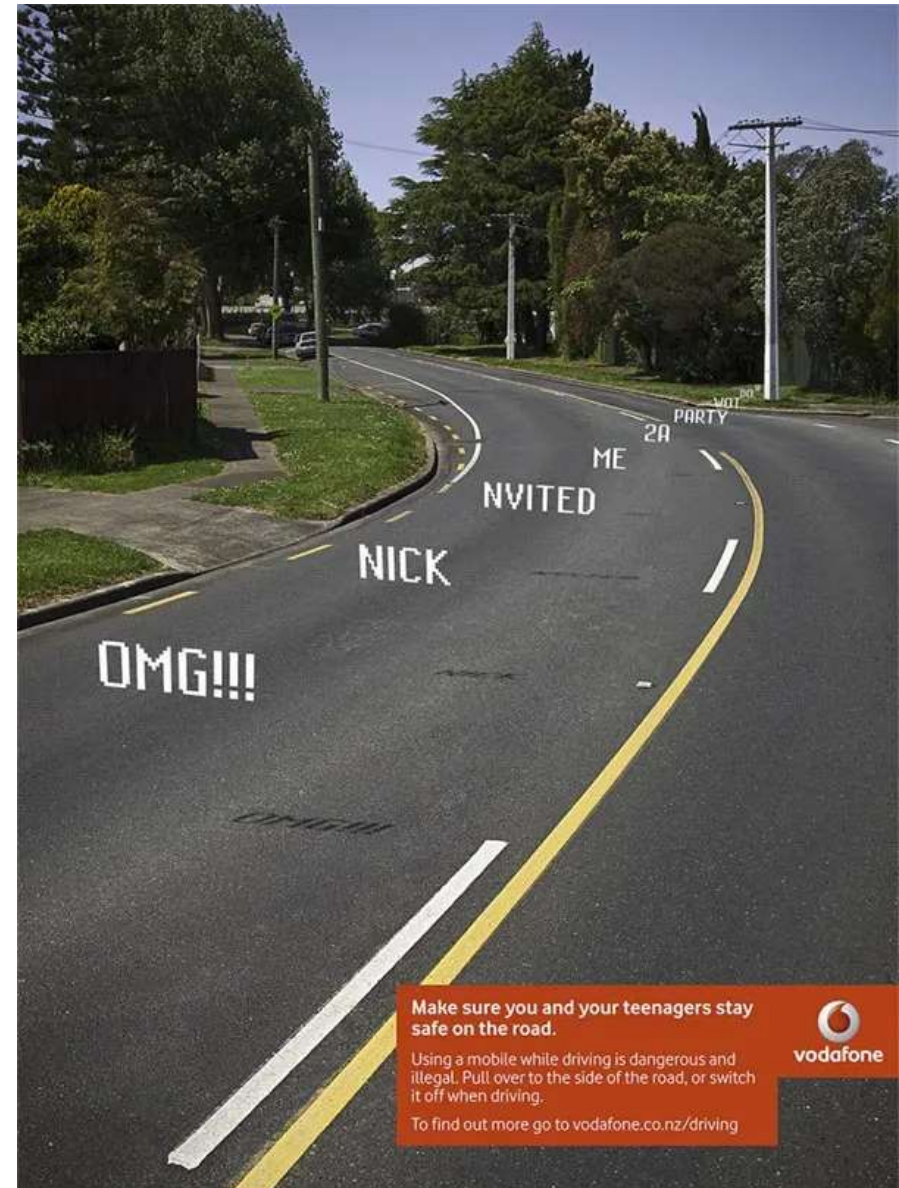
A dramatic landscape photograph featuring a dark, stormy sky with heavy, grey clouds. The sky is filled with intricate cloud formations, some catching the light from a low sun or moon, creating a mix of dark blues, greys, and soft whites. Below the sky, a line of trees and a green field are visible. In the foreground, a gravel path or road curves through the scene. The overall mood is one of tension and anticipation.

Are you storm ready?

**the readiness lab**

# Creating Public Awareness

Just as companies educate consumers about products, emergency managers educate the public about risks and preparedness.



# Immerse Your Audience

Video, audio, and other graphics can  
elevate a boring exercise into a  
immersive experience







Enhancing the message  
through multimedia

The Weather Channel created an augmented reality system to help them communicate the dangers of severe weather



Get people pumped up!

Sometimes all it takes to get people to show up is to show that the training is going to be fun

Central City Emergency Management

# Online Safety Tips for Children



Swipe up to read!

## Technology can help you

AI and multimedia software are making high quality multimedia production accessible for pretty much everyone

### No excuses

As an emergency manager, your job first and foremost is to communicate and build trust





# Use AI

This is an AI image with the following prompt:

A smiling emergency manager responding to a disaster in Vermont during the Fall

GPT-4

Create a month long social media outreach campaign for an emergency manager in St Albans Vermont to help promote National Preparedness Month

Certainly, promoting National Preparedness Month is essential, especially in areas that could potentially face various natural and man-made disasters. The campaign is designed to be conducted in the month leading up to National Preparedness Month to maximize awareness and participation. Here's a structured month-long campaign plan for St Albans, Vermont:

#### Week 1: Introduction to National Preparedness Month

- **Day 1:** Announcement about National Preparedness Month with the history and significance.
- **Day 2:** Share a personal story or testimonial about a resident's experience with an emergency and how being prepared made a difference.
- **Day 3:** Share an infographic about the different types of emergencies that St Albans, Vermont, might face.
- **Day 4:** Post about the importance of creating a family emergency plan.
- **Day 5:** Host a Q&A session about emergency preparedness, where residents can ask questions.
- **Day 6:** Share a checklist for a basic emergency kit.
- **Day 7:** Promote a local emergency preparedness event or training happening in St Albans.

#### Week 2: Deep Dive into Different Emergencies

- **Day 8:** Share details about preparing for floods.
- **Day 9:** Talk about winter storm preparedness.
- **Day 10:** Post about power outage readiness.
- **Day 11:** Share steps to take during a severe thunderstorm or tornado.
- **Day 12:** Engage followers with a poll about which emergency they feel least prepared for.
- **Day 13:** Talk about man-made emergencies such as chemical spills or power plant issues.
- **Day 14:** Post about fire safety and preparedness.

Regenerate

Send a message

# Use AI

Let the machine help you out. This is a month-long outreach campaign for National Preparedness Month

# Mememes

Humor is a powerful tool in communicating and can:  
Build rapport and trust  
Establish rapport  
Reduce tension  
Connect with your audience

**LAST DAY OF AN ICS CLASS  
AND SOMEONE THINKS IT'S STORY TIME**



imgflip.com

**SLAPS CARGO PANTS**



**"YOU CAN FIT SO MUCH  
STUFF IN THESE BADBOYS"**

imgflip.com

**THIS SHIFT SURE HAS BEEN QUI.....**



**COWORKER**

**ME**

imgflip.com

# You can do this!

Start small with a poster for an upcoming event or perhaps take a swing at updating your logo to better reflect your organization!

Remember, your job is to get people to get people invested in preparing for, responding to, recovering from, and mitigating against disasters!



# Thank you!



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