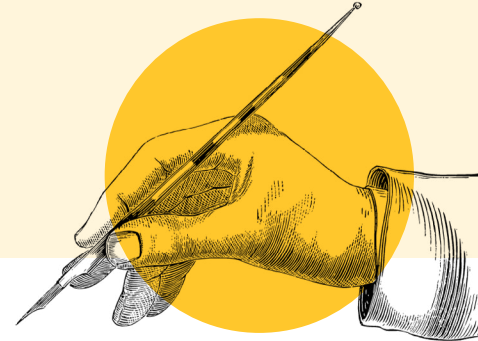


12 Steps to an Effective Impact Strategy for Purpose-Driven Films & Content



This easily executed checklist will help you to design an effective impact campaign and enhance your film or other content's purpose-driven outcomes.

Today is a golden age for storytelling. With streaming services' ongoing demand for new content and audience interest in impact-focused content at an all-time high, purpose-driven content producers are creating an abundance of films, videos, and other media on a wide array of topics. Yet for all of this inspirational, educational, motivational and awareness-raising content, many producers still struggle to develop and implement effective impact campaigns that go beyond social media shares and likes.

"New ways of doing impact campaigns are evolving just as non-fiction storytelling is evolving and broad reach doesn't necessarily mean impact," writes Locsi Ferrá, partner and director of social impact initiatives at Impact Media Partners. "Each documentary film team must find their own way of doing impact. One size doesn't fit all, so it's important to find impact experts to work closely with you to determine, refine, and implement the strategies and tactics that are authentic to your project."

Storytelling is at the core of being human. Compelling storytelling is one of the most effective ways to influence people's hearts, minds, and behavior. But without an aligned and intentional impact strategy, what happens after a viewer watches your film, video, or documentary?

If you are looking to drive real, lasting, and measurable change with your content, you must empower your audience to take action by connecting your story to easy-to-access solutions, opportunities, experiences, and products. And it's critical to bake this impact campaign into the development process.

"If you're producing a film that has potential for impact, one common mistake I see is thinking that impact begins when your film is complete...thinking about impact in advance, even during the development stages of your film, can prove essential. Much like thinking about diversity and inclusion is essential for authentic storytelling projects, so is impact," Ferrá writes.

+Media Solutions specializes in advising, curating, implementing, and measuring content impact. Our proven technical solutions have helped leading filmmakers and brand storytellers drive meaningful actions from motivated audiences – before, during, and after viewing.

The easy-to-use checklist below is intended to support content producers in their efforts to align impact goals, initiatives, and KPIs with their content production and distribution to achieve target outcomes. Read on to help ensure your content has a measurable, effective impact on your audience.



Build the Foundation of Your Impact Campaign

☐ Define your impact objectives:

What are the impact goals of your project? What do you want your film/video/content to accomplish? Do you want to educate people, drive specific actions, build community, or raise money? Identifying specific goals and clarifying your vision is a critical first step in developing a strategy to create impact.

☐ Identify your key stakeholders:

Identify the handful of key audience stakeholders that matter most to your project and the associated impacts you're hoping to achieve. What do they care about? What actions might be possible and relevant for them to take? At what point in their interaction with your content will they be most motivated to take action? Remember you may need different strategies for various target audiences and stakeholders.

☐ Ensure you are measuring what matters:

Considering the specific outcomes you are trying to achieve, what metrics would demonstrate success? Are you hoping audience members will learn more, sign up for ongoing communications, connect with nonprofit efforts, attend future events, donate to related causes, or share the message with their friends? Consider all of the potential outcomes you hope to drive and how you can measure whether they have been achieved.

☐ Develop your partnership community:

Consider who else in the world is involved in and passionate about the subject matter of your content. Are there nonprofit organizations driving impact in this space? Are fellow content creators likely to share? What about celebrities or influencers who are passionate about the cause? Begin building a partnership network by reaching out to aligned organizations and individuals with clear requests for how they can get involved with or help share your work.



Launch a Platform for Action

☐ **Create a centralized hub for your impact actions:**

Now that you've identified the aligned actions you'd like your audience segments to take, you need to create a streamlined way to present these opportunities. +Media's custom +Impact Hubs offer an easy-to-navigate way to present various offers and opportunities for action. This centralized +Hub will enable your audience to see and understand the full impact of your content without needing to dig through your website or follow you on every communication channel.

☐ **Embed impact:**

Now that you have a streamlined hub for action, you can begin to explore how and when to embed this hub into your content. +Impact Hubs are designed to corral all of your impact opportunities into one place that's easy to share. Direct consumers to this singular hub via QR code embedded in content, and before and after the content launches through social media, advertisements, print materials, partner promotions, etc. No sifting through multiple web pages, long URLs, or confusing tech stacks required.

☐ **Center purpose in promotions:**

Make sure your communications and promotions around your content center on the purpose you're aiming to achieve. Because of the adaptable nature of +Impact Hubs, you can make sure the CTAs on your Hub are relevant for each phase of your campaign. By introducing potential audience members to the intended impact of your project, you ensure they understand not only what your film or content is about, but also the values and passions they share with your campaign.

☐ **Invite your audience to take action:**

Now is the time to empower your audience to get involved. People want the chance to make a difference — and by offering them opportunities for action at the precise moment of interest, you enable your audience to not only support your content but to become an active participant in your impact community.



Measure & Adjust

☐ **Measure real-time behaviors:**

Once you have created your +Impact Hub with aligned, measurable CTAs and shared it with your audience, you are prepared to measure the success of your strategy. By measuring real-time behaviors, you can analyze how effectively you are driving desired actions. +Media's customized reporting dashboards make this simple.

☐ **Adjust & enhance:**

As you begin to understand what motivates your audience to take action, you can further attune your campaigns and storytelling to their needs — adding more of what works and replacing what doesn't.

☐ **Create a virtuous cycle:**

This continual method of sharing calls to action, evaluating, and adjusting helps create a virtuous cycle that amplifies your impact and strengthens your ongoing relationship with your audience.

☐ **Explore the “long tail” reach of your campaign:**

You can continue using your +Impact Hub to drive people to your content long after it premieres by sharing on social channels, via email, subsequent events, etc. Share the measurable impact your project created so you can begin laying the groundwork for a passionate audience and fundraising for your next project.

About Plus Media Solutions

With more than 50 years of experience working in the impact space, the team at +Media has seen where purpose-driven brands struggle to communicate and measure their complex impact story. Our turnkey technological solution was designed to support brands from end to end.

Contact us to learn more!

