



# VUKA MARKETING

Creativity is an input to innovation, and change is the output.

# PROBLEM

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Vuka needs a voice.



# VISION

We want to  
empower people to  
work & live awake.





# MISSION

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To give Vuka a voice and  
disrupt the way people  
think about work (and life).

# + Core Beliefs



## Celebrate People

Vuka is human focused with a positive approach to people.



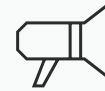
## Bigger than Co-Working

Vuka designs spaces for social entrepreneurs to address complex social problems creatively.



## Invent Change

Vuka inspires positive disruption of the status quo for outcomes that generate new and creative solutions to age-old problems.



## Amplify Life

Vuka's space invites organizations and individuals to curate their own unique experiences.



## Translate Ideas to Outcomes

Vuka provides tools and educational opportunities to advance social entrepreneurship.

# + S.W.O.T (*broad*)

This is a simplistic overview of the strengths, weaknesses, opportunities and threats for the Vuka Collective brand.

**S**

## **Strengths**

Multiple locations, organic natural designs, positioned to be the expert in a niche market

**W**

## **Weaknesses**

Mixed messages, no location in the DT metroplex

**O**

## **opportunities**

Growing niche market, multipurpose spaces, global connection of influencers, and innovative founders

**T**

## **Threats**

Market encroachment (growing popularity of social impact), new co-working & event spaces built continuously





# Golden Circle

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Every single organization on the planet, even us as individuals, function on three levels. **What we do, How we do it and Why we do it.**

When all of those pieces are aligned, it gives us a filter through which to make decisions. It provides a foundation for innovation. And when all three pieces are in balance, others will say with absolute clarity and certainty,

**“We know who you are,” “We know what you stand for.”**

# + What



Vuka collective is a creative knowledge space for purpose driven creative rebels and change agents.

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More than a co-working space the Vuka brand offers a place to celebrate, educate, implement, create and influence.

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# + How



We challenge the way people work, live, create and celebrate by,

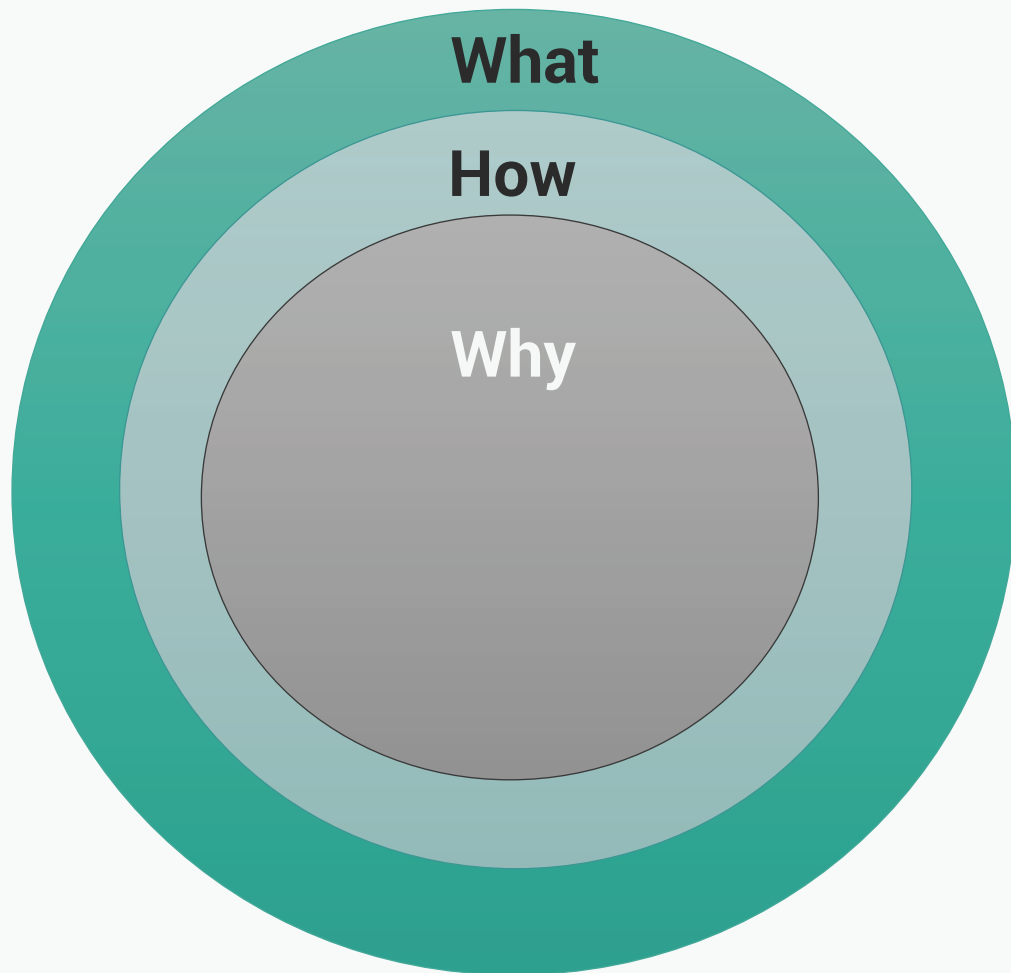
- The people we hire (Culture)
- The design of our spaces
- Our co-working program
- Our integrated practices
- Our social mission

# + Why



To make the world a better place to work and live in, one great idea at a time.

# + The Golden Circle



What: Vuka collective is a creative knowledge space for purpose driven creative rebels and change agents.

How: We challenge the way people work, live, create and celebrate !

Why: To make the world a better place to work and live in.





# Who is Vuka Collective?

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**We look at the bigger picture and push the boundaries on creative spaces, while disrupting the co-working business model.**

**We are built on a culture of ideation.**

**We are out to inspire.**





# Positioning Statement

*\*note this is my interpretation and thoughts, the Vuka Collective Brand may already have a perfectly acceptable brand positioning statement that is ready to go to market.*

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Vuka collective is a creative knowledge space for purpose driven social rebels and change agents. Vuka's strength is rooted in the social impact + arts community, and in the specific way in which we provide and nurture that community.

Vuka Collective works to re-orient the way people participate in the world around us. We are the progressive force that is changing the way people work and live through a dynamic mix of co-working at [Impact Hub Austin](#), [Wake Up](#) programs, and [Gather event venues](#).

# + Vuka Attributes

## Innovative

As leaders in the industry, Vuka sees innovation as a tool that enables us to see the world through a different lens. It is the differentiator between those who lead and those who chase. We will always take a forward-looking approach to social entrepreneurship and will continue to defy the conventions of our industry.- not just to defy convention, but because it's necessary to do so in order to put our client's needs first.

## Witty

We want everything we do to be clever and playful. When people interact with Vuka collective we want them to laugh throughout the whole experience, because life is better when we are laughing. We pride ourselves in fostering a relaxed and encouraging space, and we take social entrepreneurship seriously- but not ourselves.

## Natural

People have been turning to nature for inspiration to help them solve problems for millions of years. From building bridges to materials and medicine – examining the design of nature has aided in the development of almost every aspect of our lives. Consequently, nature inspires every facet of Vuka Collective from our event space to co-working practices and even in our educational opportunities, we take an organic approach to life and work.

## Impactful

We strive to give designers, artists, innovators, social entrepreneurs and world-changing-types space and tools to address complex social and environmental problems creatively. We aren't just a space, we are an 'experimental lab' providing knowledge and opportunity for our clients to curate a plan to change the world.

## Alive

"Vuka" means to awaken. We exist to empower people to live and work fully awake. We work to develop and empower individuals to seek a more whole, fulfilled, and impactful way of being. The Vuka Collective team strives to work awake to keep our clients enlightened and fulfilled in work and life.

# + Brand Framework





# + Vuka's Voice



Vuka needs a voice, but one voice just won't work for such a dynamic collective.

The voice of Vuka Collective is disruptive, passionate, inventive, and entrepreneurial, and extends to every branch. We like to think we sound a little something like this:

- Richard Branson: The Maverick
- Malala Yousafzai: The Young Activist
- Nikola Tesla: The Inventor
- Bill Gates: The Entrepreneurial Philanthropist



# Vuka's Voice

## Richard Branson

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### The Maverick

Richard Branson is the ultimate maverick, never settling for just “ok”, or “that’s just how things are” he constantly pushes the boundaries of making things work better. He is known for having the happiest employees and happiest customers- rarity in the business world. He is also a nice guy. Like the Vuka Collective staff, when he works he works hard, when he plays he plays hard- and always in effortless fashion with that trademark smile.

# Vuka's Voice

## Malala Yousafza

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### The Young Activist

By daring to go to school as a young teen, Malala defied Pakistani extremists and became a global icon for the importance of educating girls. She never let obstacles stop her from enacting the change she saw was needed in the world. Vuka Collective is committed to being a positive social force with a youthful voice. We are all about positively disrupting the status quo for outcomes that generate new and creative solutions to age-old problems. And we are big fans of the power of positive thinking. The answer is yes, what was your question?





# Vuka's Voice Nikola Tesla

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## The Inventor

A great inventor, engineer, and futurist. Known for his wild experiments and colorful personality, Tesla's creative work regarding the production and transmission of power was far ahead of his time. We approach everything we do with color and personality, and empower people to live and work towards the next big inventions to advance social entrepreneurship. We believe the power is in social impact through creative arts and technology.



# Vuka's Voice Bill Gates

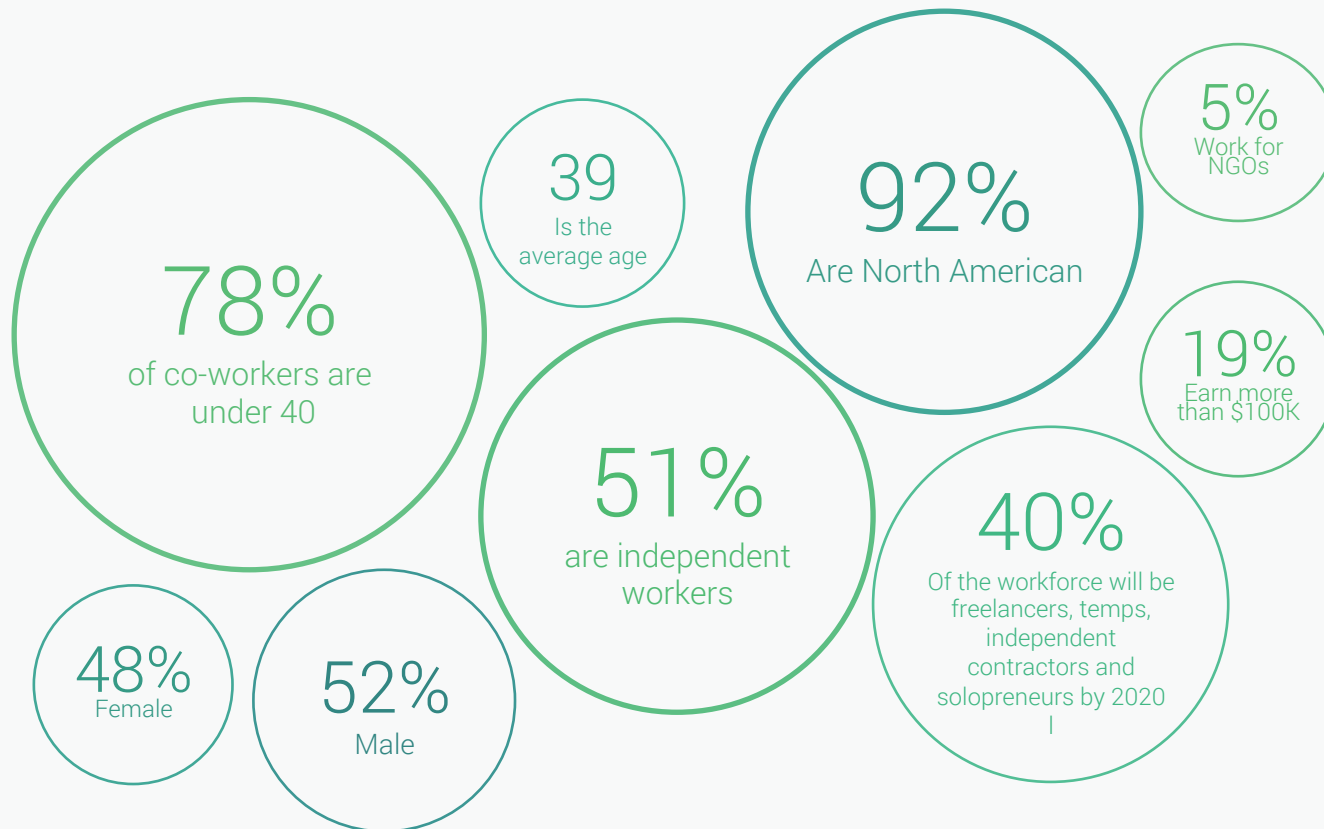
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## The Entrepreneurial Philanthropist

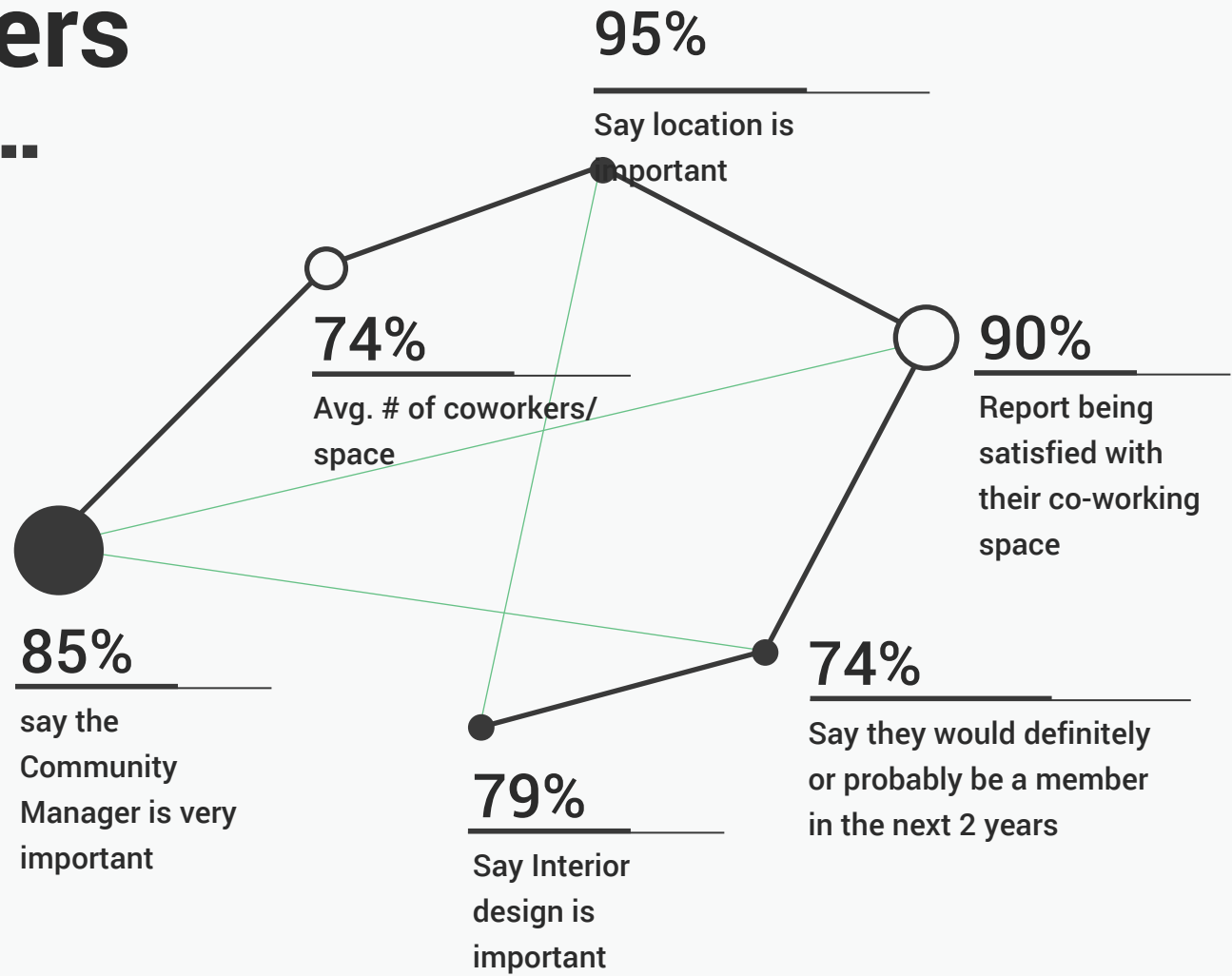
One of the great businessman/philanthropists of the last century, Gates founded and built Microsoft into an unmatched software behemoth before leaving to start the Bill and Melinda Gates foundation, a multi-billion dollar philanthropic enterprise . Vuka blends philanthropy and business effortlessly, and takes immense pride in the collective offerings of opportunities to make profit and social change.

*"Effective philanthropy requires a lot of time and creativity - the same kind of focus and skills that building a business requires."*  
– Bill Gates

# + Co-working Audience by the numbers



# + Co-workers Seeking...



Statistics found at:  
DeskMag, Fobes,  
FastCompany, Global  
Coworking Survey 2017



# + Social Impact Audience

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22% of Social Enterprises have over \$2 million in revenue, and are majority led by women and those from minority groups.

*\*\* Majority of Austin Business Owners/Entrepreneurs are white, males, 45-54, with some college education. The gender and race gap has steadily increased from 2009 – 2016. (Ewing Marion Kauffman Foundation)*

**57%**

Are less than three years old (2015)

**45%**

Operate to achieve a cultural purpose

**26%**

Work towards employment development

**27%**


Focus on the environment

# TIME FOR A PLAN

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Now we know **Who** we Are, **What** we stand for, **How** we work, and **Where** our target audiences can be found....

It is time for a plan to grow.

A photograph of a dense forest of tall evergreen trees, likely pines or firs, covered in a thick mist or fog. The trees are dark green and stand against a lighter, hazy background. The overall mood is serene and somewhat mysterious.

A goal  
without a plan  
is just a wish  
- Antoine de Saint-Exupery



# Pre Voices Campaign Plan

*\*it appears this has been the opposite, with Impact being the more supported brand digitally*

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Vuka Collective should be the over-arching brand that supports other businesses and services.

Communication should start with Vuka and spread like roots to Impact Hub, Gather, and Wake Up, where support is needed.



# Overall Go-To-Market Strategy

## **1. Connect and maintain strong brand visibility and logos across all content:**

- Create Vuka Collective brand guidelines: add branded color coding and imagery that spans parent company (Vuka) and all brand subsidiaries (Impact Hub, Gather, Awake)
- Update website, connect all digital platforms, and continually update information throughout VC

## **2. Execute and scale a consistent, integrated marketing message:**

- Focus marketing efforts on new creative technologies specifically in the social and creative arts sectors
- Revamp digital platforms with consistent branding and targeting efforts

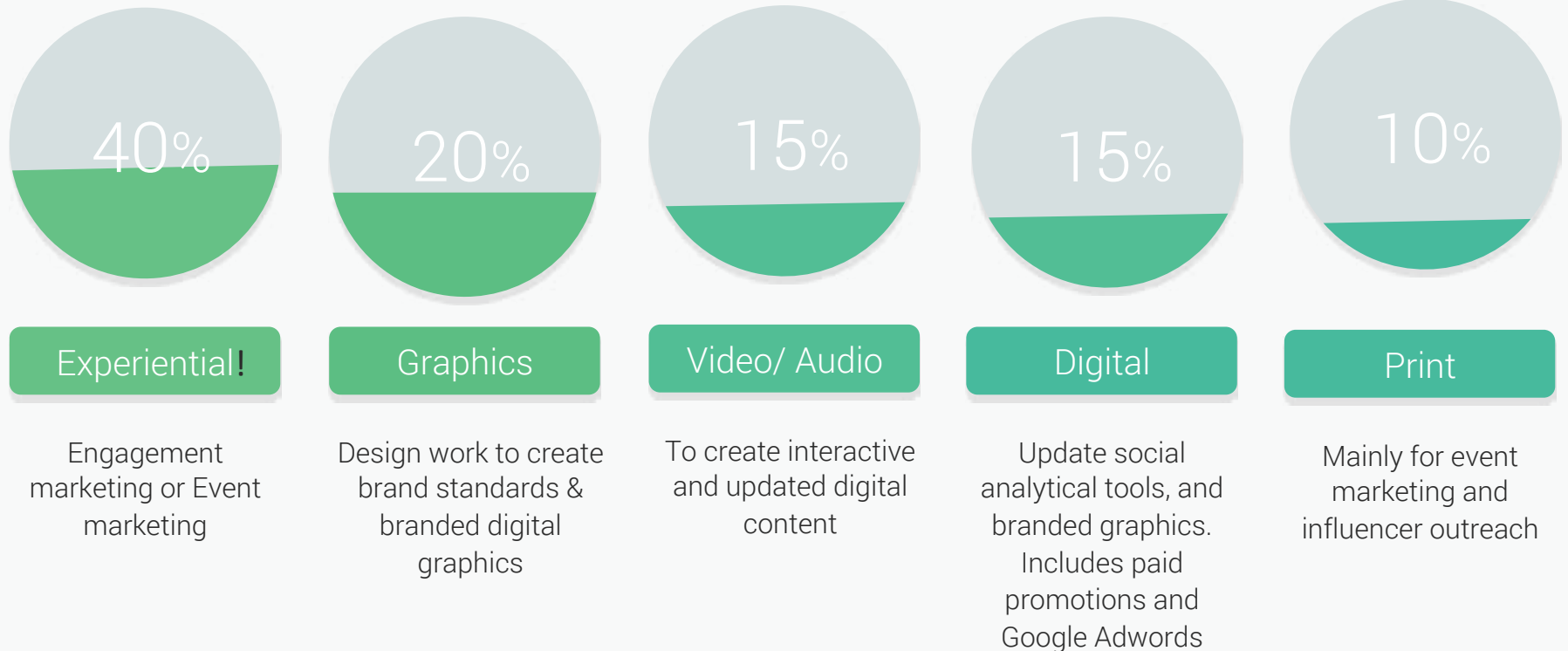
## **3. Engage key communities/influencers, to secure incredible brand awareness and adoption in key verticals: successful social entrepreneurs, social impact companies, disruptive creative arts**

- Large scale Vuka Voices Digital Campaign
- Research + outreach to startups

## **4. Build a community around Vuka's niche market and create clever ways of providing value.**

- VC should be seen as the expert in all things social innovation.
- Offer multiple opportunities for continued learning, networking, ways to get involved, chances to celebrate success, and relax.

# Marketing Budget



# + Overview

IMPACT  
HUB

Austin

## Purpose

*To offer a powerful combination of mission, community and space to support game-changing ideas for social impact. (direct from website)*

## Overarching Goal

Book co-working space, find new partners, and increase impact statistics

## Target Audience

Social Entrepreneurs, Start Ups, Business Owners, Freelancers, Contract Employees

## Demographic

Generation C: people who care deeply about creation, curation, connection, and community. It's not an age group; it's an attitude and mindset defined by key characteristics.

## Marketing Approach

Innovative, authentic, and interactive.

***“ Gen C seek inspiration in content and are constantly exploring new ideas in a highly engaged way, making purposeful decisions about what they consume and motivated by honesty and integrity.”***



# + Impact Hub

## Flash Brainstorm Samples

- Own the impact co-working niche- talk with the city about social impact/innovation, what does the current political client mean for social innovation
- Panels/ round tables with influencers like Dell, Jean Paul DeJoria, Giving City, Verb, local and global Impact Hub members
- Host Live Google Hangout events around the globe with other Impact Hubs
- Host a social impact hackathon
- Train staff to help create IH Persona with social: Instagram stories, twitter, FB Live
- Use social as a networking platform
- Send quarterly surveys to members
- Partner with Accelerators and host pitch competitions (Verb, the good kitchen, Dell)
- Add more networking/continuing education opportunities for current members (Happy Hours)
- Hold weekly re-occurring events: Vuka Venue Tours, Q&A w/ Brian (invite special guests)
- Hold fitness classes for members
- Partner with non-traditional/traditional media for monthly articles (we are the experts)

## Sample Content Strategy

	Content Sample	Engagement Strategy
<b>Vuka Email</b>	Reoccurring events for members	2/wk
<b>Vuka Blog</b>	Highlight members, original content, continuing education on funding & running a startup	1/month
<b>Facebook</b>	Blog & event reminders, social good stats/infographs, FB live Q&As	3/wk
<b>Twitter</b>	Retweets from Vuka, members, Key Staff, community insight, defining the brand persona	5/wk
<b>Instagram</b>	Member spotlights, event photos, co-working memes	2/wk
<b>Vuka Spotify</b>	Playlists to work by	Monthly
<b>Vuka Pinterest</b>	Infographs, and co-working humor	Monthly
<b>Press</b>	Press releases & personal invites	1/month
<b>Vuka YouTube</b>	Meet the staff, Members, Voices	1/month



# + Overview



## Purpose

*An inspirational space curated and designed to support an array of community gatherings. (direct from website)*

## Overarching Goal

Book venues for events

## Target Audience

Companies, NGOs, Brides, Event Planners, PR Agencies, Meet/ Affiliate Groups

## Demographic

Majority female, ages 25 -45

## Marketing Approach

Useful and informative, with a dash of style

# + Gather

## Flash Brainstorm Samples

- Record virtual tours of each space
- Create artist residency program, where they can host and display art (HH Potential)
- Invite event related groups to host meet ups/ meetings -Groups include: ILEA, Austin Fundraising Professionals, Social Impact Meet Ups, Austin Creative Group, Austin Ad Fed
- Partner with FosterATX for secret shows, provide discounted co-working spaces for HAM in trade for talent
- Partner with local & national talent for event DIY Days: Lettering, flower arranging, event decor
- Hold photo-shoots for local rental companies, and all things bridal
- Hold educational panels on event planning with experts ( Kennedy Creative, Camille Styles, Red Velvet, The WHITT Experience, Red Velvet)
- Create branded event planning templates to use for social interaction and brand recognition

## Sample Content Strategy

	Content Sample	Engagement Strategy
<b>Vuka Email</b>	Event reminders, venue booking info	1/wk
<b>Vuka Blog</b>	Real event recaps, DIYs, Event Tips	1/month
<b>Facebook</b>	Blog & event reminders, VR venue tours, shareable event tips/tricks	3/wk
<b>Twitter</b>	Funny event quotes, real events, event tips/tricks	3/wk
<b>Instagram</b>	Event photos, event inspiration, event reminders, booking special rates	2/wk
<b>Vuka Spotify</b>	Event Theme Playlists: It's My Party and I'll (dance, cry, smile....)	Monthly
<b>Vuka Pinterest</b>	Event & design inspiration	Monthly
<b>Press</b>	Press releases & personal invites	As Needed

# + Overview



## Purpose

*To offer world-class programs and experiences that nurture, develop and empower individuals seeking a more whole, fulfilled, and impactful way of being. (direct from website)*

## Overarching Goal

Sell out sessions, and book world-class presenters

## Target Audience

Designers, artists, innovators, business leaders, high net-worth Individuals, community influencers, successful entrepreneurs

## Demographic

Large broad audience of creative types

## Marketing Approach

Creative, eye-catching, innovative and original

# + Wake Up

## Flash Brainstorm Samples

- White papers on past session/s event attendees and outcomes
- Create an ongoing series that builds on the next (but is not limited to past attendance) record it and allow people to access afterwards (or for a discounted digital price). Creating a web series for additional revenue.
- Coordinate 'Ted Talk' style presentations or host the Pechakucha Group for presentations (present Vuka)
- Focus on creative arts: how social impact companies are using VR/AR to elicit empathy, what is next in Artificial Intelligence, Wearable Tech, Gamification and ways it can be used to effect change, The Macro & Micro to How Change Really Happens.
- Create lesson plans for meditation and worksheets or sample plans to guide the inner genius or bring out someone's creativity

## Sample Content Strategy

	Content Sample	Engagement Strategy
<b>Vuka Email</b>	Special events, and guest speakers	1/wk
<b>Vuka Blog</b>	Disruptive design, enlightened lessons, brain/ meditation exercises	1/month
<b>Facebook</b>	Promotion of events, High-level content	2/wk
<b>Twitter</b>	Research, studies, insights on design, creativity, innovation, technology	3/wk
<b>Vuka Spotify</b>	Sounds of Enlightenment	Monthly
<b>Vuka Pinterest</b>	Inspirational quotes and people	Monthly
<b>Press</b>	Press releases & personal invites	As Needed
<b>Vuka YouTube</b>	Recorded panel sessions, or exercises	When Available

# + Vuka Collective

## Content Strategy Overview

	Content Sample	Engagement
<b>Vuka Email</b>	Weekly emails that includes updates from each branch of VC *imp consistent form of communication	1/wk
<b>Vuka Blog</b>	A minimum of 3 blogs/month 1 from each branch (important for SEO)	3/month
<b>Facebook</b>	Begin setting the brand up for the Voices of Vuka campaign, but with consistent messaging from all 3 brands. Original Vuka content will come from this page and will be shared to relevant branches.	5/wk
<b>Twitter</b>	Similar to FB, all original event announcements and content will start here & branch out.	5/wk
<b>Vuka Spotify</b>	This will be populated from the VC brand subsidiaries. The channel will be branded Vuka, but each playlist will be tagged for the corresponding branch of VC	3/month
<b>Vuka Pinterest</b>	Similar to our Spotify channel the Vuka Pinterest Page will be branded for VC, and each board (3/month) will be color coded, tagged, and branded	3/month
<b>Press</b>	Press releases & personal invites, Vuka reoccurring articles with partners	As Needed
<b>YouTube</b>	Vuka branded channel and all videos will be categorized for the specific brand of VC	1/month
<b>Events</b>	Weekly: Venue Tours held by Community Manager, Q&A w/ Brian & Guest. Other events as they are developed	As Needed



Not only will combining the right digital communication help to define the Vuka Collective Brand and avoid the current brand confusion, it is also a great way to increase organic audience reach. If done correctly Vuka Collective will become a brand immediately recognized for social impact, creativity and innovation with the support of the three VC branches.



# Why Digital A Refresher:



People are increasingly found online, the average person will spend nearly two hours (approximately 116 minutes) on social media everyday, which translates to a total of 5 years and 4 months spent over a lifetime.

On average, every minute of every day:

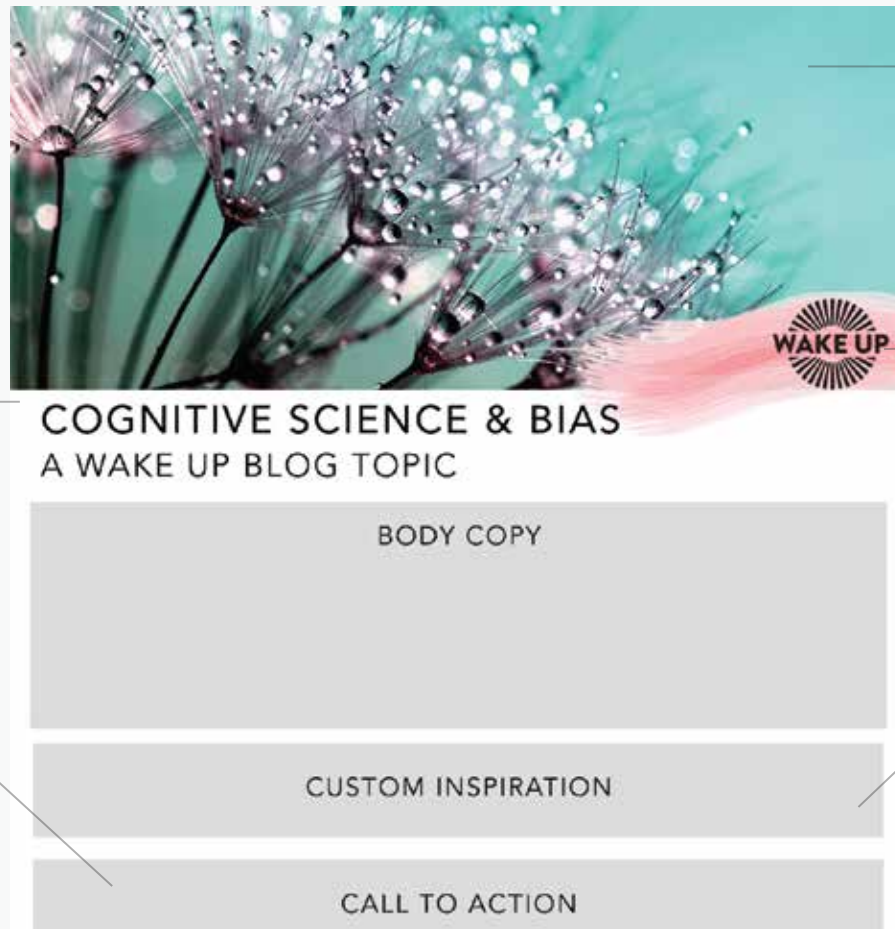
- 357,000 Tweets are sent
- 140 hours of video are uploaded to YouTube
- 48,000 photos are Instagrammed and 1.73 million posts are liked
- 4.1 million Facebook items are liked



The ubiquity and popularity of social media continues to expand and has become integral to marketing, communications and creativity globally

- Facebook had 1.86 billion monthly active users.
- Instagram has doubled in size from 300 million monthly users to 600 million monthly users in two years.
- Twitter has 974 million existing Twitter accounts
- 10,113 Youtube videos generated over 1 billion views in 2016
- Pinterest hit 50 Billion pins shared by its users on in March 2015, and now has 110 million active monthly users.

# + The Anatomy of a Vuka Collective Blog



Title and  
tagged VC  
Branch

CTA related back  
to the branch the  
blog represents

Main image or for events a slider  
header

Vuka Collective color code for each  
branch, along with logo

Inspirational quote, song (linked to  
playlist), mantra or mind expansion  
activity



# + Weekly Sample Plan: Vuka

## **MONDAY:**

E: Weekly Round Up: Current Events, Member Spotlight, and inspiration teaser

T: What social impact, entrepreneurship, or design related meetups need a good home in ATX? We have 2 rooms at our N. Lamar location open to book. (retweet all Branches)

F: Today on #MemberCrushMonday we shine a light on member XX and their big plans to change the world

YouTube: #MemberCrushMonday video

## **TUESDAY**

T: The struggle is real, but the hustle is forever #hustle #workawake #coworking (picture of members working) (retweet Impact)

B: Option 1: Top Companies Changing the World: That You May Have Never Heard Of. //Option 2: Innovations Shaping Sustainability in 2017 Option 3: Real Event Timelines (and download our helpful spreadsheet)

T: It might be hot outside, but inside @impacthub cool things are happening. Check out what's going at @vukaaustin (link to event page) (retweet all Branches)

I: Looking for #coworking space for the summer? Tell us your favorite thing about #coworking and tag @impactaustin for ½ off a dedicated desk for June – August. (regrammed Impact/ Head of Sales & Events)

## **WEDNESDAY**

T: We are excited to welcome artist @leahbarclay @bioscapes & Travis Cook @RYOTnews to talk AR/VR & how tech/art can be used to elicit empathy (Retweet All)

I: Stop by our Monroe location any Wednesday at 4PM for a tour of @impacthub. And learn what #Coworking at \$300/month looks like. (posted to Impact Hub too)

F: All things considered, do you think the world is getting better or worse, or neither? Thanks to these 5 global living conditions charts, we begin to make sense of an important but seemingly philosophical question:

## **THURSDAY**

T: Join fellow hubbers next Friday, March 25th at 6pm for Barre, Beats, Brews and Bouch #HappyHour #coworking (link)

S: Working 9 to 5 a tribute to the Working Girl (Retweet Impact)

## **FRIDAY**

T: Love what you do, and do what you love #coworkinglife (photo of staff having fun) (retweet all branches)

F: Join us Live on Facebook as we chat tiny houses, big impact with social entrepreneur Kim Lewis and Miranda Burnet. They'll talk about the impact they are making on the industry and the social side of doing good business.

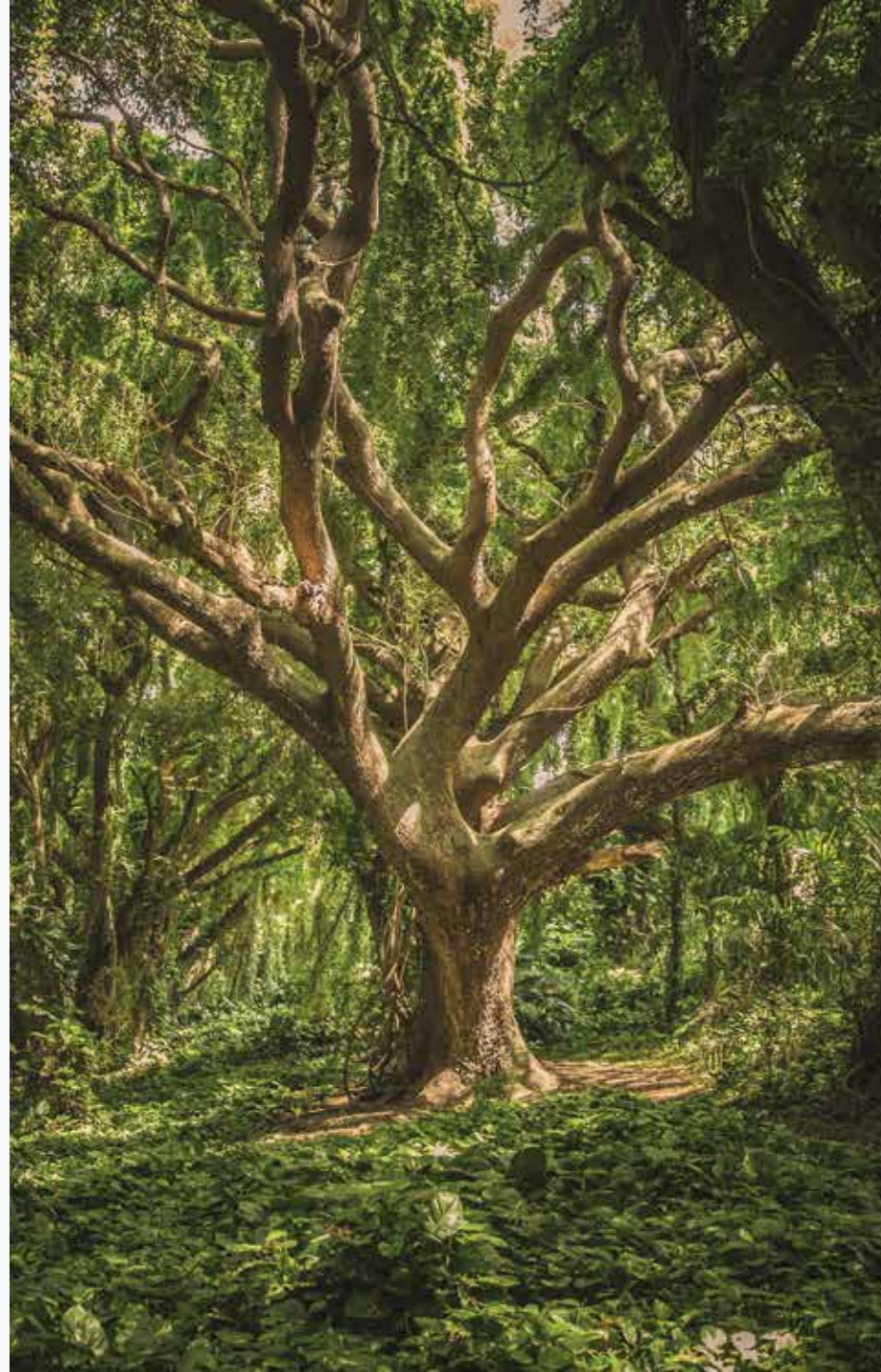
# Creating a Vuka Collective Culture

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This Marketing Strategy (with or without the Vuka Voices campaign) will rely heavily on the 'buy in' of the whole staff. As mentioned in the beginning of this pitch, the staff is part of what makes Vuka Collective witty, innovative, disruptive, natural, impactful and alive.

For instance, the Community Manager needs to consistently engaging with members and potential members digitally and in person. The Event Head should personally send shout outs of exciting events and happenings at Vuka. The Director or Marketing should retweet comments from our founders, and the entire staff should be excited to share all things Vuka Collective.

VC staff members will be the original storytellers. Through the staff sharing their stories an organic digital presence will develop, where one storyteller will recognize another. It becomes a club of people who are honored to share their story and work with with Vuka Collective.





# VUKA VOICES

A creative campaign for Vuka Collective



# Digital Direction: Voices of Vuka

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This strategy pivots on the concept of Vuka Voices—with the idea that digital platforms will be curated and hosted by a roster of Vuka co-working/ community members and local/global digital influencers passionate about social innovation and entrepreneurship.

Recent research suggests connecting with personal, authentic stories is the most successful way to engage people. The Vuka Voices host would 'take over' VC digital platforms with variations based on current projects and availability. It is proposed that local Vuka community members would host the platforms for one week, while influencers would host for one day.

*\* Vuka Voices coincides with branded content, and reoccurring information.*



# Getting Started: Tying it All Together

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The Vuka Voices Initiative will work with the existing family of branded digital platforms and offline events with consistent branding in mind. Each Voice chosen will be provided a resource kit to help get them started and guide them to appropriate messaging (tone, voice, and brand standards of Vuka Collective).





# + Sample Voices Plans



## **Vuka Local Community Leaders**

- Collaboratively develop a narrative to unfold across all digital platforms over 1 week.
  - YouTube Video Intro (2-3 minutes)
  - 1 blog post (written in first person)
  - Social Content: Daily tweets, 3 instagram, 3 Facebook posts (potentially 1 Facebook live post)
- 



## **Social Impact Influencer**

- YouTube intro video (2-3 minutes)
  - Twitter Q&A
  - 1 of the following: Facebook Live Day in the Life, Ted Talk Style Presentation, Vuka hosted Live Q&A
  - Cross promotional blog post
  - Twitter takeover
  - 3 Instagram posts
- 

*\*based on research digital influencers with 1 million+ twitter followers would increase Vuka social media engagement by 15-20% within the week. To begin digital influencers will be introduced and engaged after the first 4-6 months that Vuka Voices has been tested on the local level (sooner if everything is well planned)*



# Vuka Voices Successes

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The success of this model is in the consistent engagement with new content and ideas from different voices across the world in the field of social innovation on a monthly basis. It will provide a window into the **WHO, WHAT and WHY** of Vuka Collective.

The narrative driven content will mean individuals, companies, and organizations will engage without the need for incentives.

# Vuka: Digital Summary

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This project will take 6 – 12 months over the course of development and planning. Vuka Collective will begin establishing brand guidelines, scheduling voices, creating a content calendar (possibly around the UNs Sustainable Development Goals) and developing resource guides.

Ultimately this strategy leverages our need for connection and draws on the power of empathy to tell the stories and the opportunities of technology to facilitate engagement.

*\*This digital strategy proposal draws on recent statistics published by the UN General Assembly Global Sustainable Development Report on technology and social innovation for global impact.*



# + Suggested Logistics

The proposed digital strategy can launch with no direct budget allocations and is based on one full time position and a series of intern/consulting positions. The proposed web series and video content would require funding in the future, but the strategy could launch with the intention of growing as VC garners more revenue.

## **Director of Communications & Content (or Marketing Director)**

Directing and leading this strategy at every level, responsible for overall creative direction and managing Vuka Voices, digital team and all creative projects.

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## **Digital Producer (Staff of possible Intern)**

Will be responsible for working with the marketing team in delivering all aspects of digital content. The will oversee daily content, curate weekly features, and manage the R&D and production of all ambitious digital projects in collaboration with the Marketing Director.

## **Vuka Voices Manager (Intern)**

Vuka Voices Manger will be expected to monitor engagement, assist in developing the roster of members and influencers, managing the content calendar, and keeping in constant contact with all Vuka Voices. This position will be similar to a Community Manager position for Vuka VIPs.

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## **Designer/Editor (Contract Employee)**

The Vuka Voices program is the core of Vuka Collective strategy. The monthly content rotation will require design, editing and management. .

*\* Sales and Event Heads will also be a part of all Marketing Strategies, their input and collaboration will be integral to a successful Marketing + Communication plan.*

# + 12 Month Overview

## Month 1

Develop a detailed 12 month social media plan, creative content, key messages and core narratives for the first six months.

## Month 2

Set roles and responsibilities, prepare Vuka MARCOM with brand standards, and content: set communication platforms up for success (pre-voices strategy)

## Month 3

Increase online engagement by 50% across all platforms via pre-voices strategy

## Month 4 -5

Establish partnerships with Impact Hubs around the Globe, curate lists of Voices and develop content calendar .

## Month 6

Select two Digital Influencers to visit Vuka Austin and plan take overs, panel events, and video content that can be released for an entire month to kick off Vuka Voices

## Month 7

Launch Vuka Voices



# Celebrate Success. Begin New Creative Campaign!

## Month 8

Host 24 hour Google Live event in conjunction with Impact Hubs around the world tying in the Vuka Voices campaign:

## Month 12- 18

Continue with final monthly Voices content. Curate impact video for year end review, write white paper on the power of technology to tell stories, create impact, and generate revenue

*Strategy timelines will be expanded after Digital Plan is approved.*

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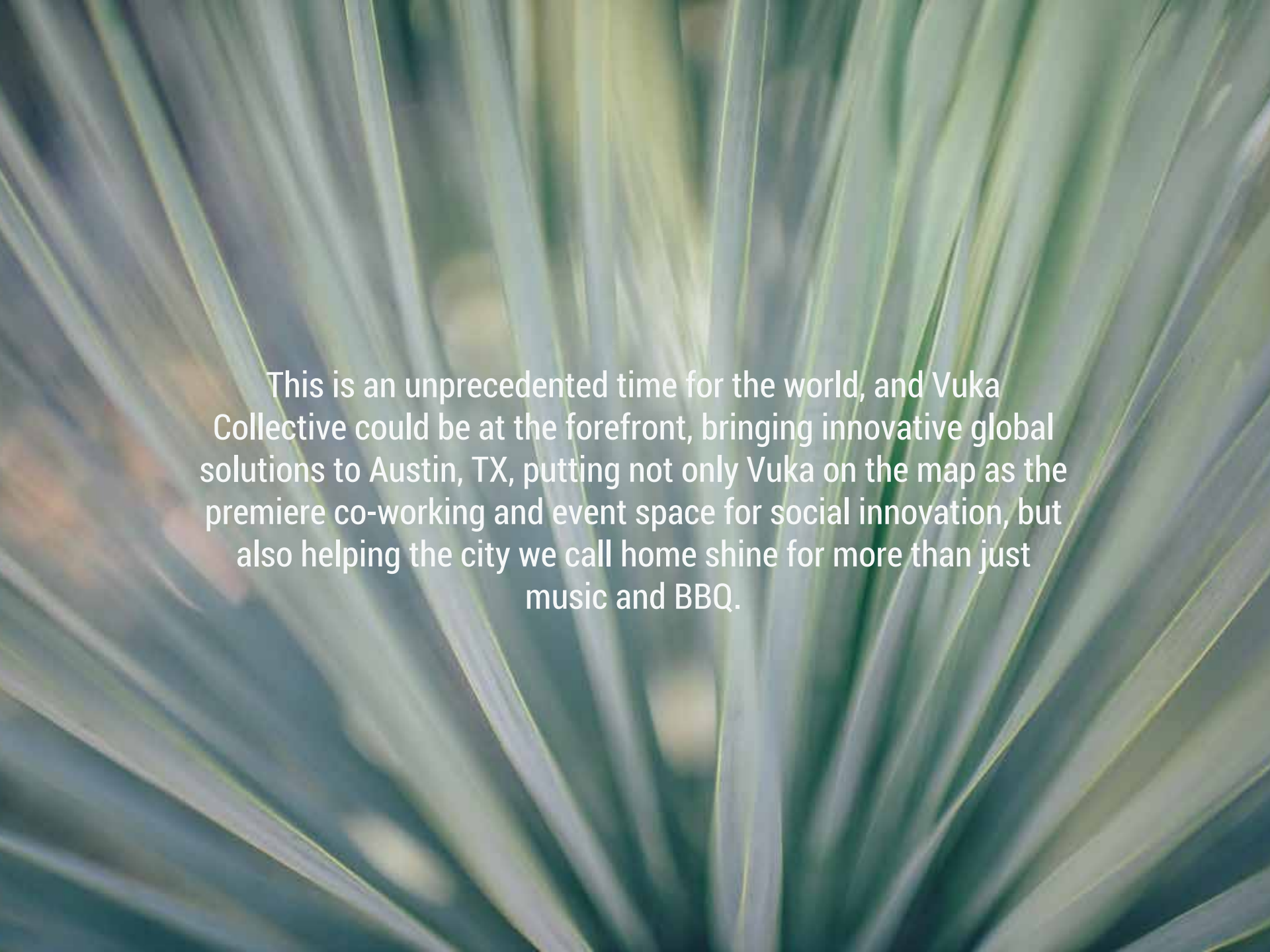
# Vuka Voices Conclusion

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Though digital media is more than marketing and communication, it now offers tools to facilitate creative projects and dynamic partnership through global accessibility and innovative use of these platforms. Vuka must have a dynamic and engaging presence in order to engage a wider network and grow the Vuka Collective Community (coworking, events, and engaging education). The current engagement with Vuka's branches are already positive, this strategy is proposing to develop more connection between the platforms and branches with unfolding narratives.

The advancement of digital technology in the last 5 years has truly cultivated a paradigm shift in how communities interact in both physical and virtual worlds. As technology propels our society into the future, there are fantastic opportunities to connect communities around social issues.

In a world where dramatic ramifications of the current political climate are becoming a reality, there are infinite possibilities for digital technology to be embraced as a tool for social innovation and cultural change.

A close-up, low-angle shot of a blue agave plant. The long, narrow, blue-green leaves radiate from a central point at the bottom, creating a strong sense of upward motion and depth. The lighting is soft, highlighting the texture of the leaves.

This is an unprecedented time for the world, and Vuka Collective could be at the forefront, bringing innovative global solutions to Austin, TX, putting not only Vuka on the map as the premiere co-working and event space for social innovation, but also helping the city we call home shine for more than just music and BBQ.

# + Potential Next Steps

## **Digital Marketing Consultant (\$45/hour)**

- Optimize, maintain, and monitor posts to social media platforms and all digital media strategies
- Maintain VC online brand
- Research and develop content for blogs
- Set KPIs, monitor and report data analysis monthly
- Use developed brand icons, colors and fonts to create additional content for print and digital (or coordinate with designers).
- Attend and cover events to use in digital promotion
- Engage with users and create a strong sense of community
- Develop partnerships and create contests and campaigns to build target audiences
- Stay on top of the online environment: opportunities, threats, new initiatives, to help identify potential business and new digital transaction possibilities.

## **Marketing/ Project Management (\$45/hour)**

- Create and manage content calendar
- Create VC best practices for each branch
- Manage VC marketing email
- Manage all marketing vendor relations, contracts, payments, and execution deadlines for MARCOM
- Create go-to-market strategies for local print/digital media : magazines, news, billboards, ect.
- Coordination and management of press and communication: press releases, interviews, website news...

## **Marketing/ Creative Director (\$65K/annually)**

- Development & implementation of brand strategy.
- Develop marketing strategy for new and existing projects for all of Vuka Collective
- Oversee the implementation of the marketing strategy - including campaigns, events, digital marketing, & PR.
- Manage and mentor all marketing staff and interns
- Work cohesively with Head of Events and Head of Sales to implement seamless communication