Digital Marketing
AAHGS 400th Commemoration Commission

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DIGITAL MARKETING DEFINED
Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

MAJOR TYPES OF DIGITAL MARKETING
Digital marketing includes search engine optimization (SEO), search engine marketing (SEM), e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising.

STRATEGIC APPROACH FOR THE 400TH COMMEMORATION COMMISSION
In light of the varying resources, financially and personnel-wise amongst the AAHGS chapters, the following digital channels are recommended for the purposes of the 1619 Commission

1. a. Websites –The National AAHGS Chapter’s website should be the central location of all 1619 Commission content and needs to be designed to allow easy navigation. The 1619 Commission page link should be included in all pertinent correspondence and media.

b. AAHGS Chapters that have websites should have a button or tab, which provides a direct link to the national site’s 1619 Commission pages.

Content related to the 1619 Commission, be it text, photos or video, can be shared between the national and regional chapter sites.

c. Link sharing of the indexed URL for the 1619 commission pages on the national and chapter sites, with relevant affiliated sites is
critical. It will drive awareness and traffic to the content and simultaneously increase the relevance (SEO) for the content.

2. Email- Leveraging the email lists of AAHGS and affiliated organizations will be a very cost effective way to disseminate updates, publicity and promotions for the 1619 Commission. The effective use of services such as Constant Contact and Mail Chip for marketing purposes, can be very effective, since they allow for targeted geo-marketing.

3. Social Media – The primary social media sites for the purposes of the 1619 Commission are FaceBook, Google+, Twitter, Instagram and LinkedIn.. The biggest advantage is that these sites are free. Yet each has it’s own unique benefits and require different strategies. For chapters without their own website, a FaceBook page is a first step toward sharing local and national content about the 1619 Commission. Their page should be on all correspondence and media. Regular postings are essential.

**DIGITAL MARKETING PLANNING FOR AAHGS CHAPTERS**

1. Determine current resources of budget, personnel, expertise and time to create and manage a digital program

2. Create a feasible digital strategy considering available resources

3. Set specific objects for the digital strategy

4. Formulate a plan and solicit the necessary resources to execute

**ABOUT THE AUTHOR:**

Charles Stewart is President of M&S Digital, which creates digital marketing campaigns for businesses and organizations. In 2009 he founded M&S Video Productions, which produces business and advertising videos. He has over 25 years of strategic market planning, sales management and marketing management experience, with a focus on digital marketing for SMB’s. He is SEM and Social Media certified and has held roles as District and Regional Sales Manager and Area Marketing Manager. He has a BS in Marketing & Accounting from Northeastern University.