

A BOOK IN A SLIDESHOW

# *The Dragonfly Effect*

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# THE DRAGONFLY MODEL



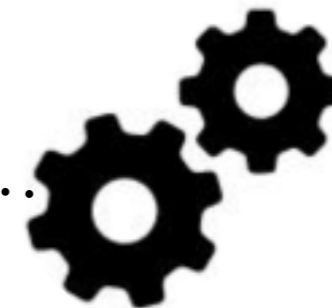
FOCUS



GRAB ATTENTION



TAKE ACTION



ENGAGE



### IDENTIFY A SINGLE, CONCRETE, MEASURABLE GOAL

Although social networking tools are widely used to incite action, the people who have used them most effectively have one thing in common: a laser-like focus. As big, daunting, and impressive as some seem, each started small, with a few people and a goal.



# FOCUS: DESIGN PRINCIPLES

## HUMANISTIC

Focus on who you want to help rather than jumping to solutions. Empathize with your audience to develop Points of View (POV): **[USER] needs to [USER'S NEEDS] because [SURPRISING INSIGHT].**

## ACTIONABLE

Use tactical micro goals to achieve long-term macro goals.

## TESTABLE

Identify metrics that will inform your actions and help evaluate success. Run low-cost trials to test your assumptions. Set performance metrics to measure progress, and plan how to solicit feedback from your audience before you launch. Establish deadlines, and celebrate small wins along the way.

## CLARITY

Keep your goals clearly focused to increase your odds of success and generate momentum. Start with the simplest behavior you can change at a low cost.

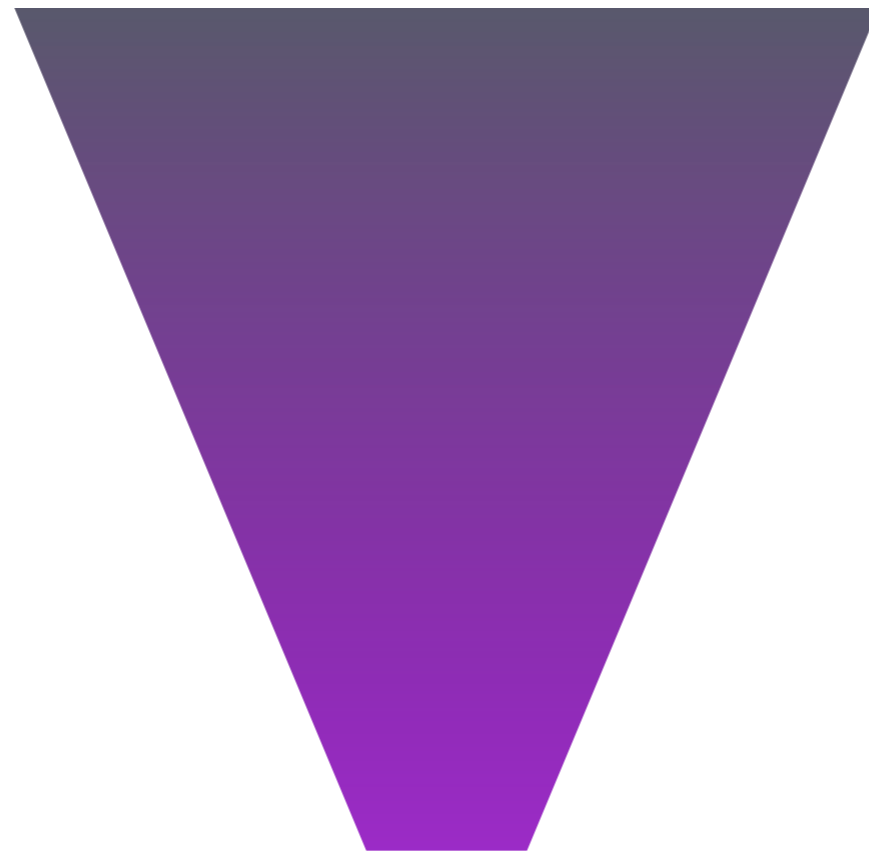
## HAPPINESS

Ensure that your goal is personally meaningful such that the thought of achieving the goal would bring happiness to you and your audience – in some way.



# SHRINKING BIG GOALS

CHANGE THE WHOLE WORLD



HELP ONE PERSON TODAY

# HAVE YOU FOCUSED YOUR GOAL?

## HUMANISTIC – questions to ask about your user:

Q: What is she like? Answer: \_\_\_\_\_

Q: What keeps her up at night? Answer: \_\_\_\_\_

Q: What do you want her to do? Answer: \_\_\_\_\_

Q: How might she resist? Answer: \_\_\_\_\_

## ACTIONABLE

**Tip: Celebrate small victories:** Although winning a Presidential Election is a big goal, Obama's team celebrated milestones along the way to keep their supporters motivated.

My macro goal is to \_\_\_\_\_

I will achieve this by achieving the small goal to \_\_\_\_\_

## TESTABLE - my top three success metrics are:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

My one week, 30 day, and 90 day goals for each are: (tip: use google docs to record and share these goals with co-workers, then chart actual numbers against goals to show progress)

1. Week: \_\_\_\_\_ 30 day: \_\_\_\_\_ 90 day: \_\_\_\_\_

2. Week: \_\_\_\_\_ 30 day: \_\_\_\_\_ 90 day: \_\_\_\_\_

3. Week: \_\_\_\_\_ 30 day: \_\_\_\_\_ 90 day: \_\_\_\_\_

## WING 2: GRAB ATTENTION



### MAKE SOMEONE LOOK

Grabbing attention is more than capturing someone's interest for a moment as he scans a page or screen. It's a deeper, more elaborate hook. Whatever it is, it makes people want to know more. And once you've grabbed someone's attention, amazing things can follow.



# GRAB ATTENTION: DESIGN PRINCIPLES

## PERSONAL

Create with a personal hook in mind.

## UNEXPECTED

People like consuming and then sharing new information. Draw them in by piquing their curiosity. Look to reframe the familiar.

## VISUAL

Show, don't tell. Photos and videos speak millions of words.

## VICERAL

Design your campaign so that it triggers the senses – sight, sound, hearing or taste. Use music to tap into deep, underlying emotions.





## READ THIS SLIDE! ...AND OTHER WAYS TO GRAB ATTENTION

In 2009, only 6 percent of consumers surveyed said they believed marketers' ad claims. According to another survey conducted in 2009, 90 percent of consumers trust product recommendations from personal acquaintances—making such recommendations the most trusted form of advertising.

*Are you integrating Facebook, Twitter, and other social media channels into your brand to enable sharing amongst your users?*

One of the most universal "hooks" that resonates with people is the simple matter of how they spend their time. By referencing time, marketers have found that they can tap into more favorable attitudes—and sell more.

*Are you respecting peoples' time?*

As a species, we remember 85 or 90 percent of what we see, but less than 15 percent of what we hear. Show, don't tell.

*Have you used an image or video to reach out to prospective users?*

## OTHER TIPS AND TRICKS

**BE SHORT:** whether it is a video or a tagline. Brevity keeps people's attention (Example: Dove's Real Beauty campaign was based off of a brief video)

**MAKE IT PERSONAL:** Add people's names to emails and promotions

**OWN A COLOR OR IMAGE** (Breast Cancer - pink, Apple - white, Lance Armstrong - yellow)

## WING 3: ENGAGE



### FOSTER PERSONAL CONNECTION

Engage is arguably the most challenging of the four wings, because engaging others is more of an art than a science. Engagement has little to do with logic or reason. You might have brilliant arguments as to why people should get involved, but if you can't engage them emotionally, they won't be swayed.



# ENGAGE: DESIGN PRINCIPLES

## TELL A STORY

Find compelling, sticky stories to convey critical information. Remember: less is more. Stories have arcs.

## EMPATHY

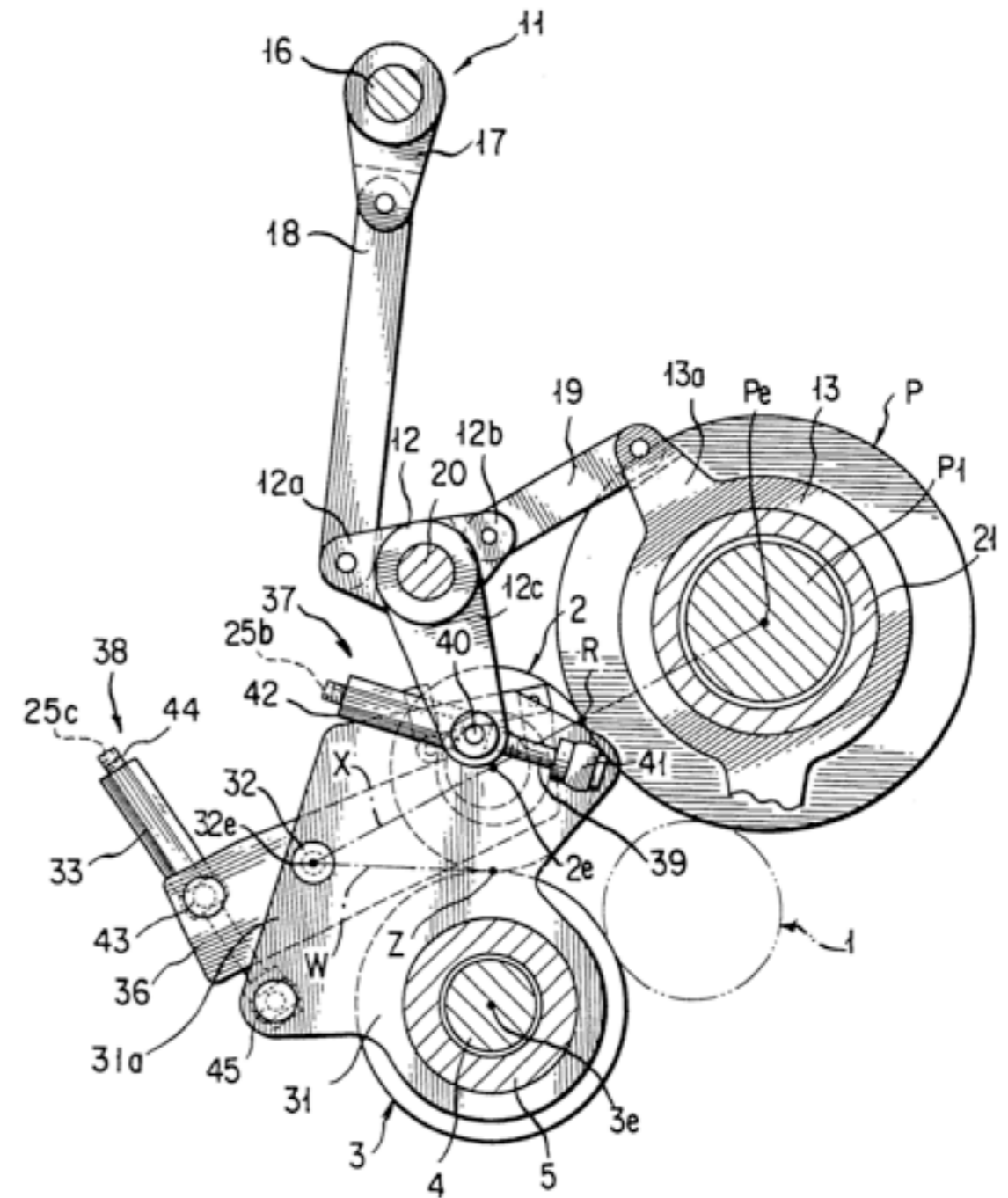
As you engage, let your audience also engage you. What is important to them? How does that relate to your campaign?

## AUTHENTICITY

True passion is contagious. The more authentic you are, the easier it will be for others to connect with you and your cause. Build common ground by sharing values and beliefs.

## MEDIA FOR YOUR MESSAGE

How we say something can be as important as what we say. Align communication and context.



# WHY ARE STORIES IMPORTANT?

## PHYSIOLOGICALLY

Our brains are hardwired for stories to organize and orient

## PSYCHOLOGICALLY

We need patterns to understand

## INCREASE MEMORY

Humans remember only 1%-10% of what they hear

## FULL ENGAGEMENT

We speak at 150 words/min, but have ability to process 700 words/min

## MAINTAIN ATTENTION

We drift every 7 minutes

## PERSUASION

May be more persuasive than research?

## PASSIONATE UNDERSTANDING

Stories bring facts to life and infuse them with passion



# HOW ENGAGING ARE YOU?

## STORYTELLING TIPS

1. "A good story, well told." => A good story is not enough. It must be well told.
2. "What happens is fact, not truth." => Truth is what we think about what happens.
3. "A story must somehow express everything you left out." => Let audience make inferences.

## MORE TIPS

Keep your audience wondering what happens next. Get attention fast. Make it sticky. Focus on the protagonist. And remember: what do you want your audience to do? By the end of your story, the audience should feel compelled to take action.

## CHARACTERISTICS

The following are the characteristics of highly engaging campaigns. Fill in how your campaign includes each one:

Transparency: \_\_\_\_\_

Cocreation: \_\_\_\_\_

Interactivity: \_\_\_\_\_

Collaboration: \_\_\_\_\_

Immediacy: \_\_\_\_\_

Experience, : \_\_\_\_\_

Facilitation, : \_\_\_\_\_

Trust: \_\_\_\_\_

Commitment: \_\_\_\_\_

## WING 4: TAKE ACTION



### ENABLE AND EMPOWER OTHERS

This wing is critical to closing the loop on previous efforts by enabling others to exert themselves and to make the transition beyond being interested by what you have to say to actually doing something about it.



# TAKE ACTION: DESIGN PRINCIPLES

## EASY

Make it easy for others to act. Prioritize your calls to action. Your campaign is more likely to succeed if people understand what you need and can take immediate action.

## FUN

Consider game play, competition, humor, and rewards. Can you make people feel like a kid again?

## IDIOSYNCRATIC

People glom on to programs that they perceive they are uniquely tailored to them – where they are uniquely advantaged to do well and have disproportionate impact.

## OPEN

No one should have to ask you permission to ask. Provide a frame – your POV and a story – and empower others.





# READY, SET, GO!

## ASKS

There are many different types of asks, but only one constant: what you are asking of people must be highly focused, absolutely specific, and oriented to action.

## GAMEPLAY

How to win with game play: 1. Consider giving out symbols of status 2. Display metrics 3. Create leader boards

## MAKE BELIEVE

Showing people that they're actually making a difference is arguably the most critical aspect of encouraging action. The closer you come to real time in providing feedback, the better. *How do you measure and communicate progress?*

## MAKE IT EASY

How to make a behavior change easy: make the ask small and concrete, offer a kit that contains templates, and encourage reuse of materials.

*What kinds of re-usable templates could you develop for your users?  
Example: Alex's Lemonade Stand sends parents a press release template that they can customize to get local media interested in their project.*





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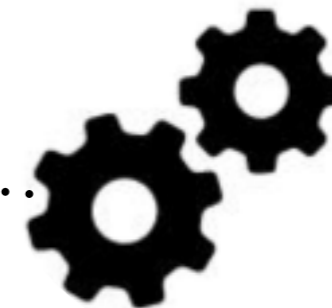
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# NOW WHAT?

## WANT TO LEARN MORE?

<http://www.thedragonflyeffect.com/>

## HAVE A QUESTION? ASK THE DRAGONFLY COMMUNITY:

<http://dragonflyeffect.ning.com/>

## HAVE YOU HAD A DRAGONFLY EXPERIENCE? SHARE YOUR STORY HERE:

<http://www.dragonflyeffect.com/blog/get-connected/share-your-story/>

