THREE HEADS ARE BETTER THAN ONE

Like the three legs of a stool, education, interpretation and social marketing work together to create results.

What's the Goal?

- **Education**: Provide information
- **Interpretation**: Enhance understanding
- **Social Marketing**: Change behavior

**Awareness**

Awareness provides the information audiences need to understand an issue

**Engagement**

Interpretation translates difficult technical concepts into a framework that audiences can relate to

**Conversion**

Social marketing builds off strong, effective messaging to 'close the deal'