

# Marketing Advice for Social Enterprises and Non-profit organisations.

## FAQs

### FAQ1: Why would you need to have a marketing campaign?

The purpose of marketing is to make people aware of your organization, its products and its services. No business can exist without it!

- ❖ To raise awareness of your organization, products, brand or social objectives.
- ❖ To sell products and services.
- ❖ To recruit individuals or communities to your project.
- ❖ To recruit partners or associates.
- ❖ To fundraise for a specific project, event or cause.

### FAQ2: What are the Do's and Do Not's of any Marketing Campaign?

#### Do .....

- ❖ Get your brand right. The image must be memorable, colourful and fit with your social objectives.
- ❖ Make use of friends, partners, friends of associates and so on. They will multiply any marketing efforts you make, getting to a target audience. Word of mouth is powerful!
- ❖ Plan carefully – First define your objectives, why, what, where, who and how are you going to do things. Then write a plan of who will do what by when (an Action Plan).
- ❖ Monitor your progress – if it is not working, change your approach and action.
- ❖ Make sure you are set up to manage the responses you receive quickly and professionally.

#### Do not .....

- ❖ Implement a campaign without proper research or without planning or testing on a friend or friends or colleagues.

- ❖ Create a campaign without a system/process to follow up any responses.
- ❖ Just talk about how good you are - focus on your target audience.
- ❖ Make statements or offers that are not true.
- ❖ Start a campaign unless you are ready to see it through to the end.

Remember: *It takes months and years to build a reputation and only minutes to destroy it.*

### FAQ3: What are your 10 top tips for successful marketing in the non – profit sector?

1. Understand and be passionate about your social purpose.
2. Describe customer benefits in all your marketing.
3. Make your marketing efforts colorful and pleasing to the eye.
4. “Kiss” it “ - Keep It Sweet and Simple”.
5. Repeat it – Repetition is the key to success.
6. Make your campaign focused and specific for your target market.
7. Use *Facebook, Twitter and LinkedIn* for promotional campaigns
8. Always make links back to your website to improve your Search Engine Optimization (SEO). [https://www.rankingcoach.com/en-gb?qclid=CO\\_lzsDkztICFY4Gwodg58OMQ](https://www.rankingcoach.com/en-gb?qclid=CO_lzsDkztICFY4Gwodg58OMQ)
9. Make small changes to your campaign to attract a different audience to your work – remember we do not all think the same.
10. Repeat your campaign before considering it as a success or not.

### FAQ4: What do you need in order to start a Marketing campaign?

Before you start to think about any new marketing strategy for your organisation you need to think about three things:

1. a self assessment using SWOT Analysis <https://www.smartsheet.com/14-free-swot-analysis-templates>
2. a third part assessment
3. an observation of competitors - <https://blog.hootsuite.com/the-ultimate-competitive-analysis-template/>

**First of all**, it is necessary to know your own organisation to be able to evaluate past marketing activities and define future steps. With the help of the SWOT Analysis

Matrix [https://www.mindtools.com/pages/article/newTMC\\_05.htm](https://www.mindtools.com/pages/article/newTMC_05.htm) or <http://www.businessballs.com/swotanalysisfreetemplate.htm> you can carry out a *self-assessment* to identify the Strengths, Weaknesses, Opportunities and Threats faced by your organisation. Strengths and Weaknesses exist within your organisation whereas Opportunities and Threats are external to your organisation.

It is also useful to have an understanding of the External Environment in which you operate, PEST or PESTLE Analysis <http://www.quickmba.com/strategy/pest/> or <http://www.businessballs.com/pestanalysisfreetemplate.htm> or [https://www.mindtools.com/pages/article/newTMC\\_09.htm](https://www.mindtools.com/pages/article/newTMC_09.htm) can help you consider Externalities from the point of view of Political, Economic, Social and Technological change and influences. To this can be added Legal and Environmental factors to create the more comprehensive PESTLE Analysis.

**Second stage: It is always a good idea to ask your colleagues/members about your organisation:** After you gather some specific marketing related information about your organisation and its activities you may get some new ideas about how your organisation could be presented as more attractive and efficient to the public.. It could be very interesting to know how other people see your organisation.

**Third stage:** The competitor analysis can help you to gather some information about your competitors, which can be useful for your own organisation.

#### **FAQ5: How do I get started on my Marketing campaign?**

Before you start to define your goals, strategies and develop your marketing plan, here are some recommendations that also have to be taken into consideration.

- ✓ Check the mission and objectives of your organisation. Are they both clear and easy for others to understand?
- ✓ Does the mission properly reflect the ideas and the objectives underpinning the work of your organisation?
- ✓ Is your target group clearly described? (who exactly are you working for?)
- ✓ Write down your mission and objectives and give it to somebody who does not know your organisation well. Ask him/her if he/she can tell you what is their impression about your organisation after reading your mission and objectives.
- ✓ Does your organization have a recognizable, unique and sustainable brand?

- ✓ If you do not have a common colour or a combination of colours which you can use on your website, in social media, in the layout of your newsletters and other forms of communication. Try to find one or a maximum of three colours, which you will use in the future to define your visual appearance.

**FAQ6: What is the Internal and External Market of a Social Business and how can I reach them?**

Every organisation strives to build up a huge number of 'active' members. Active members are motivated, open minded to your ideas, creative and supportive. It is a mistake to think, that marketing is important only for the external target, for sponsors, sales or for the acquisition of new members. Any organisation stands or falls with its members. For this reason it is very important to pay attention to the members of the organisation.... These are your **INTERNAL MARKET**.

The following strategies can be implemented in your organisation:

- ✓ *Free time activities* – You can motivate your members through common excursions or events, which are internally organised by the organisation, e.g. a barbecue party, summer festivals, family celebrations, sport activities, etc.
- ✓ *Common activities* – The corporate feeling is boosted if members are involved in planning, organising and implementing of public events.
- ✓ *Reward for Members* – It is important to reward highly engaged volunteers or sponsors for their voluntary work.
- ✓ *By the use of the principle "Do good things and talk about it"*

A short presentation of all these activities on your website, in the social media or in your newsletter/gazette underlines the personality of your organisation in **the** perception of the public.

How does the organisation attract new members? This must be a permanent activity of the organisation and its existing members. To reach them requires engaging with your **EXTERNAL MARKET**. The following has to be taken into consideration:

✓ *Family relationships*

✓ *Announcements in the media*

✓ *“Open days” – Organise “open days”*

✓ *Word-of-mouth (WOM) promotion* – which means passing of information from person to person.

Try the 5 Ws and an H to summarise your thoughts .....

<http://coe.jmu.edu/learningtoolbox/5w1h.html> or

[https://www.mycoted.com/Five\\_Ws\\_and\\_H](https://www.mycoted.com/Five_Ws_and_H)

- ✓ **Why?** To achieve social impact and promote the purpose of the organisation
- ✓ **What?** What are you going to do to promote your organisation. what is your message?
- ✓ **Who?** Firstly, by creating your communication strategy, please be aware of *who you want to speak* or who you want to reach.
- ✓ **When?** Plan well in advance. Remember the 4 Ps .. Planning Prevents Poor Performance.
- ✓ **How?** **How** do you want to communicate your message? Which channels do you want to use to disseminate the message?

#### **FAQ7: How do I define my marketing goals**

You will know your organisation a little better if you have carried out a Third Party Assessment, a SWOT and a PEST Analysis and Competitor Analysis

To consider the points you want to deal with in the forthcoming months, we will use the technique of Lotus Blossom [http://creatingminds.org/tools/lotus\\_blossom.htm](http://creatingminds.org/tools/lotus_blossom.htm) or <http://5by5design.com/advice/lotus-blossom-technique>. This is similar to a mind-map, but the Lotus Blossom technique focuses the power of idea generation on your areas of interest and can help you to think about a broad collection of ideas and potential solutions to your challenges.

## FAQ8: What is a Marketing Strategy

A Marketing strategy is strategically linked to the vision of your organisation and it is an explanation of the goals you need to achieve with your marketing targets. When it comes to marketing, we must always identify the “what” (marketing strategy) and then dig into the “how” (marketing plan).

*Your Marketing Strategy should consider*

1. **Corporate Identity**
2. **Internal target** (Members)
3. **External target** (Sponsors, stakeholders, new members)
4. **Communication** tools
5. your **Product Mix** <http://businessjargons.com/product-mix.html>
6. the 5 Ps of marketing <https://www.business.gov.au/info/plan-and-start/develop-your-business-plans/marketing/the-5-ps-of-marketing>

Or

<https://fashionmarketinglessons.wordpress.com/2011/03/02/the-marketing-mix-the-official-5-ps-of-marketing/>

## FAQ9. What is a Marketing Plan?

A marketing plan <https://www.entrepreneur.com/article/43018> is the central instrument for directing and coordinating the marketing effort. After you have defined all of your marketing aims and the strategy, we can then talk about “how to put your strategy into action”? Concerning the marketing plan you will develop your activities step by step, by defining the key initiatives you want to undertake:

1<sup>st</sup>step: Identify some general activities

2<sup>nd</sup>step: Define the key initiatives that you want to do step by step.

3<sup>rd</sup>step: Define the dates when do you want to reach these goals ....An action plan

### **FAQ10: What are the cost effective ways using the Internet to market my organisation?**

In this section we present some useful tools which can be of interest for your future marketing strategy. Initially, the tools are free to use and the only effort you have to invest is your time or the time of your colleagues or members. Take your time to think about your ideas and to design a strategy for their implementation. Currently, we advise using Facebook, Twitter and LinkedIn

### **FAQ11: Why should I create a website?**

Almost any type of organisations can benefit from having a website as a marketing tool. You just need to figure out how you want it to fit into your marketing plan and what you want it to do for your organisation and the customer. Of course, if built well, it can serve several functions, such as...

- A branding tool
- To enhance your image
- To educate about your organisation
- To sell products & services
- To be a live communication tool with your customers

Try <https://wordpress.com/learn-more/?v=site> or <https://wesitesetup.org>

### **FAQ12: How do I get a Domain?**

The Domain is the name given to IP addresses used for interaction between computers in order for end users to access the site easily. Every website has a domain name, e.g. <http://www.ngogrow.org/>. These can be acquired through several addresses; e.g. <http://www.domain.com/>, <http://shop.alpharegister.com>.

In domain names, “first acquirer has the right to use” concept is valid. This means that domain name can be bought only once. An acquired domain name’s

extension is also important. For example .org means “Organization”, .com means “Company” and .net means “Network”.

<https://www.bluehost.com/www.weebly.com>

#### **FAQ13: How do you create a Website via WordPress?**

While creating a website via *WordPress*, it is necessary to download infrastructure files first. You can download up-to-date files by clicking “Download WordPress” button at <http://wordpress.org/download> address.

Finally, the site address is written into the browser and access to the site is provided. Up to this phase we acquired Domain and Hosting, integrated into the site with *WordPress* via *FileZilla* and made ready the site to be published. In the next steps we’ll investigate selecting appropriate themes for our site and uploading content.

There are millions of themes for *WordPress*. The most reliable and supportive portal for acquiring themes is <https://themeforest.net/>. We can buy themes through this portal and integrate with our site to make it ready to use.

#### **FAQ14: How do I use social media effectively?**

Social media marketing is always about getting the word out to many instead of just a few. It will increase customer loyalty by humanising your company. In order to begin the process you must first start by asking some serious questions: Who are you? What are you all about? What are you trying to say or sell?

Try these...

Five guidelines to using social media .....

<http://www.business2community.com/social-media/5-guidelines-using-social-media-effectively-01635855#W9KQfEqfmDIcmtio.97>

Eleven guidelines to using social media .....

<http://www.curata.com/blog/11-effective-ways-to-use-social-media-to-promote-your-content/>

Or if you need more... 30 guidelines to using social media .....

<https://blog.hubspot.com/marketing/effective-social-media-tactics>

#### **FAQ15: How do you use Facebook?**

Let's look at *Facebook*, FB to regular users - Did you know that It is the fastest growing external broadcasting commodity EVER! Recent research has looked at how long it took to reach a staggering 50 million users in different mediums, here are the answers: Radio (38 Years); TV (13 Years); Internet (4 Years); iPod (3 Years); *Facebook* added 100 million users in less than 9 months...

FB can be used to blog, to promote your organisation, to advertise special offers, to share your new work, broadcast success, show pictures and marketing.

It is easy to set up online and if you're the official representative of an organization, organisation, celebrity or brand, you can create a Page to represent your organization on Facebook. There is lots of information on the site at [https://www.facebook.com/help/282489752085908/?helpref=hc\\_fnav](https://www.facebook.com/help/282489752085908/?helpref=hc_fnav)  
<https://www.facebook.com/help/215169031896481/list>

#### **FAQ16: How to create a Facebook Page?**

Following these steps you will be able to create your own page very easily.

1. Go to [facebook.com/pages/create](https://www.facebook.com/pages/create).
2. Choose a Page category.
3. Choose a subcategory and enter the required information.
4. Check the box next to I agree to Facebook Pages Terms.

5. Click **Get Started**.

Learn more about [best post types for your Page](https://www.facebook.com/help/215169031896481/list).

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***Develop a posting plan.....***

- 1 Speak in the first person in your posts - to add a personal touch to your Page.
- 2 Build an online personality - people on Facebook want to connect with the individuals behind your organisation.
- 3 Share candid, personal stories, like updates from members of your organisation
- 4 Post regularly - people are more likely to engage if you stay up-to-date. It is increasingly important for non-profits to develop a unique cadence for an audience and message.

**FAQ17: How do I use Twitter?**

**What is Twitter anyway?**

Twitter is an information network made up of 140-character messages called Tweets. It's an easy way to discover the latest news related to subjects you care about.

*Twitter* contains information you will find valuable. Messages from users you choose to follow will show up on your home page for you to read. It's like being delivered a newspaper whose headlines you'll always find interesting - you can discover news as it's happening, learn more about topics that are important to you, and get the inside scoop in real time.

**How to start using Twitter .....**

If you remember one thing after reading this, it should be this: **reading Tweets and discovering new information whenever you check in on your *Twitter* timeline is where you'll find the most value on *Twitter***. Some people find it

useful to contribute their own Tweets, but the real magic of *Twitter* lies in absorbing real-time information that matters to you.

#### **FAQ18: How to start tweeting?**

Many users find it fun or exciting to contribute their own content to Twitter (you call this “tweeting”). If you’re one of them, here are some good ways to get started posting your own Tweets. People who are interested in what you have to say may follow you and they’ll see all the Tweets you share with them.

Please visit the „Help Center“ for more information:

<https://support.twitter.com/articles/215585-getting-started-with-twitter>

#### **Some great *Twitter* tools**

- <http://www.twitalyzer.com/> - see what you mean
- <http://untyoueps.com/> - if the followers are dormant
- <http://www.tyouetadder.com/> - just lovely and automatic
- <http://tyouetpsych.com> – see what you are tweeting
- <http://twittercounter.com> – see how you are doing
- <http://twiends.com> – you can buy followers
- <http://manageflitter.com> – lovely free unfriend follow
- <http://www.socialoomph.com/> - plan tweets and sit back
- <http://klout.com/> - stroke that ego

BEST in class:

<http://mashable.com/2010/04/26/twitter-organize/>