



Cork County  
**Public  
Participation  
Network**

Líonra Rannpháirtíochta Poiblí  
Contae Chorcaí



# Marketing for Non Profits Cork County PPN

14 November 2022

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# Topics



Implications of user engagement with different social media channels - social marketing



Managing an organisation's brand across channels



Integrating social media with marketing communications



Content Marketing - how to develop a content marketing plan



Monitoring results - what works?

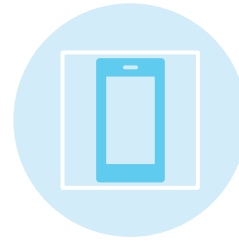
# Social Media Strategy - Reasons for Failure

- ▶ Lack of: strategy, understanding of users, posting relevant messages, consistency, monitoring
- ▶ Lack of internal resources to manage social media platforms
- ▶ Failing to engage audiences and thus having a limited reach - lack of 'viral' appeal
- ▶ Lack of content guidelines
- ▶ Ineffective paid advertising

# Social Media Strategy in 3 Words



Create, connect,  
converse



... through social  
media channels

## 1. C = Communities (Online)

People gather to chat. Let people create bonds between each other rather than simply between the community group and individual users.

# 6 C's of Social Marketing

## 2. C = Conversations

Communication is about conversation, not “pushing a message” on people. Avoid the hard sell on social when organising events!

# 6 C's of Social Marketing

### **3. C = Content**

Content needs to be fresh and timely.

## **6 C's of Social Marketing**

#### 4. C = Continuity

React to news and conversations. Micro strategy throughout the year. Micro campaigns rather than big ideas.

## 6 C's of Social Marketing



## 5. C = Context

If you don't have original content, piggyback on existing conversations i.e. borrow relevance. But needs to reinforce what you do and stand for

# 6 C's of Social Marketing

## 6. C = Control

Organisations don't control the conversation on social, people do!

# 6 C's of Social Marketing

# Goal of Social Marketing

To get users to  
incorporate your social  
media offerings/brand  
into their online lives

# Practical examples - social marketing

- ▶ The art of conversation. How to get the conversation started!
- ▶ #Hashtag alert!!

▶ #OmahaWeekend - Instagram and Twitter

▶ #LateLateShow

▶ #AtlatisResort - Instagram

▶ #1happysnap - Aruba Tourism on Instagram

**Practical  
examples user  
generated  
content**

## Exercise:

- ▶ Devise the 12 frames of our Community - Trail
- ▶ Best coffee trail - promo on Facebook
- ▶ Competition?

**Practical  
examples user  
generated  
content**

# Branding: What is Digital Marketing?

- ▶ The marketing of services and products through any digital medium such as the Internet, mobiles and digital displays.
- ▶ Why is it important for non-profits?
  - ROPO: Research Online, Purchase Offline
  - Use of mobiles by consumers and businesses for product search and brand assessment

# Website Design Matters!

- ▶ Websites should have a responsive design!
- ▶ When determining the purpose of your site:
  - Context: devices it will be viewed on
  - Website users and marketing personas/personalities
  - Integrate social media
  - Reasons for visiting a website
  - Peak viewing times and hosting packages
  - Stakeholder needs



# Website Design - SEO - Get Found!

- ▶ Page Title - the text contained in the browser bar
- ▶ Page heading - the name of the page we have landed on as it appears on the actual web page
- ▶ Keywords - the words people put into a search engine when they are looking for relevant content. These keywords should appear on our web pages
- ▶ Links - search engines favour links more than regular content

# Website Design - SEO - Get Found!

- ▶ Updated content - search engines love new content
- ▶ Using natural language - words used by website visitors
- ▶ Topical content - time specific or event specific content
- ▶ Unique content - content not available on any other website
- ▶ URL - include keywords

# Website Design - SEO - Get Found!

- ▶ Content that targets user search queries - Keyword research
- ▶ Crawlable and accessible - no broken links
- ▶ Quality and quantity of links: content links, social backlinks, PR articles
- ▶ Satisfies user intent: transactional, navigational, informational
- ▶ Authoritativeness, Expertise, Trustworthy
- ▶ Click Through Rate - clicks on a CTA
- ▶ Speed - the faster the better
- ▶ Built for multiple devices

Brand is the sum total of how someone perceives a particular organisation.  
Branding is about shaping that perception.

*Ashley Friedlein*

Your brand is what other people say about you when you're not in the room.

*Jeff Bezos*

## Branding and Brand Definitions

# Implications for Developing Brands

- ▶ Need to build emotional relationship between organisation and people
- ▶ Engage and build positive associations
- ▶ People experience your brand as they would an individual's personality
- ▶ Your brand leads people to believe your organisation will behave in a certain way
- ▶ Social media content should reflect your brand!

# Brand Identity

## Elements of brand identity:

- ▶ Logo type, brand mark/symbol, typography, colour
- ▶ Photography, illustrations, images
- ▶ Slogans, guidelines
- ▶ ‘Sound’ of voice

# Manage Brand Elements

## Elements of a brand:

- ▶ **Message:** Mission/Vision, Unique Statements, Features and Benefits
- ▶ **Practice:** quality of human interactions, product/service quality, news feed, service referrals
- ▶ **Visual:** Online, bricks & mortar, packaging, brochures, images, logo
- ▶ **Client perceptions:** what the client 'feels' towards the organisation (combination of the 3 elements)

# Develop a Content Marketing Plan

- ▶ Step by Step Guide to developing content and rolling out a social media strategy - template
- ▶ Remember to monitor results!
- ▶ Adhere to social media policy



# Next Steps

- ▶ What are the next steps for your organisation?

