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make a difference and never has that been more
relevant to the social enterprise sector.**

**Focus on Stories and Connections that add to your
business and help people be part of something bigger
than themselves**

Can you offer your customers/clients experiences that helps to build their story and their connections? (This, in turn, will help communicate your business)

Look at all marketing channels to work out where best to influence your stakeholders. Where are your customers located? E.g. you may love Instagram but what if your sector is busy chatting on Facebook?

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Identify your pain points – do you struggle to know where to start with your marketing? Not enough time? Or do you have too little or too much content to share? Answering these will give you a clear answer on what to focus on.

**Feeling overwhelmed? Get back to basics and work out
your answers to the marketing mix: PRODUCT/SERVICE,
PRICE, PLACE, PROMOTION, PEOPLE, PHYSICAL
EVIDENCE, PROCESSES, PHILOSOPHY**

Plan your content based on your year, once you start planning out the important dates you will naturally spot the potential 'stories' that punctuate your weeks and months. Then build into this some content you can write/use anytime e.g. about your ethos, case studies, awards etc.

What online tools can help you get organized and save time? To-do list type software like Asana or Trello, content management systems like ContentCal or social media scheduling software like Hootsuite

Be confident in your own stories and social impact and focus on them rather than what competitors are doing.

Are there ways to buddy up with someone in your sector to share ideas and resources for marketing? More power if several organisations are spreading news!

Top three marketing challenges:

- 1. Finding enough budget for marketing.**
- 2. Finding enough time for marketing.**
- 3. Understanding how customers behave.**

Top three fundraising challenges:

- 1. Raising sponsorship.**
- 2. Presenting the organisation effectively to encourage donors to support / making a case.**
- 3. Having time available to effectively fundraise.**

Develop a structured, targeted and integrated strategic marketing plan – using time, money and energy much more efficiently and effectively

Not having enough budget should not hold charities back from getting on with their marketing either. There have never been so many free or low cost channels available, which may well be able to help achieve some of the organisation's aims.

With marketing the most important aspect to consider is how to best use your time and that **all comes down to planning. It's necessary to invest time to plan in the first place but, by mapping out what it is the organisation wants to achieve and when, where it needs to look for funding starts to become more obvious.**

Setting marketing objectives

This is where you decide what you want your marketing activity to achieve. For charities and voluntary organisations your objectives could be:

Increasing awareness of your organisation or your cause

Encouraging more people to donate

Increasing membership numbers/volunteers

Growing your list of subscribers

Reaching a younger, more digitally-focused audience

Identify who you want to target and segment them – for instance you could place your audience into the following categories:

Geography: You may want to target people in your local area in a different way to how you target people on a national level

Socio-demographics: Age, sex, education, family/relationship status, occupation, income etc.

Psychological: Lifestyle, personality types, religious beliefs, political affiliation

What do you want to actually say to your target audience? It's important to be as specific as possible here to really strike a chord with your target audience

**It's important that your messaging and content stays within
your brand guidelines.**

**How do you get your message out to your audience
to give you the best chance of meeting your
objectives? Which channels?**

**You're not going to hit the mark
with everybody, but you still need
to be **mindful** of everybody**

**How can you encourage those
serendipitous **conversations** that
tend to happen in person**

**It's not just what they need to
hear from you; **it's how** they need
to hear it.**

**On Social Media, Sell Your Brand,
Not Your Stuff.**

Engagement is gold.

When we wake up in the **morning our serotonin levels are at their peak. If it's in the morning you know that that person's brain is much more open to new ideas. Later on during the day, serotonin levels are going to decline.**

Figuring out what to put in the message so users will want to **engage with it. What kind of content do I need to reach what kind of user, to generate what kind of engagement – and toward what goal?**

Two distinct streams of social media marketing –
performance marketing, aims to generate immediate
sales, or conversion.

Brand building, where the goal is to connect with
consumers in a more personal way, in hopes of earning
their long-term loyalty.

There's a lot of research showing that efforts at persuasion are more **credible when they seem to come from an individual person, a friend rather than a corporation.**

The most effective way of persuading people is for the person you want to persuade, persuade himself or herself. If the person believes that it is her own idea or his own idea then, you know the person is going to trust.

Marketing has now become a very data-driven field and as part of that evolution, we can now collect actual data on what consumers and human beings actually do, which is wisely superior to stated intentions data.

<https://microstartups.org/best-charity-marketing-campaigns/>

<https://econsultancy.com/eight-inspiring-social-media-campaigns-from-the-charity-sector/>