

Charity Marketing

The cost effective solution

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The marketing tool kit – pre 1990

- Press advertising: local, national, regional, consumer magazines, trade publications.
- Press releases and PR
- Broadcast Media: TV and radio
- Outdoor media: Posters, Transportation
- Cinema
- Direct marketing
- Leaflets and brochures



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The new(ish) tools in the box

- Your website
- Third party websites
- E-marketing
- Search Engine Optimisation
- PPC
- Social networking sites
- Blogs
- You Tube
- QR codes



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1. A logo and slogan

- A professional logo is a wise investment. Not something which looks like Clip Art
- Ensure it will be legible when small and mono
- Create a slogan
- Be consistent. No distortion. No colour variation. No font changes

2. The website

- The foundation stone of all your marketing: it must be professional
- It must tell visitors what they want to know not what you want to tell them
- Tabs for Press Information, Professional Visitors, Clients and Client Families
- Fundraising tab: ideas, downloadable posters
- If your site doesn't change you slip into obscurity
- The date, news RSS feed
- SEO, PPC and natural search



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3. The blog

- A vital tool to help optimisation
- Requires constant updating to have a value
- Tie in with other social network sites into Online PR
- Increased traffic to websites
- Increased rankings in search engines
- Increased online credibility and brand presence



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4. Brochures

- People like to hold, feel and have a tangible brochure
- You can reduce the print run and have an online pdf brochure
- Digital print makes low print runs affordable



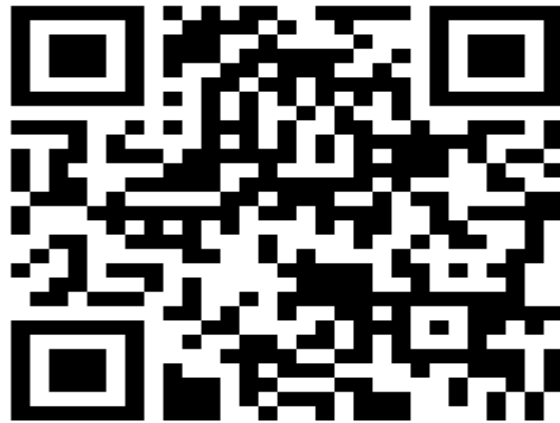
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5. Social networking tools



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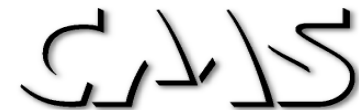
6. QR codes



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QR codes

- It's a barcode which links to whatever it is programmed to link to such as a website or video
- It can link to a Smartphone version of your website
- Why is this important? In Q4 2010, more Smartphones and tablets were sold than PCs and laptops
- By 2012, more people will access the web through their Smartphone than through their PC or laptop
- A video can sell your charity. Computer generated content is not expensive. A response form could request donations, involvement, volunteering, enquiries
- Add a code to brochures, stationery, leaflets, collecting buckets, t shirts, signage, exhibition stands, vans



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7. PR activity

- Press releases to local media
- Don't forget broadcast: ILR and BBC local radio
- Exhibitions and how to reduce costs at them
- A newsletter or in-house magazine



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8. Recruitment Advertising

- Another chance to reach and influence an audience far greater than just those who might apply for the job
- Seen by present and prospective staff, clients, families, suppliers and public figures
- Every recruitment ad projects an image about your organisation. Is it one you're happy with?
- Professional ads get a bigger and better response and cost no more



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Thank You



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