

# Charities Buying Group Conference 2017



## Creative Marketing Services



# Social media marketing for charities

An overview by **Andrew Batty**,  
Managing Director of Creative Marketing Services



## Creative Marketing Services

- 35 yr track record in marketing brands – and charities
- Clients include dozens of local and national charities
- Services include web design/build, social media marketing, PR, design for print, media advertising, SEO/PPC



## What is social media?

- Main platforms are Facebook, LinkedIn, Twitter, YouTube
- Secondary platforms include Instagram, Pinterest



## What can social media do?

- Communicate with your supporters and find more
- Attract and retain staff
- Recruit volunteers
- Fundraise
- Influence press and opinion formers
- Spread the word, raise awareness, raise concerns
- Show how professional you are
- Gather feedback
- Correct misconceptions



## What should you do?

- Use a variety of content - images, links to blogs, video, GIF's etc.
- Keep profiles up-to-date with the latest content/optimize for each social profile
- Listen and respond to your audience
- Share content that resonates with your audience
- Engage with relevant content - Retweet/re-post
- Make sure content aligns with your message
- Repost any previous work
- Engage with other charity workers and professionals



## If you need help

We offer a charity marketing package discounted for CBG members for just £350 per month (normally £455). If you'd like further details just email [andy@cmsadvertising.co.uk](mailto:andy@cmsadvertising.co.uk)

# Thank you

[andy@cmsadvertising.co.uk](mailto:andy@cmsadvertising.co.uk)