

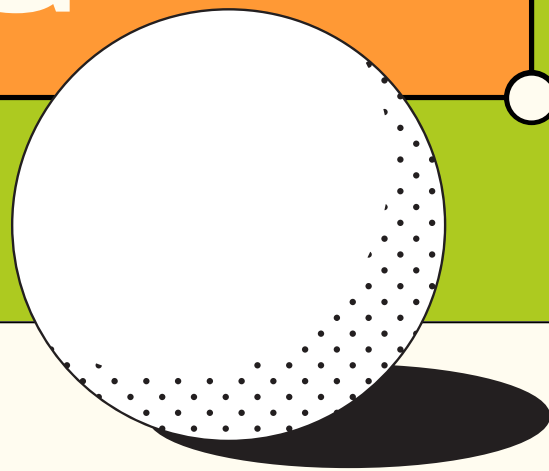


Marketing Tips

For not-for-profit organisations

DIGITAL MARKETING

- **SOCIAL MEDIA**
- **WEBSITES**
- **BLOGS**
- **LINKEDIN**
- **EMAIL MARKETING**



Follow for follow back.

On Instagram, follow your target audience so that they follow you back. It is important to remember that Instagram users do not want to follow user who don't follow them.

GIVEAWAYS

If you are new to social media, give-aways are a good way to establish your presence and introduce yourself to your target audience. These do not have to be tangible things, this could just be access to valuable free resources.

Using social media

To make the best use of social media, the following needs to be followed:

1. Create a content pipeline
2. Keep track of current industry-related news and share it.
3. Collaborate with similar organisations.

Engagement

Engagement is key to developing a solid-following on social media.

- Post interesting content that are useful for your audience
- Respond to comments
- Try to start a conversation
- Include call-to-actions such as 'comment below' to solicit an immediate response from the audience.

NETWORK

Use LinkedIn groups to find your target audience and connect with them.

For example: if you are a charitable organisation, you could find a fundraising / fundraisers group on LinkedIn such as this [one](#). This way you can find people who share the same interests as you.

• INSTAGRAM •

IN A NUTSHELL



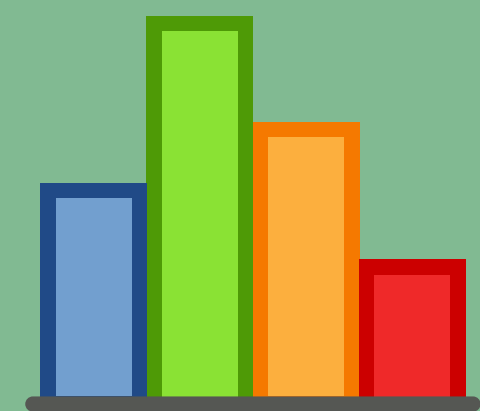
SHAREABLE CONTENT

Write bite-sized useful & interesting content. Example: tips to improve your charity's social media account.



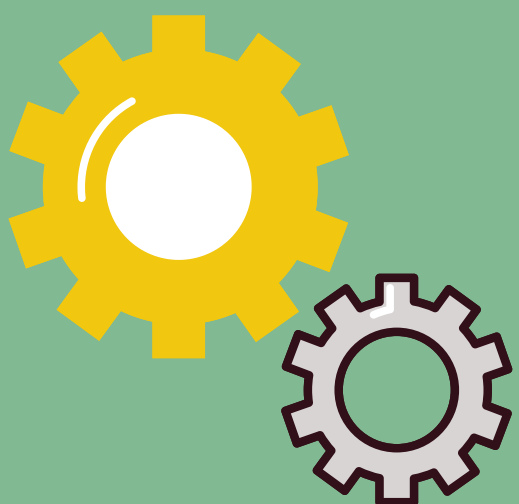
CONVERSATION

Like other user's content, comment on it, share it, DM other users and get the conversation going.



GRAPHICS

Create colourful graphics that are eye-catching as you will be competing with a lot of other users.



TOOLS

Charities and not-for-profit organisations are given access to several applications such as Canva Pro.



SET-UP AS A NON-PROFIT

Enroll for Facebook's Charitable Giving Tools and set-up your account as a non-profit.



FUNDRAISE

Add a donation button to your Instagram profile.

• LINKEDIN •

IN A NUTSHELL



JOIN GROUPS

Join groups that share the same interest as you. If your organisation fundraises often, join groups like [this](#).



ADD A NOTE

Add a note when sending new connection requests to people you want to connect it.



ENGAGE

Create colourful graphics that are eye-catching as you will be competing with a lot of other users.



CONTENT IS KING

Charities and not-for-profit organisations are given access to several applications such as Canva Pro.



FREE ADS

Enroll for Facebook's Charitable Giving Tools and set-up your account as a non-profit.



FULL PROFILE

Add a donation button to your Instagram profile.

CONTACT US

FOR TAILORED MARKETING HELP



FOR ANY INFORMATION, PLEASE CONTACT:

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