

Get it done! Marketing when it's not your job: Purpose, Targets and media





Partnership
work

Children's and
Young people's
Network

Adult Health and
Social Care
Network



**IMPACT IN
ACTION**





Impact In Action:
one of BVSC's
projects funded by
the City of London
Corporations' charity,
City Bridge Trust





Benefit from FREE support until July 2022



1-2-1 targeted support

One-off, or a more ongoing mentoring approach, this support is tailored to the problems you want to solve so can pinpoint solutions quickly.



Training

We will be offering a range of bite size training. Keep an eye on www.bvsc.co.uk under the Impact in Action section or request in house training.



Resources

Our website will be brimming over with resources that we've researched so that you don't have to. We've made a start, but keep returning as we add more.

Way Up Quality Assurance scheme

Who's the Impact Officer?



20 year's experience in the charity sector



15 of these helping charities prove the difference they have made



Normally working with small organisations.

CIM module in Direct Marketing- but not my main focus



What the session is about

By the end of this session you will

...have considered the purpose of your marketing.

...know who you are targeting.

....how you will reach your targets.





What is the purpose of your marketing?

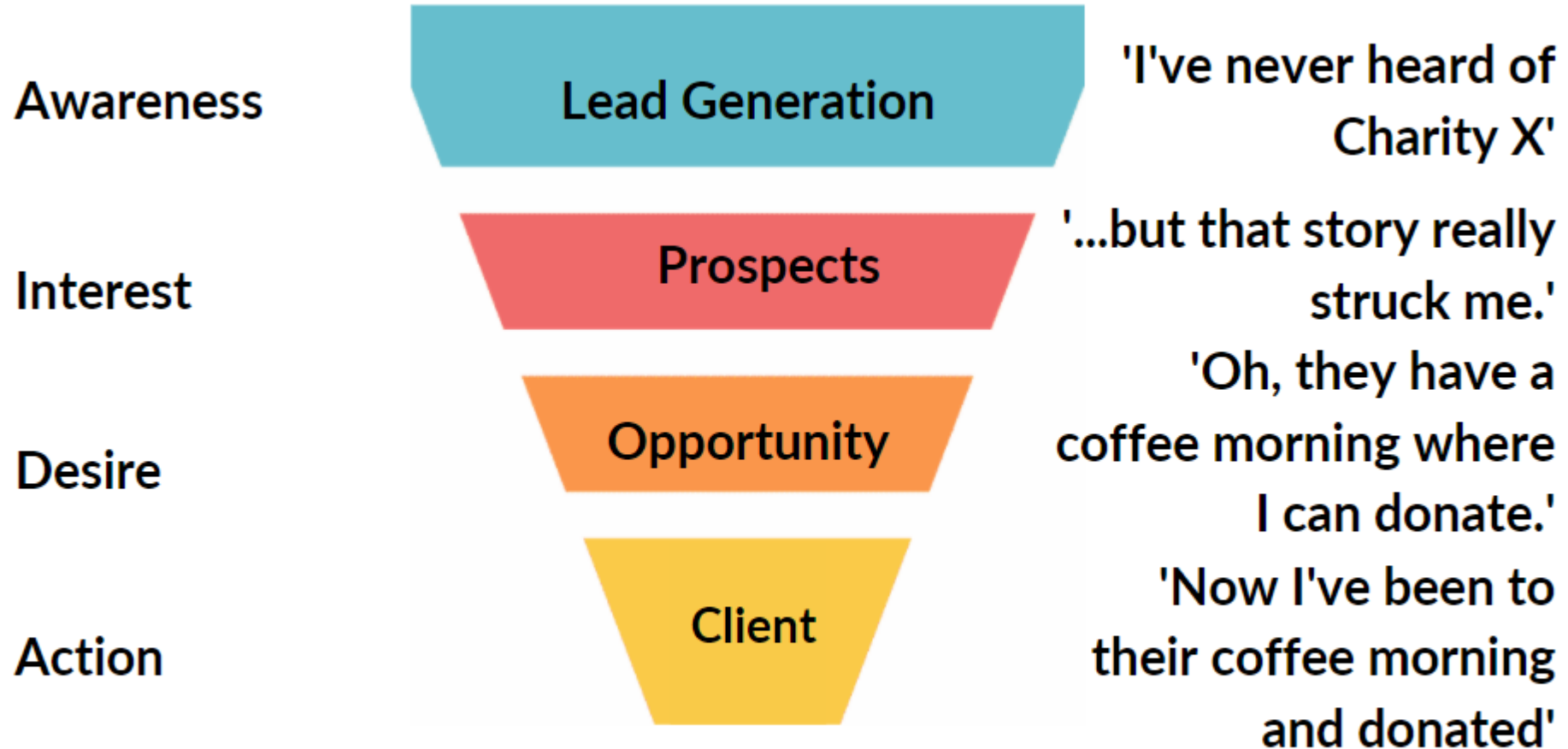
To increase awareness of the positive impact that our group has on beneficiaries.

To increase the loyalty of one off givers to our cause.

Just think about it for now,
we will write them down in a
moment



Some ideas to get you started





Write 3 purposes that your group needs to prioritise and fill in the 3 tabs on the Excel Spreadsheet (7mins)

24	
25	
26	
27	
28	
29	
30	
31	
Ready	

A	B
Purpose	To increase awareness of the positive impact that Bexley X Charity has on X beneficiaries in



Find out more if you want...

Social Marketing – a complete course

For example, increase vaccine take up, reduce obesity in the Bexley borough.

<https://www.open.edu/openlearn/money-business/business-strategy-studies/social-marketing/>



Stakeholder Participation

Who are your stakeholders?

- Those with lived experience, your direct beneficiaries
- Those supporting people with lived experience, eg family/carers
- Trustees/other volunteers, staff
- Those who are more loosely connected: councillor, locals
- Givers (trusts, businesses, individuals)



Targeting

Demographically
eg

- Location
- Gender
- Age
- Interests
- Beliefs





Targeting

Warmest
prospects

Look a
likes





Targeting – persona – stats and imagination



Deborah is 35 she cares for her disabled child alone since her partner was abusive. Deborah has been placed in the Bexley borough by an inner London borough and does not know anyone in the area. Deborah hops on and off of Facebook between childcare duties to try and keep up with her friends.



Targeting – persona – stats and imagination



Use the persona to think about what media to use, what messages to share, how to share those messages, think about the journey with your organisation.

For instance, Deborah might want to know about a friendship group so you could advertise this on Facebook with a speedy way to sign up.





Targeting – persona – sample in depth worksheet

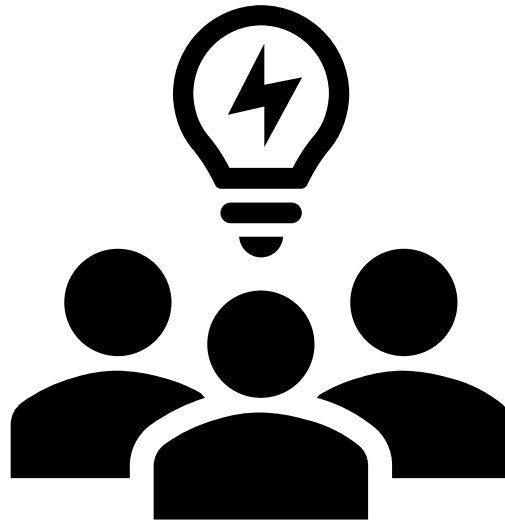


<https://mediatrust.org/resource-hub/audience-persona-canvas-for-charities/>





Who are your stakeholders/targets?





Write 3 target groups in the 3 tabs on the Excel Spreadsheet (7 mins)

24	
25	
26	
27	
28	
29	
30	
31	
Sample Purpose Purpose 1 Purpose 2 Purpose 3 Calendar +	

Ready

	Target Market
	One off givers
	Beneficiary
	Council
0	
1	
2	
3	
4	
5	
6	



Purpose and target together in relation to media

to increase awareness of the positive impact that Bexley X Charity has on X beneficiaries in the next 6 months.

Potential one off givers

Beneficiary

Council



Purpose and target together in relation to media

Potential one off givers – heartwarming video **emailed** to them covering case studies from beneficiaries

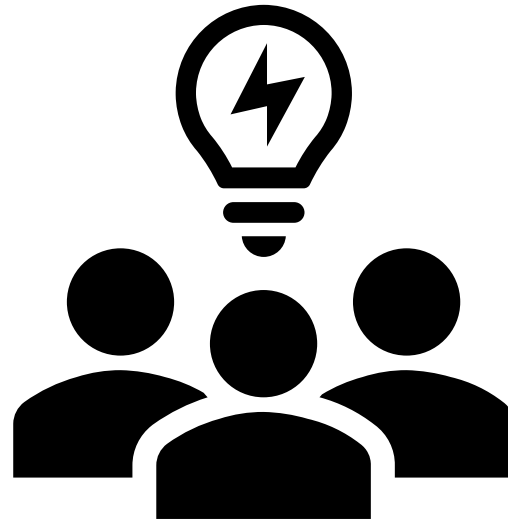
Beneficiary- meeting **face to face** a previous beneficiary

Council – **reports** that use statistics



What types of media are there for reaching people?

For example, Facebook





What types of media are there for reaching people?

Social Media - Facebook, Instagram, Twitter, Pinterest, online sponsorship

Email

Letter

Phone

Member get member

Advertising – print

Advertising – website, social media

Website- linking to other websites, search engine optimisation, blogs

Radio

TV

Face to face

Events

Door drop

Some others are written here: <https://blog.hubspot.com/marketing/marketing-types>



Bringing it together (7 mins)

Purpose	To increase awareness of the positive impact that Bexley X Charity has on X beneficiaries in the next 6 months.		
The following is made up!			
Target Markets	Description of target market	How to contact them	Messages
One off givers	Bexley residents who give over the next 6 months. Tend to be 60-70 year old, females, who give by card via our website. (See persona Patricia)	In the thank you letter/email add video with a case study	Prevention is better than cure
	Bexley residents who give over the next 6 months. Tend to be 60-70 year old, females, who give by card via our website. (See persona Patricia)	Follow up email 3 weeks after their gift with an invite to virtual open day which highlights how our work ties in with the UN development goal	Our impact is strategic
Beneficiary	Mums aged 30-35 escaping abusive relationships. Current cohort primarily Eastern European, poor mental health, English as a second language. (See persona Crista)	Text and mention at 1-2-1 check ins, poster in the safe house inviting them to a Teddy Bear's picnic where a former resident will share her story	There is hope that you can get through this.
Council	Council staff. Primarily female aged 30, trained to higher education level in community development. (See persona Harriet)	Email a report	Prevention is better than cure
	Councillors. Primarily male professionals. (See persona Julian).		Our impact is strategic
			We have the evidence to support the above



Homework

Finish off any sections that you didn't fill in.

In the next session we will use this work as a basis for putting together a calendar of activity.

Thank you!

karen@bvsc.co.uk

<https://bvsc.co.uk/impact-action>





Please fill out

<https://bvsc.co.uk/training-evaluation-form-impact-action>

