

2022 Marketing Action Plan

Actionable tips and strategies for non-profits



POLL!

POLL!

POLL!

Where are you joining us from today?

Why are we here?



YOUR 2022 MARKETING ACTION PLAN



Set Goals

and draft a marketing
action plan



Consider

your content direction
for 2022



Tools and Tips

**Download your
template now**



Make an impact

And select your social
media channels to
reach your audience

Meet your presenters



Bel Temby
Director - Digital Services Lab



Laura Higgins
Owner - The Inspired Hive



Meet Digital Services Lab 04

WHO WE ARE

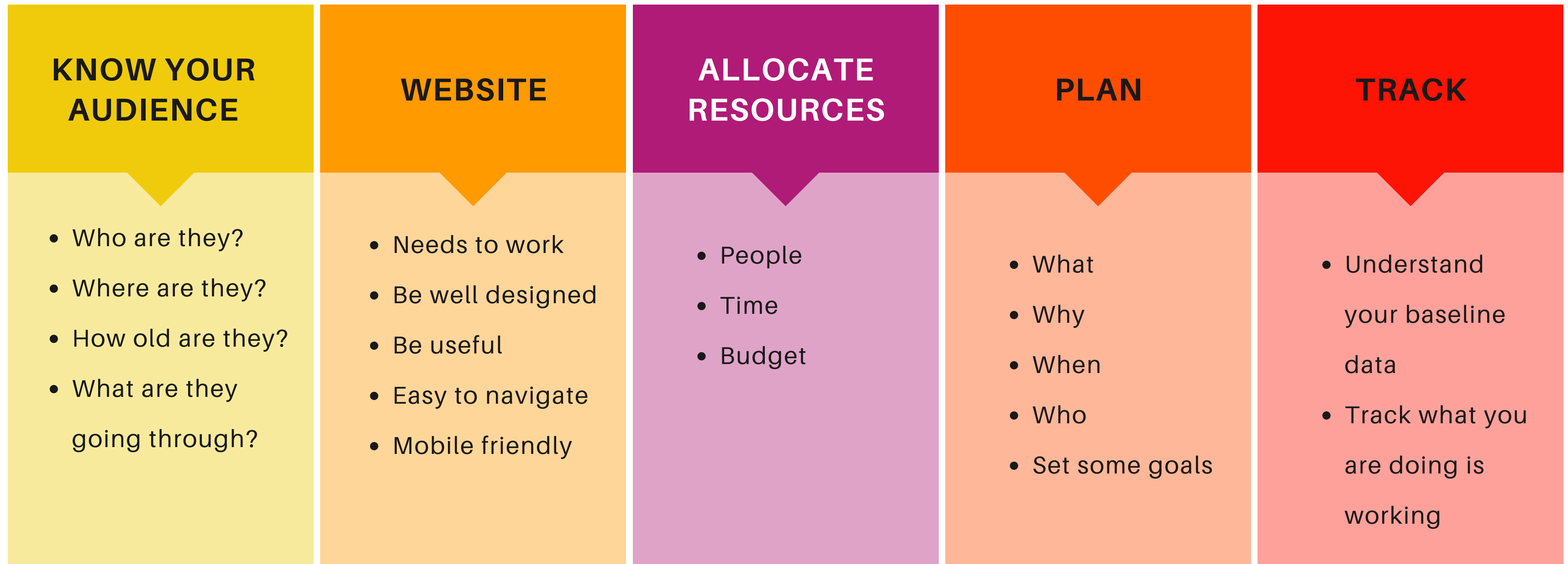
A small team of professionals dedicated to working with charities and ethical businesses to amplify their online presence

SERVICES

- Web Design and Development
- Website Care and Security
- Search Engine Optimisation Services
- Analytics Dashboards
- Graphic Design
- Bespoke software solutions LMS, Member Portals, Events systems, Fundraising systems

BEFORE WE BEGIN OUR PLAN

There are some things that we SHOULD be aware of....



The Covid Context

Meet The Inspired Hive

05

VALUES

To collaborate with people that strive to make a difference through educating and enabling communities.

MISSION

To grow, support and connect not for profits and businesses to create sustainable and vibrant communities through innovative and creative strategies.

SERVICES

Communication and Marketing Strategies

- Marketing Strategy
- Social Media Management
- Mentoring - Marketing and Social Media

Training

- Social Media
- Digital Learning
- Marketing

The Inspired Hive

Part 1: Marketing Action Plan

It all starts with you....

Reveal

Why you exist
to your audience

0
1

YOUR VISION

Where you are ultimately
headed - your big why

0
2

YOUR MISSION

How you achieve your vision

0
3

YOUR VALUES

The daily principles the guide
your practice

EXAMPLES

OF BRILLIANT VISION AND MISSION STATEMENTS

Vision - NMLL will be North Melbourne's leading centre for the CALD Community, recognised for enriching and empowering the lives of the people it serves.

Mission -To give adult residents of North Melbourne the language and learning needed to build a better life for themselves and their families.

Vision: To build an off the grid tiny house community designed to accommodate homeless people with the dignity and care they deserve.

Mission: To provide safe, short-term, supported accommodation for local people experiencing (or at risk of) homelessness, in a village of Tiny Homes.

Write your vision, mission and values

in the template provided

Your Vision, Mission and Values

POLL!!

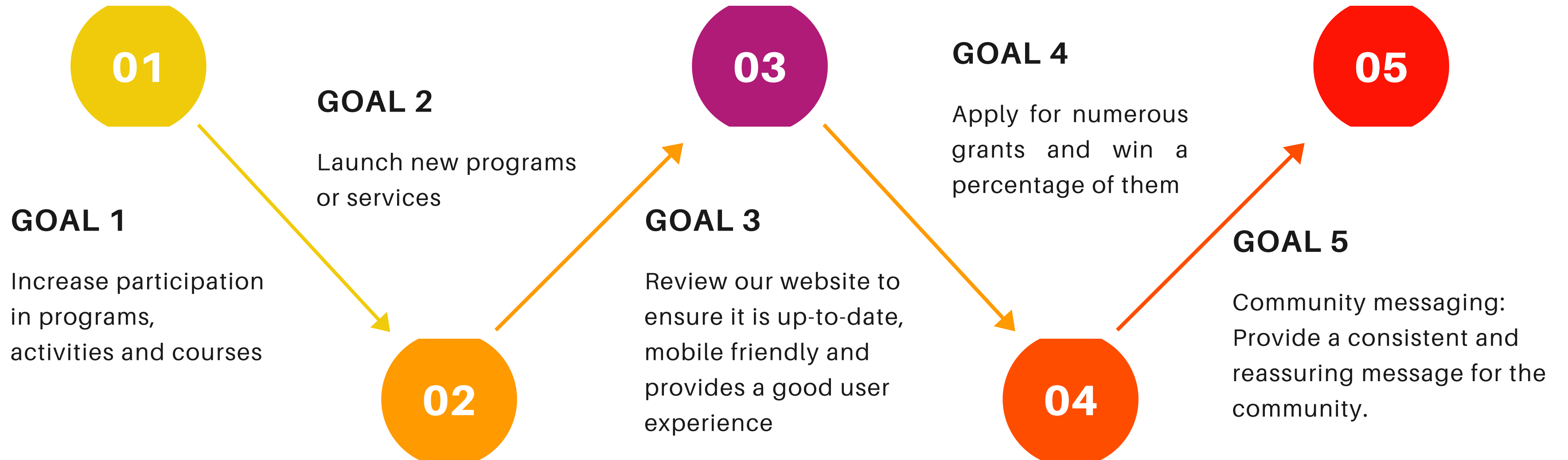
POLL!!

POLL!!

Does your org include COVID messaging in your marketing?

Part 2: Marketing Action Plan

Be clear on your organisation's goals for 2022



Write your organisational goals

in the template provided

Your Organisational Goals

Eg.:

- Review our website and ensure it is updated and responds to what the community needs - offer resources and information that is useful to people 24/7
- Create Digital Learning Courses within 2022 to offer more flexible learning options.
- Source funding and deliver a community project that has a focus on sustainability for people to implement at home
- Reduce printing waste
- Reactivate our course and programs

Part 3: Marketing Action Plan

What is your budget for Marketing



Write your budget

in the template provided

Your Marketing Budget (time or money)

Eg.:

- 2 hours of volunteer support weekly
- 4 hours of outsourced (digital, marketing or other)
- 1 hour of staff time
- Internship - partnering with local training orgs
- Advertising/printing and other resources required

Part 4: Marketing Action Plan

Who is your target audience?

WHO ARE THEY?	DEMOGRAPHIC	KEY ATTRIBUTES	WHERE ARE THEY SPENDING THEIR TIME?	WHAT PROBLEMS THEY ARE EXPERIENCING?
<ul style="list-style-type: none">• Client• Member• Referrer• Donor• Partner• Other	<ul style="list-style-type: none">• Age• Gender• Occupation• Life Stage• Location• Education	<ul style="list-style-type: none">• Values• Interests• Needs• Wants• Fears• Hopes• Aspirations	<ul style="list-style-type: none">• Searching on Google• Facebooking• Other Socials• LinkedIn• YouTubes• Podcasts• Readings news	<ul style="list-style-type: none">• Health & COVID• Family• Education• Work• Access• Loneliness• Income• Relationships

Describe your audience

in the template provided

Describe Your Target Audience

Who	Demographic	Key Attributes	Where they are spending their time	What problems they are experiencing
Volunteers	Mainly aged 40-80 Men and Women	Spare time each month Construction or admin	Facebook Out in community	They want to belong to something
Attendees Intro to Retail course	Unemployed Seeking employment Ages: 16-65 Men & Women	Low skilled New career path Re-entering the workforce	Employment agencies Support Services Seek	They want work Financial independence

Part 5: Marketing Action Plan

What worked well in marketing this year

KEEP GOING

STRENGTHS

What are you doing well?
What sets you apart?
What are your good qualities?

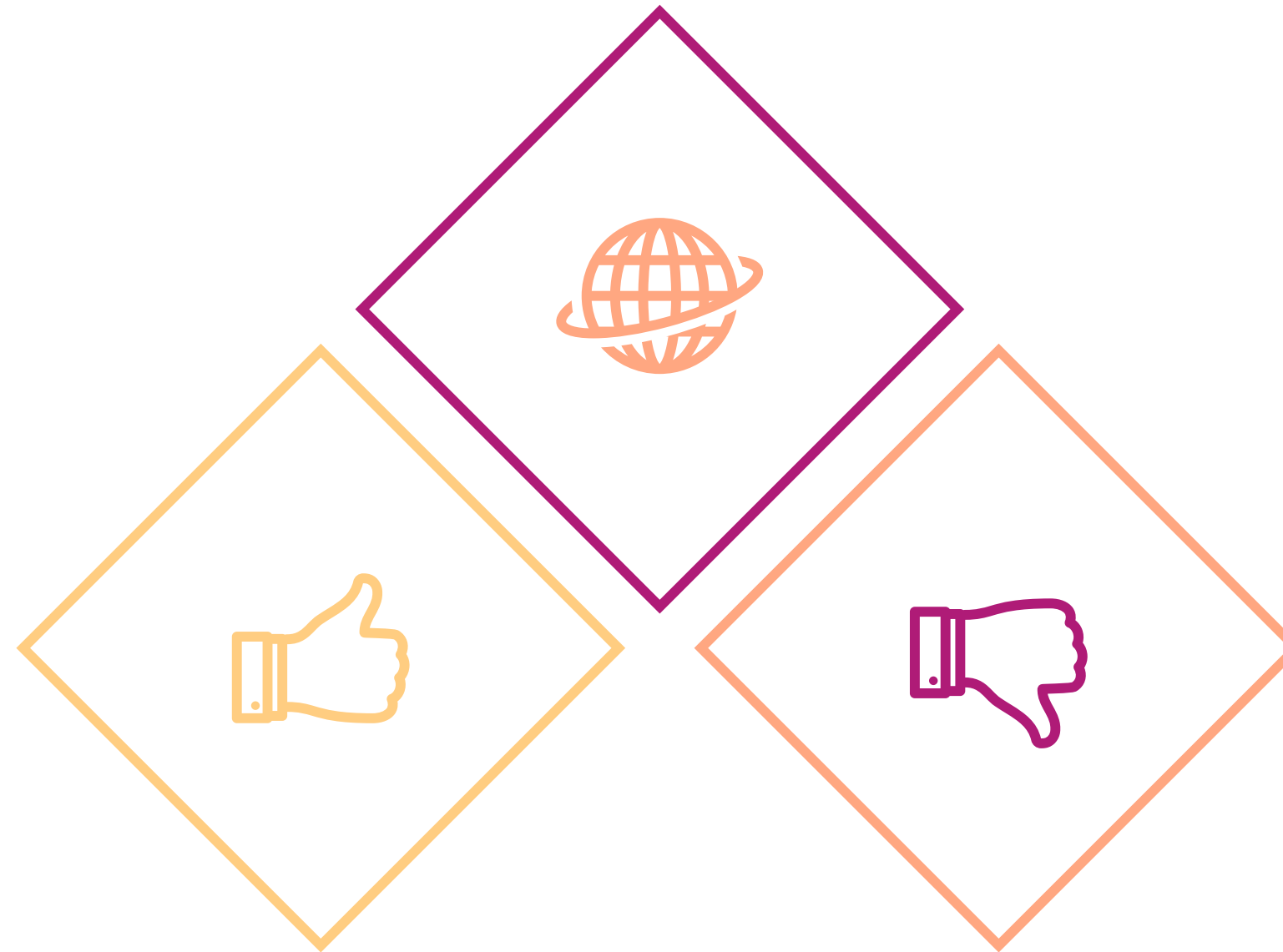
OPPORTUNITIES

What are your goals?
Are demands shifting?
How can it be improved?

DITCH OR REVISE

WEAKNESSES

Where do you need to improve?
Are resources adequate?
What do others do better?



Write you will keep, ditch or revise
in the template provided

What went well (or didn't)

Keep going	Revise	Ditch
Facebook engagement	Networking with service providers	Twitter
Blogs on website	Newsletter to our community	
Meet with employment agencies monthly		

Part 6: Marketing Action Plan

Which channels will you select

DIGITAL

- Website
- Blog
- Social Media
- Facebook
- Twitter
- Insta
- LinkedIn
- YouTube
- Email Marketing
- Podcasting platforms

TRADITIONAL

- Networking
- Print ads
- Direct mail
- Give- aways
- Press Releases
- Events
- Publications
- Referral Strategy
- Strategic Alliances

Part 6 cont: Marketing Action Plan

Which channels will you select in 2022



88% Australians use the internet
47% access the web via mobile



YouTube

- Most used social media >80%
- Strong use across all ages
- Mostly used by younger generations



Facebook

- 80% use Facebook aged 16-64
- Strong use across all age groups



Instagram

- 53% use Insta and growing
- Gen X (40%)
- Millennials (61%)
- Gen Z (69%)
- Generation Alpha (19%)



LinkedIn

- 4.5 mn in Australia
- More executives and managers use LinkedIn than any other platform
- Aged 18 -

Outline the channels you will use

in the template provided

Marketing Channels

Channel name	Investment (time/resources)	Goal
1. Facebook	1 hour per week	At least 10 people engaging with posts
2. Website	1 hour per fortnight	Increase online bookings
3. Local Newspaper	2 hours per quarter	Article publication

Part 7: Marketing Action Plan

Your point of difference



6 - PPPPPP's

Part 7 cont: Marketing Action Plan

What's your PPPPPPoint of difference?

PRODUCT OR SERVICE

Design, quality, features, options available

PLACE

Physical and digital and maybe multi-channels

PRICE

Discounts, timing, location, special offers

PROMOTING

Content, communication and messaging

PEOPLE

Who you work with or for

PARTNERS

How do you collaborate or partner with to offer more for your client



Write down your point of difference

in the template provided

Defining your point of difference

Product or Service	Place	Price
Online courses	No other service of this type in the area offering community and connection	Funded and affordable courses and activities
Promoting	People	Partners
Access and register anytime anywhere that suits people's lifestyles	We are experienced in helping people of all ages, <u>stages</u> and backgrounds	We are well networked and offer many connections.

Part 9: Marketing Messages

What messages are you going to communicate to your audience?



Detail your marketing messages

in the template provided

Your Marketing Messages

1. COVID Message: The Roadmap for our organisation has been updated. We are required to ensure all our participants show their proof of double vaccination before entering activities or the House. Please be respectful of our staff as we are respectful of you.	2. Community Messages: 1. Here are the details of a vaccination hubs. 2. Here are the details of doctors who will speak with people who vaccine hesitant. 3. We help you link your vaccine certificate to your services Victoria App - here's what you need to do.
3. COVID Message: We know we are in tough times. There has been a strain on many people. We know there is now continued uncertainty relating to COVID. It's important to try to have connection even if you feel exhausted. This is how we are working to connect you to others.	4. Community message: What to do if you are in isolation: We have come up with a list of seven activities (one per day that you are in isolation). Shout out to us on socials if you have done the activities. Need help? Here's where to reach out.

Part 10: Marketing Action Plan

SETTING THE GOALS - Why, How, Who, Cost and Measures

WHY?	HOW?	WHO & WHEN	COST	MEASURES
<ul style="list-style-type: none">• Relate this to your overall goal and mission• Why do you need to meet your goals	<ul style="list-style-type: none">• You will achieve this?• List the channels and the activities	<ul style="list-style-type: none">• Name the people to action the tasks• Period of time to be completed	<ul style="list-style-type: none">• \$\$ should include resources and time	<ul style="list-style-type: none">• What does success look like?• How do you know you have done well?

Write your Marketing Action Plan

in the template provided

Simple Marketing Strategy

Marketing Goal 1:	Online course launch
Why:	To increase learning options and accessibility for students to reach a wider audience
How we achieve this:	Update website, create social media campaign, inform previous learners through the mailing list, drop flyers at employment agencies, local community venues
Who:	Flyer designer and social media management at The Inspired Hive Co-ordinator to drop off at local agencies
When:	15 January - 15 February
Cost:	\$800 Plus co-ordinators time
Success measure/s:	Enrolment uptake

Write your Marketing Action Plan

in the template provided

Skills and Technology

Skills required/professional development for staff or volunteers to achieve goals:	Social Media Training How to use effective Social Media Canva templates Website Training
The technology you need: <i>(internet, computers, etc)</i>	Computers Canva Licence (FREE but application required) Facebook and Insta pages set up
What I need to do to update my website?	Software and plugins updated Update the home page to reflect the current state of my House
What I need to do to update my social channels?	Facebook and Insta pages updated Consistent posting (content) strategy

POLL!!

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Do you have the skills required in house to achieve your marketing plan?

Yes, No, PD, Outsource



Wrap up and a gift for you

DIGITAL SERVICES LAB

A free 30 minute - user experience mini audit of your website. Bel Temby will help you detect problematic areas.

Book here

<https://calendly.com/digitalserviceslab/user-experience-audit>

Email: bel@digitalserviceslab.com.au



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SERVICES
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