

Activate your 2021 Marketing Action Plan

Actionable tips and strategies for non-profits



Why are we here?



KICK-START YOUR 2021 MARKETING ACTION PLAN



Set Goals

and draft a marketing
action plan



Consider

your content direction
for 2021



Tools and Tips

Latest ideas to engage
your audience



Make an impact

And select your social
media channels to
reach your audience

Meet your presenters



Laura Higgins
Director – The Inspired Hive



Bel Temby
Director - Digital Services Lab



Meet Digital Services Lab 04

CULTURE

Every action we take is an opportunity to be more ethical, sustainable and socially just.

MISSION

Do great work for the greater good helping clients to inspire, engage and connect with audiences.

SERVICES

- Web Design and Development
- Website Care and Security
- Search Engine Optimisation Services
- Analytics Dashboards
- Graphic Design
- Email automation and template development
- Consulting
- Bespoke software solutions

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 for growth.

SERVICES

Communication and Marketing Strategies

- Marketing Mentoring
- Social Media Strategy
- Marketing Strategy

Training

- Social Media
- Digital Learning
- Marketing

The Inspired Hive

BEFORE WE BEGIN OUR PLAN

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

KNOW YOUR AUDIENCE

- Who are they
- Where are they
- How old are they
- What are they going through

WEBSITE

- Needs to work
- Be well designed
- Be useful
- Easy to navigate

ALLOCATE RESOURCES

- People
- Time
- Budget

PLAN

- What
- Why
- When
- Who
- Set some goals

TRACK

- Understand your baseline data
- Track what you are doing is working

Part 1: Marketing Action Plan

It all starts with you....

Reveal

Why do you exist?

01

YOUR VISION

Where you are ultimately headed -
your big why

02

YOUR MISSION

How you achieve your vision

03

YOUR VALUES

The daily principles that guide your
practice

POLL!

POLL!

POLL!

Does your organisation have a strong vision, mission and values statement?

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.

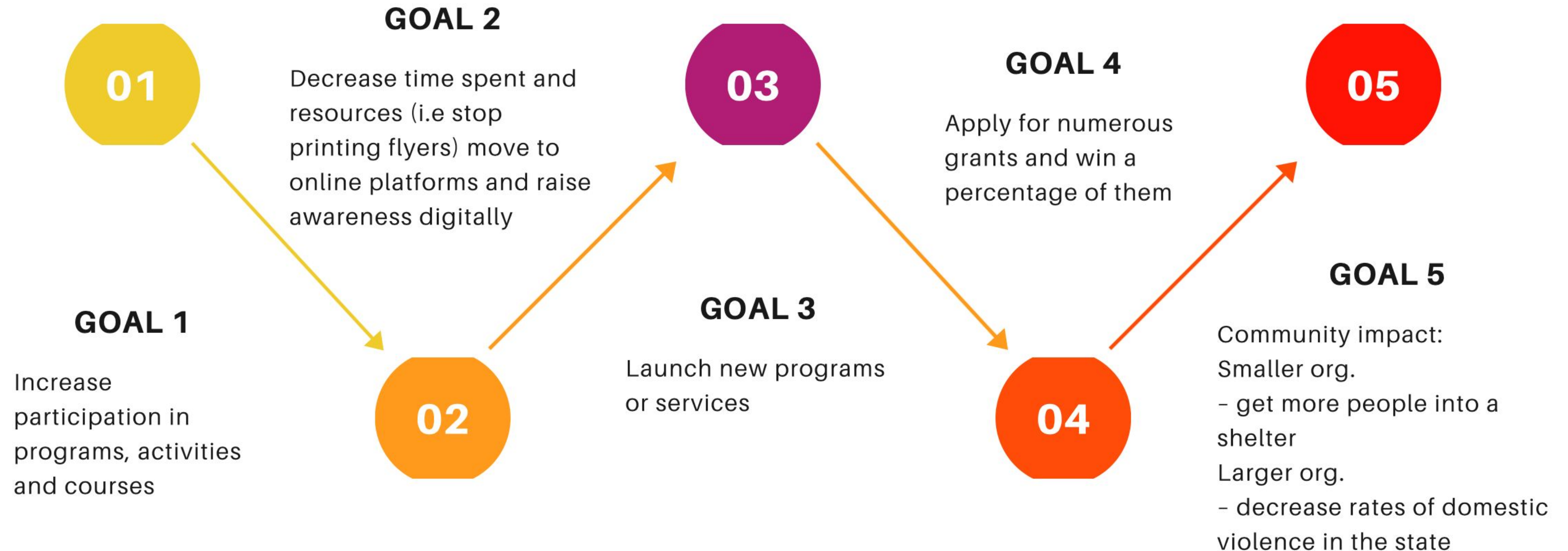
Mission -To give adult residents of North Melbourne the language and learning needed to build a better life for themselves and their families.

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.

Part 2: Marketing Action Plan

Be clear on your organisation's goals for 2021



Part 3: Marketing Action Plan

What is your budget for Marketing



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• Family• Education• Work• Access• Loneliness• Income• Relationships

Part 5: Marketing Action Plan

What worked well in marketing 2020 (or 2019)?

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 than you?



Part 6: Marketing Action Plan

Which channels will you select in 2021

DIGITAL

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

TRADITIONAL

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

Part 6 cont: Marketing Action Plan

Which channels will you select in 2021



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 -

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



Part 9: 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?

POLL!

POLL!

POLL!

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

Yes, No, PD, Outsource



Wrap up and a gift for you

THE INSPIRED HIVE

We are giving you the chance to have a free and confidential master trust session for 30 minutes.

Let's talk about marketing ideas, challenges and goals.

Book at www.theinspiredhive.com.au or [click here](#)



DIGITAL SERVICES LAB

Email me for a link to book in a free one-on-one half hour brainstorming or strategy session to help your website shine online for the first 25 organisations.

Expires: May 5th 2021

bel@digitalserviceslab.com.au

