

DIGITAL LITERACY SKILLS

DIGITAL MARKETING

Module 9



TRAINING PROGRAM FOR VOLUNTEER MANAGERS

DIGITAL MARKETING FUNDAMENTALS

Welcome to Digital Marketing! In this Module, we will create a marketing action plan that breaks down how to attract new supporters and raise funds to achieve a greater impact.

We'll understand how to use Facebook Ads to build awareness, Facebook Groups to foster a community, email newsletters to develop trust and gain donations, and social media to increase reach, impact, and fundraising.

Let's get started!

DIGITAL MARKETING ACTION PLAN

[A marketing action plan](#) is a marketing handbook, an instruction manual, and a focused outline of how to implement digital marketing strategies to achieve your goals.

Our action plan includes the following:

1. Desired Outcomes

These are the main goals you want to achieve from your digital marketing efforts.

If your goal is to increase awareness of your cause, what does this look like? If your goal is to increase donations and support, again, what does this look like? You should set specific numbers, baselines, and outcomes so that you can get clear on your target and aim well.



DIGITAL MARKETING ACTION PLAN

Your goals should be S.M.A.R.T.

- **Specific:** Be clear on what you want to achieve. For example, you don't just want to gain donations; you want to gain [x] amount of donations to use toward [x] solutions.
- **Measurable:** Add a number to your goals, whether it's how many donations you want to receive, volunteers you want to sign up, or individuals you want to share your message with.
- **Attainable:** Is it realistic? While we are big advocates of shooting for the stars, you must know the limits in order to use time, energy, and other resources wisely.
- **Relevant:** Goals must be relevant to your cause and purpose. For example, getting 10,000 Instagram followers sounds excellent - but does it necessarily help to serve your community better? Desired outcomes should stay in line with your purpose and mission.
- **Time-bound:** We humans are natural procrastinators, so a deadline always helps to keep us motivated, efficient, and focused.

The good news is that following the 5 components of our marketing action plan ensures that strategies and goals stay S.M.A.R.T. and purposeful!

2. Key performance indicators (KPIs)

KPIs are any metrics used to determine the success of your marketing efforts. This ensures our goals are measurable. By regularly assessing KPIs, you'll be able to see what works and what doesn't. And then? We can allocate our efforts accordingly! This might be how many donations, sign-ups, or shares you receive from your campaign/s.



DIGITAL MARKETING ACTION PLAN

3. Target audience

Who are you marketing to? Likely, you are striving to reach donors, volunteers, and other stakeholders who are located in Australia and who want to do what they can to support your organisation. You are looking for those who have the funds and/or time to contribute to your cause.

You can create ideal donor and volunteer personas to effectively know what type of content and efforts will resonate the most with your target audience for a more relevant, successful campaign.

4. Time frames

Remember: SMART goals are time-bound. This will help to serve more people faster and make the most effective use of time. Timelines will be unique to your campaigns and their purposes.

5. Our mission

Your mission should be central to your content and campaigns to drive relevant results to your purpose.

6. Marketing budget

Establishing a budget ensures that goals are attainable. Besides Facebook Ads, digital content marketing strategy is organic. In this way, you can produce more materials and create consistent content at little-to-no cost.



HOW WILL YOU REACH YOUR GOALS? YOUR MARKETING FUNNEL

With your goals laid out and your minds focused, let's determine how you'll reach your desired outcomes using the marketing funnel. Remember: Individuals must gain awareness of and interest in your cause, build enough trust to consider contributing to it, and eventually feel confident to become your supporter and advocate!

Let's begin with awareness and interest.

Gain Awareness and Interest: Facebook Ads

The easiest part of marketing is re-engaging with and nurturing your current advocates. Your goal is to inspire many supporters that will help spread the word and cause a ripple effect of change.

But one of the most challenging parts of marketing is gaining that initial awareness -- getting people to know and hear about the cause. One of the best ways to break past this barrier is to use Facebook Ads. Because Facebook Ads are paid, they can ensure we reach an audience and gain traction on our social media pages and website.

Facebook Ads Ideas to Build Awareness

But what should our Facebook Ads include? As we know, someone isn't likely to donate the first time they view our content. Remember how we compared the marketing funnel to relationships? Well, this is like asking a stranger to commit or invest in you simply after talking to them for a few seconds.

So, your goal with Facebook Ads is to build awareness. Here are a few advertisement ideas to help stir awareness and interest:

- Statistics about the digital divide in Australia.
- Statistics about the power of digital skills and education.
- Links to free resources, such as educational guides.
- Invitations to build skills for free.
- Invitations to learn more about incentivised volunteer work in Australia.
- Invitations to join a Facebook Group with free resources/value.

To build awareness, you should create context for the situation and provide free value to potential contributors.

HOW WILL YOU REACH YOUR GOALS? YOUR MARKETING FUNNEL

How to Run Facebook Ads

1. Create a [Facebook Ads Manager](#) account (if you don't already have one).
2. Choose your objective. This is your desired outcome!
3. Select your audience. This is who you want your ads to reach. Facebook Ads allows you to filter by demographics such as age, location, and interests.
4. Choose where to run your ad. Facebook Ads enables you to run ads outside of Facebook, on Instagram, Messenger, or even off apps in the Audience Network.
5. Establish your budget. This is where you set a limit on how much to pay for ads.
6. Select a format. You can use videos, single images, slideshows, and more!
7. Submit your ad for approval.
8. Manage your ad. Once Facebook approves it, we can log into Facebook Ads Manager to track your success, see your results, and make edits.

Facebook supports not-for-profits and NGOs with a free program called the [Social Impact Education Hub](#), which is full of free tools and training to learn how to use Facebook, Instagram, and Messenger to build communities, raise donations, and build awareness. There are workshops on a wide variety of topics, ranging from community management to creative storytelling.



BUILD COMMUNITY AND CONTRIBUTION: FACEBOOK GROUPS

Facebook is arguably one of the best places for NGO fundraising. Facebook Groups are a great way to raise awareness about your organisation and connect with people who care about it. Facebook is all about building that sense of community and trust that fosters donations, referrals, and volunteers.

A Facebook Group allows you to make real-time updates that every member can see - ideal for not-for-profits seeking visibility and support.

While Facebook and other social media pages provide regular updates, tips, and other valuable content, a Facebook Group can provide more hands-on value for more committed audience members.

Facebook Group Ideas to Foster Community and Contribution

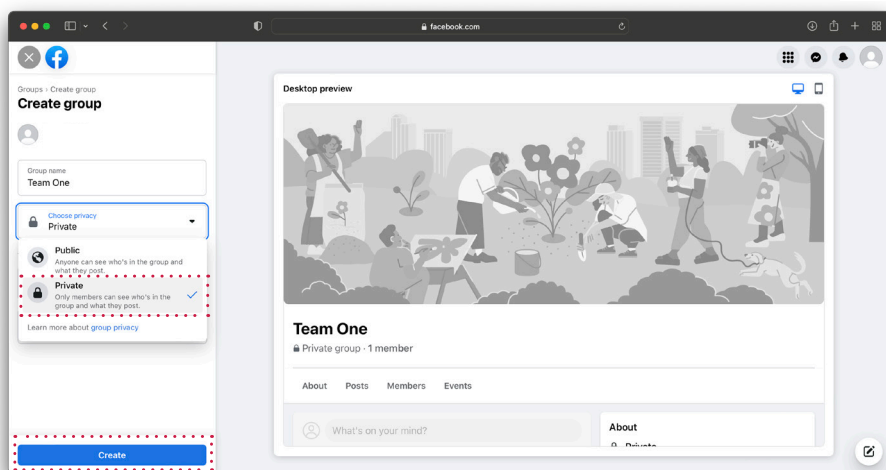
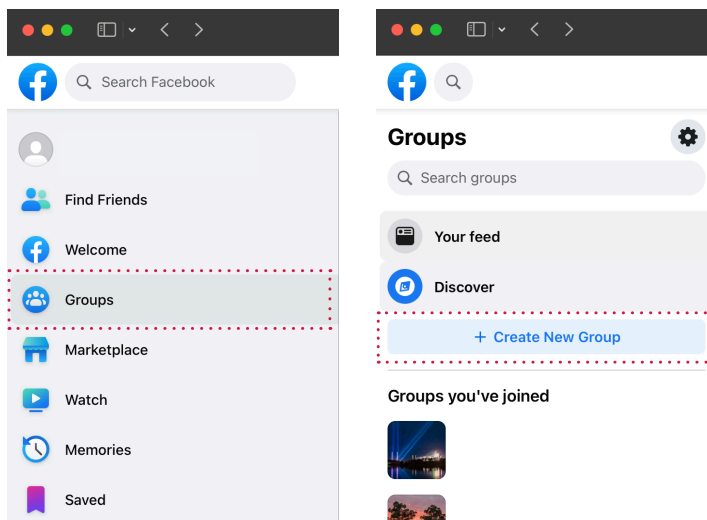
- Create a group connecting local individuals looking to volunteer at events and to network. Occasionally highlight your volunteer opportunities in the group.
- Share more intimate stories, updates, and developments for those who are interested.
- Build a community just for Volunteer Managers to share ideas and brainstorm.
- Create a group providing free digital skills tips, training, and resources.
- Create a localised group for anyone looking for ways to contribute to the community near Sydney.



BUILD COMMUNITY AND CONTRIBUTION: FACEBOOK GROUPS

How to [Create a Facebook Group](#)

1. Open Facebook.
2. Tap "Group."
3. Tap "Create New Group."
4. Type in your group name.
5. Select the privacy option. Opt for private groups for a more safe, professional space.
6. Tap "Create."
7. Invite members to your group.



How to [Build a Successful Facebook Group](#)

- Join other Facebook groups and network with others.
- [Monitor the group](#) to ensure no 'trolls' or bullies leave negative messages.
- Advertise the group on your page and in Facebook Ads.
- Communicate the value of joining the group -- additional free resources, a networking community, event updates, etc.
- Share any updates.
- Spotlight any recent donors or volunteers and thank them for their contributions.
- Run frequent Q&A sessions.
- Be conservative with donation requests. Follow the 80/20 rule: Make 80% of your posts resource/education-based and the other 20% promotional.

PROVIDE VALUE AND ENCOURAGE DONATIONS: NEWSLETTER

Facebook Groups nurture and foster communities. They allow you to focus attention and efforts on individuals who are interested in the cause and want to learn more. Email newsletters accomplish the same, but perhaps on a more personal level than a community level.

Email newsletters are less promotional and more valuable. They provide relevant updates your audience is likely to be most interested in, in the form of news, updates, stories, tips, or resources.

Email Newsletter Ideas to Provide Value and Encourage Donations

- Tell your organisation's story: How we began and where we are today.
- Share donor spotlights and stories to empower motivation for readers to do the same.
- Share updates on any milestones reached within our community.
- Provide tips, tutorials, and other resources on digital skills.
- Share relevant news articles and studies on the digital divide and/or the impact of digital skills.
- Share volunteer pictures, videos, and highlights and invite others to join.



SPREAD THE WORD, CREATE COMMUNITIES, AND GAIN DONATIONS: SOCIAL MEDIA

In all content, we should aim to be [storytellers](#), not 'marketers.' This is what connects us to our audience. Our goal is to illustrate the problem, and show how we provide the solution.

Through social media content, you can reach the hearts of potential donors and volunteers, and inspire them to join you to make a difference.

Social Media Content Ideas to Promote Awareness, Community, and Donations

- Use authentic photos and visuals to share stories and personalise your impact.
- Share donor and volunteer spotlights and how their efforts will influence the lives of others.
- Share testimonials and how any Community Member's life has been changed by what we do.
- Share quotes and inspiration from our founder to build authority and trust.
- Continually share our step-by-step process of how we help Community Members to encourage trust and transparency.
- Continually share our mission and vision.
- Create a poll to ascertain the audience's awareness of the problem your organisation solves.
- Share your organisation's story.
- Interview Volunteers and Volunteer Managers.
- Share stats, tips, and tutorials.



SPREAD THE WORD, CREATE COMMUNITIES, AND GAIN DONATIONS: SOCIAL MEDIA

Overall, keep in mind our KPIs, target audience, and mission when creating content. Before posting, ask:

- Who am I speaking to?
- What stage are they at in the marketing funnel?
- What would interest this audience the most?
- What would provide the most value to the audience?
- What is the #1 goal with this content?
- Does it align with our purpose and mission statement?

Content should aim to engage, educate, empower, and encourage our audience. As we remain authentic, focused, and inspired by our goals and Community Members, we will create marketing campaigns that spark lasting change and impact in our community.

Resources:

- [Facebook for Not-for-profits](#)
- [Instagram for Not-for-profits](#)
- [Creating Facebook Fundraisers](#)
- [Creating Instagram Fundraisers](#)
- [Social Impact Education Hub](#)