Marketing

How are you promoting yourself to the community?

CAPACITY BUILDING WORKSHOP
Presented by Livingstone Shire Council

Livingstone
SHIRE COUNCIL

What is Marketing?

Marketing is activities and strategies that spread the message of an organisation to the wider community.

Community groups can use marketing tactics to assist with growth, funding and creating awareness for their cause.

Branding Collateral Website Social Media Traditional Media

The 4 COMs of Marketing

COMmunity COMmunication welCOMing COMputer

COMmunity
Who are you? And who are you targeting?

Who is your club?

BRANDING IS THE KEY

BRANDING BASICS   • Logo   • Colours   • Fonts

Activity # 1

Spend 5 minutes doing the following;
1. List 5 words or phases you would use to describe your group?

1. Write down your key two/three target audiences?

Branding

CONSISTENCY IS THE KEY

Does your club's current marketing mirror these words and phrases?

COMmunication

How do you get your message out there?

Activity # 2

Spend some time listing all the current ways your club/group communicate with members and the community.

The way we can communicate

- Website
- Email
- Facebook
- Twitter
- Blogs
- Word of Mouth
- Ads

- Podcasts
- Rating Site
- Forums
- Youtube
- PR
- Flyers/Letters
- Posters

SOCIAL MEDIA

Choose the right platform for your messages

- Facebook
- Instagram
- Twitter
- LinkdIn
- Youtube
- Snapchat and TikTok

Communication
APPLYING YOUR BRANDING

CANVA - THERE ARE NO EXCUSES!

Is you are using MS Word, Publisher or even Paint to create your collateral

[Canva](#) is a FREE online graphic-design tool website that has THOUSANDS of designs including posters, social media posts, brochures, postcards, letterheads, presentations (like this one!) and much much more. It has an easy to use 'drag and drop' creation tool, the ability to download an JPEG or PDF and now also has printing options as well. Bonus it's Australian!

Traditional Media

GET YOUR STORY OUT THERE

MEDIA RELEASE

If you have a great story about your organisations work/people/events - be sure to share it! Local media are always looking for content, and the easier you make it for them, the more likely you will get good coverage. Important elements to consider:

- Use the standard media release format: headline, organisation information, contact information, event place, day and date, and then the actual article text.

- Provide a quotes and an image if possible, or at least contact information on how the media outlet can obtain them.

- Ensure you provide sufficient for your story to be covered. eg. Newspapers usually requires at least a week if not two, the radio and TV are more immediate - 2-3 days would be fine before an event.

welcoming

Marketing doesn't stop when you get them in the door

COMputer

Embrace technology or get left behind

Online Presence

HELP PEOPLE FIND YOU

WEBSITE

- It's doesn't have to be fancy, just make sure it is easy to read and navigate. One page can be enough!

- Creating a website doesn't have to be overly complicated! There are lots of options available, basic free software like [Wordpress](#) and drag and drop website builders with a monthly fee eg. [Wix](#), [Squarespace](#). Alternatively ask within your community is anyone has the skills to set it up/maintain it on your groups behalf.

- Make sure it's kept up-to-date! Include event posters, media releases etc so they are easy for others to find

- Don't forget to include contact details!

AMAZING ALMOST FREE ONLINE SERVICES

- CANVA - graphic-design tool website FREE

- GIMP - online photo editor very similar to Photoshop FREE

- MAILCHIMP - email marketing service to send out newsletters FREE

- EVENTBRITE / TRYBOOKING - event registration and ticket sales

- BUFFER / HOOTSUITE - social media management tools FREE

- GOOGLE > GMAIL - email service   > GOOGLE DRIVE - document storage FREE

- WIX / SQUARESPACE - drag and drop website design (free/monthly fee)

- BASECAMP / TRELLO - project managment / planning tools FREE

Let's Connect

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