Marketing Made Easy(er)

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Develop key strategies for marketing on social media and print.
Presentation will cover basics of creating graphics on Canva and optimizing those graphics for Facebook, Instagram, print materials, and website usage.
We will also look at how to share information both on those graphics and with attatched written copy and ways to optimize those words.

Does marketing your center seem out of reach or overwhelming? Learn basics tools for creating graphics and writing to optimize your marketing efforts. We will be doing live demonstrations with participants so come with questions or examples to work on.

Presentation Goals

- Part 1 Basic Concepts and Goals of Marketing
  - What is marketing?
  - What does marketing for a nonprofit in the EAS industry entail?

- Part 2 Developing a Marketing Strategy
  - Define your brand
  - Define your goals
  - Focus on your channel
  - Develop a team

- Part 3 Implementing the Marketing Strategy
  - Print Media
  - Social Media
  - Content Creation

- Part 4 Demonstration and Q&A

Marketing

What is marketing?

The activity or business of promoting and selling products and services, including market research and advertising.

Marketing Mix Breakdown for Non Profits

- Product- the name, design, and packaging of a good or service
  - Who needs it? Why do they need it? Why is it better than other options?
- Price- cost, value, or benefit
- Place- specify where and how consumers will find the product or service
- Promotion- advertising, communications, and public relations

- People
- Process

https://www.investopedia.com/terms/f/four-ps.asp

But the biggest consideration is….

Price

What is the most cost effective method for your center?

How much time are you able to devote to marketing?

What channels are you able to prioritize?

Non Profit Marketing- Equine Assisted Services Industry

- Staff and Hiring
- Volunteer Recruiting
- Special Events
- Fundraising
- Celebrations- Horses, Students, Volunteers, Staff
- News/Communication

Developing a Strategy

The Four Steps

#1 Define Your brand

- Logo
- Colors/Fonts/Styles
- Develop a Lookbook

#2 Define your goals

- Who are you marketing toward?
- What is the return you're hoping for?
- What are you willing to invest?

#3 Focus on your channel

- What is going to be easiest for you?
- What is the best return for your investment?
  - Exposure
  - Traffic

#4 Develop your team

- Who is in charge of the project?
- Who is supporting the project and how will they be best utilized?

Basics of Branding

- Define your centre's mission and vision and make that the focal point of all of your decisions
- Decide how you are going to communicate that mission and vision
    - The look of your facility
    - The way your employees and volunteers conduct themselves
    - The logo you attach to **EVERYTHING** you do
- Develop a look or style book
    - Define how you use your logo
    - Specify color palette (usually 2-4)
    - Specify typography
    - Define your voice, copy style, and typical imagery

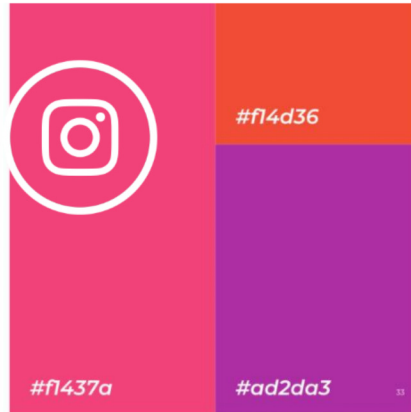https://www.entrepreneur.com/starting-a-business/business-the-basics-of-branding/77408
https://www.vistaprint.com/hub/how-to-create-brand-style-guide

https://elementor.com/blog/style-guide-examples/

Goal Definition

Who is your market?

- Age, Experience/Abilities, Networking/Donor Potential

What are you trying to get from them or do with them?

- Communication
  - Convey news or updates
  - Educate the community
- Recruitment
  - Students
  - Staff / Volunteers
- Exposure/Traffic
- Promotion
  - Special Events

Channels

Website - Business, Blogging

Social Media - Facebook, Instagram, TikTok, Pinterest, Youtube, Twitter

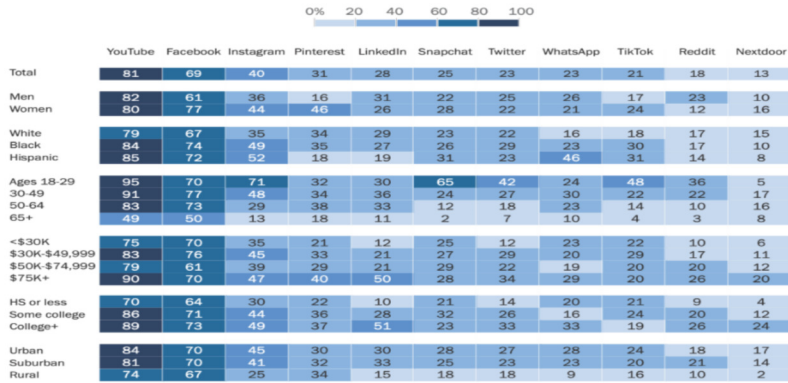Print- Newsletters, Maillings, Flyers/Posters, Newspaper

Misc- Word of Mouth, Television, Radio, News Outlets

Demographic Breakdowns

Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use ...

0% 20 40 60 80 100

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	TikTok	Reddit	Nextdoor
Total	81	69	40	31	28	25	23	23	21	18	13
Men	82	61	36	16	31	22	25	26	17	23	10
Women	80	77	44	46	26	28	22	21	24	12	16
White	79	67	35	34	29	23	22	16	18	17	15
Black	84	74	49	35	27	26	29	23	30	17	10
Hispanic	85	72	52	18	19	31	23	46	31	14	8
Ages 18-29	95	70	71	32	30	65	42	24	48	36	5
30-49	91	77	48	34	36	24	27	30	22	22	17
50-64	83	73	29	38	33	12	18	23	14	10	16
65+	49	50	13	18	11	2	7	10	4	3	8
<$30K	75	70	35	21	12	25	12	23	22	10	6
$30K-$49,999	83	76	45	33	21	27	29	20	29	17	11
$50K-$74,999	79	61	39	29	21	29	22	19	20	20	12
$75K+	90	70	47	40	50	28	34	29	20	26	20
HS or less	70	64	30	22	10	21	14	20	21	9	4
Some college	86	71	44	36	28	32	26	16	24	20	12
College+	89	73	49	37	51	23	33	33	19	26	24
Urban	84	70	45	30	30	28	27	28	24	18	17
Suburban	81	70	41	32	33	25	23	23	20	21	14
Rural	74	67	25	34	15	18	18	9	16	10	2

Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say the use Facebook). Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.
"Social Media Use in 2021"

PEW RESEARCH CENTER

Most saturation- YouTube, Facebook, Instagram

Best for 18-49 Year Olds- YouTube, Facebook

Best for income between $30,000-$50,000- YouTube, Facebook
$90,000 + YouTube

https://sproutsocial.com/insights/instagram-stats/

Who is on your team?

Always have a team leader

- Add whoever is an administrator on social media channels
- Add whoever is developing print graphics or web designs
- Volunteers or Community Members with special skills
    - Photography
    - Videography
    - Experiences
- Staff, Board of Directors

Implementing the Strategy

Loading...

Focusing in on Print Media

- Full Color Vs. Black and White
- Distribution
  - Mailings
  - Email Campaigns
  - Posters/Flyers
- Volume
  - Cost of production
  - Cost of postage/online delivery services

Focusing in on Social Media

- Know your channel
  - Optimize content for each channel
  - What is the focus of your chosen channel
- Consistency
  - Post regularly and at similar times so your audience looks for your content
  - Brand your output
- Engagement
  - Comments
  - Similar pages

Facebook

- The #1 Social Media Website
- Prefered Content-
  - Shareable
  - Short and Engaging
  - Videos > Graphics
- Best for:
  - Reaching the widest audience
  - Supports multiple forms of content
  - Running ad campaigns

https://blog.hootsuite.com/social-media-updates/facebook/how-to-win-at-facebook-according-to-facebook-in-2022/

Instagram

- Second largest social media platform with the most widespread growth
  - Huge surge of focus for advertising and selling
- Prefered Content
  - Short form, looping videos
  - Professional quality images
- Best for:
  - Optimizing sales
  - Reaching younger audiences

https://www.socialmediaexaminer.com/4-major-instagram-changes-in-2022-you-need-to-know-about/

Youtube, LinkedIn, Pinterest, TikTok, Twitter, Snapchat

- Look back at your goals -> Who is your audience?
- Video based platforms with rapid growth
  - Youtube
  - TikTok
- Professional Networking, Blogging, Etc.
  - LinkedIn
  - ~MAYBE~ Twitter
  - ~MAYBE~ Pinterest
- Quick Outreach
  - Snapchat

Resources for Creation and Implementation

Creation

- Canva
  - Full Service Graphic Design
  - Print on Demand
  - Scheduling on Demand
- Pixaby
  - Stock Photos
- Deposit Photos
  - Stock Photos
  - Stock Video
  - Stock Sounds
- Scheme Color
  - Color coordination

More Information

- Education
  - Sprout Social
  - Social Media Examiner
  - Social Media Today
  - TL;DR Newsletter (Too Long; Didn't Read)
- Copy Writing/Editing
  - Grammarly
  - Really Good Emails
  - Very Good Copy
- Trends/Market Research
  - Pinterest Trends
  - Google Analytics

https://rockcontent.com/blog/social-media-marketing-resources/
https://sproutsocial.com/insights/marketing-resources/
https://reallygoodemails.com/categories/non-profit-charity

Basics of Graphic Design

1. Line
2. Shape
3. Color
4. Texture
5. Type
6. Space
7. Image
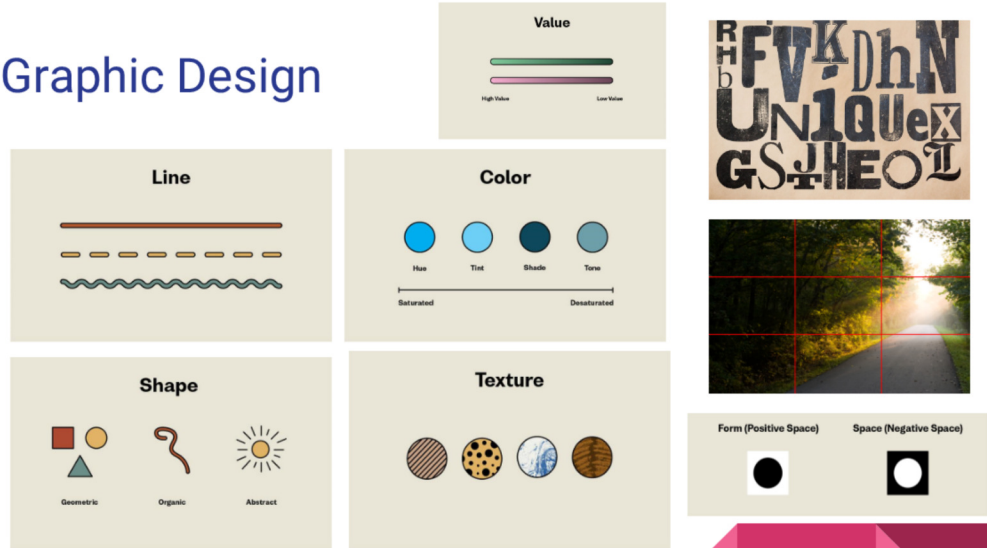
https://www.skillshare.com/en/blog/the-seven-basic-elements-of-graphic-design/#:~:text=The%20seven%20basic%20elements%20of%20graphic%20design%20are%20line%2C%20shape,portfolio%20to%20the%20next%20level.
https://design.tutsplus.com/articles/the-basic-elements-of-design--cms-33922
https://www.ravingsoftware.com/6-typeface-categories-and-how-they-affect-design/

Demonstration

Canva

Graphic Design Software→ Web and App access

Free and Paid Versions → Nonprofits can apply for free access

Complete resources of stock images, templates, formats, fonts, and fully customizable designs
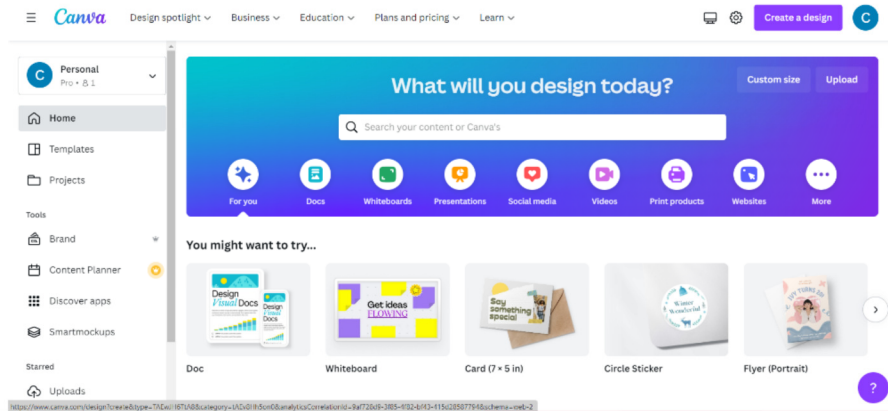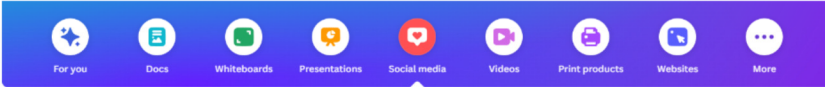
Creating a New Project

Choose from pre made dimensions or templates.

-Or-

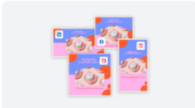Upload your own dimensions to start from scratch.
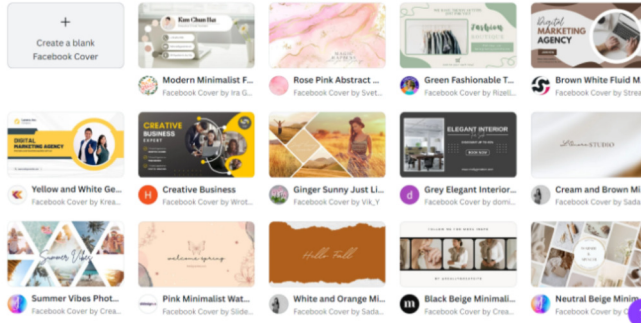
Social Media → Facebook Cover

For you · **Docs** · **Whiteboards** · **Presentations** · **Social media** · **Videos** · **Print products** · **Websites** · **More**

Popular · Instagram · Facebook · LinkedIn

Popular

Quick Create Collection

Create a blank Facebook Cover

Modern Minimalist F... — Facebook Cover by Ira G...
Rose Pink Abstract ... — Facebook Cover by Svet...
Green Fashionable T... — Facebook Cover by Rizeli...
Brown White Fluid M... — Facebook Cover by Strea...

Yellow and White Ge... — Facebook Cover by Krea...
Creative Business — Facebook Cover by Wrot...
Ginger Sunny Just Li... — Facebook Cover by Vik_Y
Grey Elegant Interior... — Facebook Cover by domi...
Cream and Brown Mi... — Facebook Cover by Sada...

Summer Vibes Phot... — Facebook Cover by Crea...
Pink Minimalist Wat... — Facebook Cover by Slide...
White and Orange Mi... — Facebook Cover by Sada...
Black Beige Minimali... — Facebook Cover by Crea...
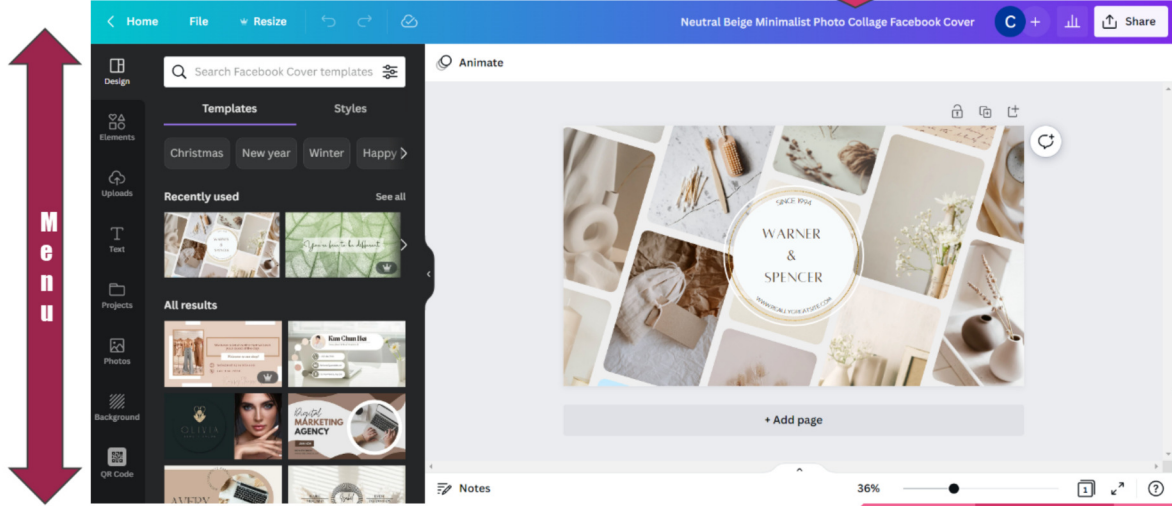Neutral Beige Minim... — Facebook Cover by C...

Editing Your Template

Name

Menu

Adding a Logo and Editing Copy

Change copy in middle of button to my logo

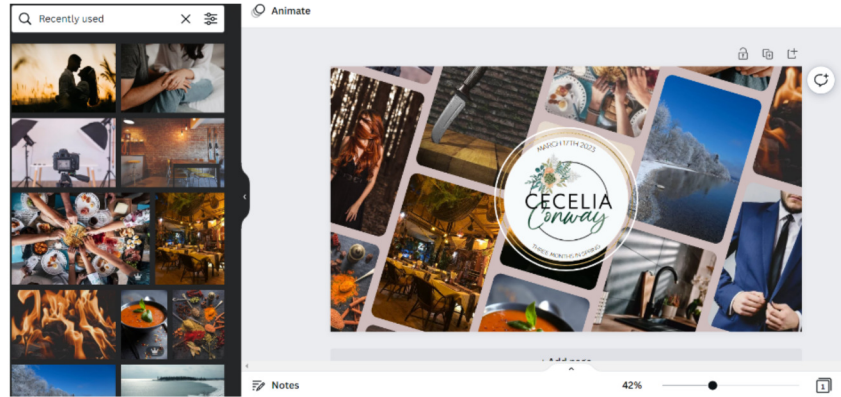Updated curved text

**Could also change font and color of text

**Could also change color and size of button

1. Double click on text, edit as desired
2. Can use dropdown menus to change attributes
3. Click and drag to change size of shapes, single click to change color
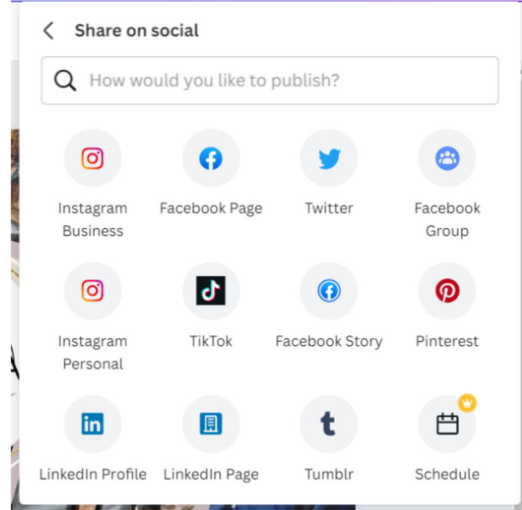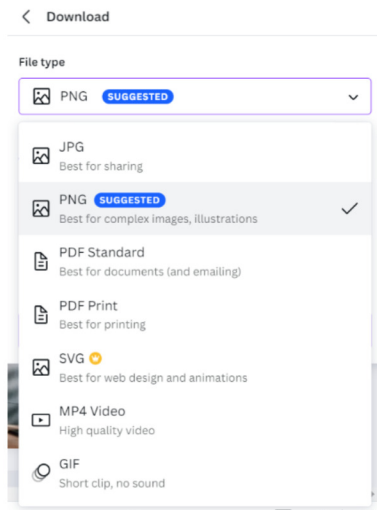
Editing/Adding Image

1. Resize/Rotate
2. Basic Photo edits
3. Animations
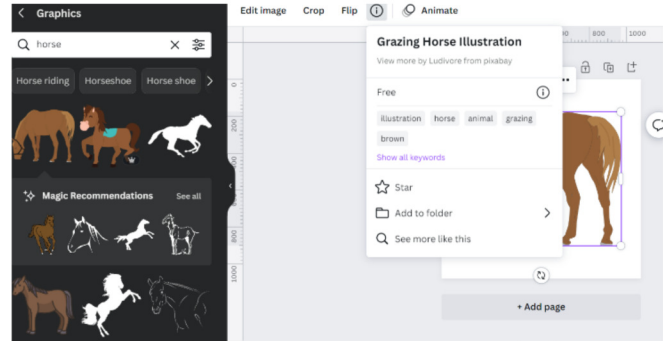4. Transparency

Tips and Tricks

Using Elements

- Search using keywords: Cottage Core, linocut, hand drawn, pastel, vintage, watercolor, flat, textured rustic etc.
- Finding similar graphics

https://kripeshadwani.com/canva-tips-and-tricks/#1-tip-1-using-pexels-amp-pixabay-inside-canva

Keyboard Shortcuts

Function	Key
Add a Text Box	T
Add a Circle	C
Add a Line	L
Add a Rectangle	R
Zoom in/out	Ctrl/Cmd + '+' or Ctrl/Cmd + Scroll
Duplicate an element	Ctrl/Cmd + D
Crop an image	Ctrl/Cmd + drag to resize

Demo time!

Canva

Volunteer: