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 attached 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.vistaprint.com/hub/how-to-create-brand-style-guide
Style Guide Examples

Instagram

Our Color Palette
The colors selected for the Instagram signature reflect the company's values. The colors have been specifically chosen to represent the brand and should not be altered under any circumstances. The colors should be used in all applications, with the exception of light-colored backgrounds, where a high contrast should be used for text with a #14d36 color.

#f1437a
#ad2da3

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

<table>
<thead>
<tr>
<th>% of U.S. adults in each demographic group who say they ever use...</th>
<th>YouTube</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Pinterest</th>
<th>LinkedIn</th>
<th>Snapchat</th>
<th>Twitter</th>
<th>WhatsApp</th>
<th>TikTok</th>
<th>Reddit</th>
<th>Nextdoor</th>
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<tbody>
<tr>
<td><strong>Total</strong></td>
<td>61</td>
<td>69</td>
<td>65</td>
<td>33</td>
<td>31</td>
<td>26</td>
<td>23</td>
<td>23</td>
<td>23</td>
<td>14</td>
<td>13</td>
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<tr>
<td><strong>Men</strong></td>
<td>62</td>
<td>61</td>
<td>64</td>
<td>31</td>
<td>29</td>
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<td>24</td>
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<td><strong>Women</strong></td>
<td>60</td>
<td>77</td>
<td>64</td>
<td>33</td>
<td>28</td>
<td>26</td>
<td>22</td>
<td>24</td>
<td>21</td>
<td>14</td>
<td>13</td>
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<tr>
<td><strong>White</strong></td>
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<td>22</td>
<td>16</td>
<td>16</td>
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<td>15</td>
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<tr>
<td><strong>Black</strong></td>
<td>68</td>
<td>74</td>
<td>70</td>
<td>36</td>
<td>27</td>
<td>26</td>
<td>23</td>
<td>22</td>
<td>20</td>
<td>17</td>
<td>10</td>
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<td><strong>Hispanics</strong></td>
<td>80</td>
<td>72</td>
<td>71</td>
<td>31</td>
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<td>22</td>
<td>19</td>
<td>19</td>
<td>17</td>
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<td>11</td>
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<tr>
<td><strong>Age 18-29</strong></td>
<td>65</td>
<td>70</td>
<td>72</td>
<td>32</td>
<td>30</td>
<td>22</td>
<td>17</td>
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<tr>
<td><strong>50-64</strong></td>
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<td>69</td>
<td>36</td>
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<td>18</td>
<td>23</td>
<td>14</td>
<td>18</td>
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<td><strong>65+</strong></td>
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<td>76</td>
<td>66</td>
<td>27</td>
<td>11</td>
<td>7</td>
<td>7</td>
<td>16</td>
<td>4</td>
<td>14</td>
<td>14</td>
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<tr>
<td><strong>$30k-$49,999</strong></td>
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<td>27</td>
<td>22</td>
<td>19</td>
<td>15</td>
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<tr>
<td><strong>$50k-$74,999</strong></td>
<td>80</td>
<td>75</td>
<td>72</td>
<td>33</td>
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<td>19</td>
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<td><strong>$75k+</strong></td>
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<td>70</td>
<td>51</td>
<td>34</td>
<td>23</td>
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<td>23</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>17</td>
</tr>
</tbody>
</table>

#### Most saturation - YouTube, Facebook, Instagram

Best for 18-49 Year Olds - YouTube, Facebook

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

Best for $90,000+ - YouTube

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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
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
- Preferred Content-
  - Shareable
  - Short and Engaging
  - Videos > Graphics
- Best for:
  - Reaching the widest audience
  - Supports multiple forms of content
  - Running ad campaigns

Instagram

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

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
  - TLDR Newsletter (Too Long; Didn’t Read)
- **Copy Writing/Editing**
  - Grammarly
  - Really Good Emails
  - Very Good Copy
- **Trends/Market Research**
  - Pinterest Trends
  - Google Analytics

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https://rockcontent.com/blog/social-media-marketing-resources/
https://sproutsocial.com/insights/marketing-resources/
https://reallygoodemails.com/categories/non-profit-charity
The seven basic elements of graphic design are line, shape, color, texture, type, space, and image.

https://www.skillshare.com/en/blog/the-seven-basic-elements-of-graphic-design#
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

Popular

Quick Create Collection
Editing Your Template
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
Exporting

Export Options:
- Downloading
- Sharing Directly
- Print On Demand
- (And many others)
Finished and Ready to Upload
Tips and Tricks

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

## Keyboard Shortcuts

<table>
<thead>
<tr>
<th>Function</th>
<th>Key</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add a Text Box</td>
<td>T</td>
</tr>
<tr>
<td>Add a Circle</td>
<td>C</td>
</tr>
<tr>
<td>Add a Line</td>
<td>L</td>
</tr>
<tr>
<td>Add a Rectangle</td>
<td>R</td>
</tr>
<tr>
<td>Zoom in/out</td>
<td>Ctrl/Cmd + ‘i’ or Ctrl/Cmd + Scroll</td>
</tr>
<tr>
<td>Duplicate an element</td>
<td>Ctrl/Cmd + D</td>
</tr>
<tr>
<td>Crop an image</td>
<td>Ctrl/Cmd + drag to resize</td>
</tr>
</tbody>
</table>
Demo time!

Canva

Volunteer: