

# Digital Marketing for Social Enterprises



# AGENDA

- What is digital marketing and why it matters to social enterprises?
- Developing your brand online - website design and social media content
- Using the Canva design tool to create content that stands out online
- Using communications technologies - email marketing & CRM, online selling, vlogging and live streaming
- Bringing it all together - how to develop a realistic digital content marketing strategy for your group

# What is Digital Marketing?

- The marketing of services and products through any digital medium such as the Internet, mobiles and digital displays.
- Why is it important for non-profits?
  - ROPO: Research Online, Purchase Offline
  - Use of mobiles by consumers and businesses for product search and brand assessment

# Website Design Matters!

- Websites should have a responsive design!
- When determining the purpose of your site:
  - Context: devices it will be viewed on
  - Website users and marketing personas/personalities
  - Reasons for visiting a website
  - Peak viewing times and hosting packages
  - Stakeholder needs

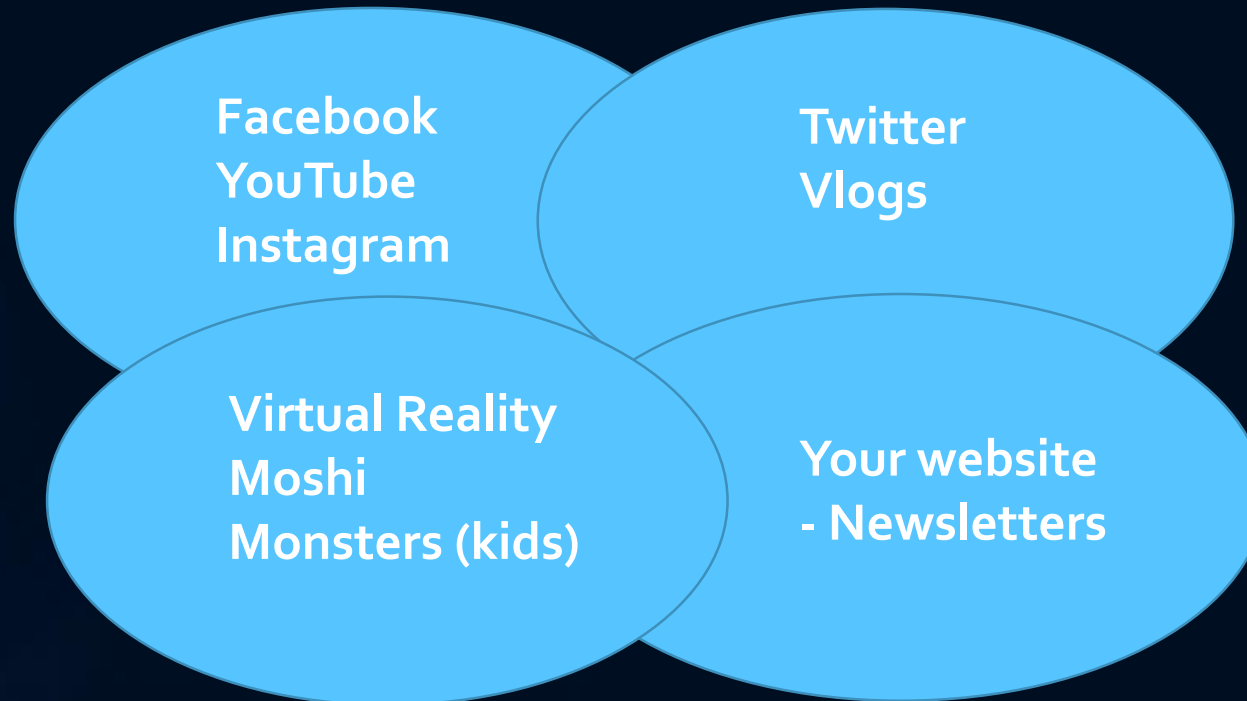
# Website Design – SEO – Get Found!

- Page Title – the text contained in the browser bar
- Page heading – the name of the page we have landed on as it appears on the actual web page
- Keywords – the words people put into a search engine when they are looking for relevant content. These keywords should appear on our web pages
- Links – search engines favour links more than regular content
- Updated content – search engines love new content
- Using natural language – words used by website visitors
- Topical content – time specific or event specific content
- Unique content – content not available on any other website
- URL – include keywords



**Social Networks**

**Blogs**



**Virtual Worlds**

**Brand Website**

**Social Media Landscape**

# Social Media Trends Globally 2017

Social media channels – global users:

- Facebook – 3.49 billion users per month
- YouTube – 1.79 billion
- Instagram – 500 million
- Twitter – 313 million
- Reddit – 234 million
- LinkedIn – 106 million
- Pinterest – 100 million

# Relevance for Communities ...

- Size of social media audience (locally and nationally)
- Each person's social footprint continues to grow
- Research online, purchase offline
- Social media promotes word-of-mouth marketing
- Use of dual screen interactive TV viewing
- Use of mobile for purchasing and information
- Growth in 'social' news (including 'fake' news)



# Content Marketing in General

- Researchers have found that coloured visuals increase people's willingness to read a piece of content by 80%
- Content with relevant images gets 94% more views than content without relevant images
- Visual content is more than 40x more likely to get shared on social media than other types of content

# What gets noticed online?

Elements of a viral hit:

- Spontaneous!
- Provokes a strong emotional response: humour, outrage
- Special interest appealing to a wide range of people: DIY, cooking, music, singing

<https://www.youtube.com/watch?v=LkopA-GoKz8>



# Exercise: Promoting Non-Profit Events

- What type of community event or activity are you promoting?
- What is the 'human interest' or story at the heart of the event?
- What actions do you want people to take when they see or read your social media posts i.e call to action?
- What social media channels are of most use?

# Social Media Strategy in 3 Words

- Create, connect, converse

... through social media channels



# Facebook

- Build Trust and Relationships with Page Followers
- Entice with images and relevant keywords that consumers will use at each stage of the buying journey
- Make it easy for people to reach you!
- Tell the story of your business on an ongoing basis – stories build emotional connections = Trust + Relationships
- Use Facebook Live to let people get to know you
- Use Branded Hashtags. Share customers content

# Facebook for social

## TOP TIPS

- Fill out your profile
- Fill in 'About Us'
- Integrate buttons with your website
- Be responsive to posts

## TOP TIPS

- Use images with posts
- Space out your posts
- Create a 'buzz' around events
- Use Facebook Live



Wild Atlantic Way



Home

Find Friends



Wild Atlantic Way ✓

@irelandswaw

Home

Reviews

Photos

Videos

Posts

About

Community

Create a Page



👍 Like
📡 Follow
➦ Share
⋮

✍️ Status
📷 Photo/Video
🔊 🔇

Write something on this Page...

**Reviews**  
 4.9 ★★★★★ 56 Reviews

Tell people what you think

Travel Company

4.9 ★★★★★

**Community**

See All

👍 152,776 people like this

📡 151,869 people follow this

About

● Chat







The Curragower Bar



Home

Find Friends



The Curragower Bar

@curragowerbar

Home

About

Photos

Events

Reviews

Videos

TripAdvisor Reviews

Posts



Like



Follow



Share



Book Now



Status



Photo/Video



Write something on this Page...

Pub in Limerick, Ireland

4.8 ★★★★★

Open Now

Community

See All



11,467 people like this

Photos





Delphi Resort  
@DelphiAdventureResort

- Home
- Posts
- Reviews
- Photos
- Shop
- Offers
- Community
- Videos
- Events
- About



Hotel in Galway, Ireland  
 4.5 ★★★★★  
 Always Open

**Community** [See All](#)  
 22,428 people like this  
 22,064 people follow this

**Posts**  
**Delphi Resort**   
 2 hrs ·



Armada Spanish Point  
@ArmadaHotel

Home

Posts

Videos

Photos

About

Events

Community

Create a Page

# Armada Wedding Exhibition

SUNDAY 28<sup>TH</sup> JANUARY 1-4PM

- \*PROSECCO & NIBBLES ON ARRIVAL
- \*VIEW OUR ATLANTIC SUITE
- \*35 + WEDDING EXHIBITORS ON THE DAY
- \*MEET OUR AWARD WINNING WEDDINGS TEAM
- \*FOOD EXPO IN OUR OCEAN BAR

WITH SPECIAL GUESTS

AOIBHÍN, AILBHE & DOIREANN GARRIHY



Like



Follow



Recommend



Shop Now



Send Message



Status



Photo/Video



Write something on this Page...

## Posts



Armada Spanish Point was live.

21 hrs · 🌐

Beach Resort in Miltown Malbay

Always Open

## Community

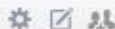
See All

40,573 people like this

39,943 people follow this

## About

Chat



# Facebook – Links

- <https://www.facebook.com/irelandswaw>
- <https://www.facebook.com/curragowerbar>
- <https://www.facebook.com/DelphiAdventureResort>
- <https://www.facebook.com/ArmadaHotel/>

# Twitter for news

- Purpose:
  - Monitoring news updates and competitor activity
  - Finding new potential customers in your area
  - Engaging in conversations and networking online

#Corkhour – Mondays 9pm

#LimerickHour – Thursdays 9pm

#RTEOT – Tuesdays and Wednesdays 8.30pm



# Twitter for news

## TOP TIPS

- Present your community brand consistently
- Connect with existing users
- Use #Hashtags for search and events
- Tweet regularly

## TOP TIPS

- Interact and respond
- Tweet at particular times
- Create Twitter lists
- Use Direct Messages

# Twitter in Action!

**Supermac's**  
@SupermacsiRE

Welcome to the Official Supermac's Twitter. Proud to be 100% Irish.

Ireland  
supermacs.ie  
Joined September 2009

TWEETS 3,604 FOLLOWING 716 FOLLOWERS 5,036 LIKES 1,035

Tweets Tweets & replies Media

**Supermac's** @SupermacsiRE · Sep 28  
All Ireland Strongman Competition happening at Supermac's Tuam Rd, Galway this Sunday!  
Galway Bay FM

**ALL IRELAND STRONGMAN COMPETITION**  
110KG - 95KG  
Supermac's / Monaghan's Tuam Road, Galway · Oct. 2nd 12.30pm - 4.30pm

**15 CONTESTANTS**  
(CARTING, TRUCK PULLING, WEIGHTLIFTING)

Sponsors: Supermac's, Monaghan & Sons, APOLLO, SKODA, TOPAZ

Who to follow · Refresh · View all

- Thrombo Coach @Thromb...  
Followed by Bell Media and ...  
Follow Promoted
- Helen Blunden @ActivateL...  
Follow
- Bear Attics @BearAttics  
Followed by athcom.ie and ...  
Follow

Find friends

Trends · Change

- #ShareTheDream  
Promoted by The National Lottery
- #FridayFeeling  
@IrishGirlGuides, @Tradesmen1 and 1 more are Tweeting about this
- #EUInvestIRL

24 Followers you know

673 Photos and videos



# Twitter in Action!

Home Notifications Messages Search Twitter Tweet

**Mr. Tayto Ireland** @MrTaytoIreland  
A dapperly dressed crisp connoisseur.  
[facebook.com/MrTayto](https://www.facebook.com/MrTayto)  
Joined June 2012

TWEETS 2,874 FOLLOWING 178 FOLLOWERS 13.2K LIKES 3,703

Tweets Tweets & replies Media

**Mr. Tayto Ireland** @MrTaytoIreland · 2h  
I miss Tayto all the time 😊

**Wandering On Travel** @wanderingon\_bn  
Top 10 Irish Foods We Miss [wanderingon.com/top-10-irish-f...](https://wanderingon.com/top-10-irish-f...) #travel #LiveToTravel #WanderingOn

Who to follow · Refresh · View all

- Michael A. Stelzner** @M...  
Follow
- Donna Moritz** @SociallySo...  
Follow
- Peg Fitzpatrick** @P...

Tweet to Mr. Tayto Ireland



# Twitter in Action!

The image shows a screenshot of the Wild Atlantic Way Twitter profile page. The header includes navigation links for Home, Notifications, and Messages, along with a search bar and a 'Tweet' button. The profile banner features a scenic view of a coastal path at dusk with a couple walking, and the text 'EMBRACE THE WILD ATLANTIC WAY'. The profile name is 'Wild Atlantic Way' with the handle '@wildatlanticway'. The bio states: 'The official account of the #WildAtlanticWay - the world's longest defined coastal touring route. Experience the untamed west coast of Ireland'. The location is 'Ireland' and the website is 'wildatlanticway.com'. The page shows 9,148 tweets, 697 following, 39.9K followers, and 4,272 likes. A recent tweet from 20 hours ago reads: '10 locations you cant afford to miss on the #WildAtlanticWay. How many have you been too? bit.ly/2dsTKkm'. The 'Who to follow' section lists Neal Schaffer, Donna Moritz, and Matthew Guyan.

Home Notifications Messages Search Twitter

Social Notifications: Off

EMBRACE THE WILD ATLANTIC WAY

WildAtlanticWay.com

TWEETS 9,148 FOLLOWING 697 FOLLOWERS 39.9K LIKES 4,272

Following

Wild Atlantic Way @wildatlanticway

The official account of the #WildAtlanticWay - the world's longest defined coastal touring route. Experience the untamed west coast of Ireland

Ireland wildatlanticway.com Joined March 2012

Tweet to Wild Atlantic Way

Tweets Tweets & replies Media

Wild Atlantic Way @wildatlanticway · 20h

10 locations you cant afford to miss on the #WildAtlanticWay. How many have you been too? [bit.ly/2dsTKkm](http://bit.ly/2dsTKkm)

Who to follow · Refresh · View all

Neal Schaffer @NealSc... Follow

Donna Moritz @SociallySo... Follow

Matthew Guyan @MattGuy... Follow

Find friends

# Exercise: Create your Social Profile

Decide upon the essential elements of your community group profile:

- Profile description
- Profile picture
- Header image
- Tip: format images with <http://www.canva.com>



# LinkedIn for networking

## TOP TIPS

- Complete your profile
- Complete you company page
- Use groups to 'listen' to the market
- Consider what you post
- Use existing content well


## TOP TIPS

- Use advanced search
- Use recommendations
- Encourage employees to join groups
- Monitor which posts drive traffic and queries



# LinkedIn in Action!

LinkedIn ® What is LinkedIn? Join Today Sign In




The first Supermac's opened its doors in 1978 in Main Street Ballinasloe, Co. Galway. Back then it was just a small take-away. Today, the company has grown to become Ireland's largest indigenous fast-food chain, encompassing over 100 Supermac's restaurants nationwide.

In 2006, Supermac's introduced the international pizza brand, Papa John's Pizza to Ireland. Today, Papa John's Pizza is available in almost 50 outlets nationwide and offers Supermac's customers greater choice. Quiznos Subs is also available in a selection of their restaurants, again bringing a new taste to the Supermac's customer. With the added option of pizza and subs, Supermac's are uniquely placed to cater to all tastes in a group or family. In addition, Supermac's customers have the option to include fries with their pizza or sub orders.

**Specialties**  
Restaurant, Fast Food, Franchising, Delivery

<b>Website</b> http://www.supermacs.ie	<b>Industry</b> Restaurants	<b>Type</b> Privately Held
<b>Company Size</b> 1001-5000 employees	<b>Founded</b> 1978	

### Supermac's employees



Jacinta Greene  
HR Manager


[See how you're connected](#)

### Careers


**Interested in Supermac's?**  
2 jobs posted

[See jobs](#)


### Ads You May Be Interested In



**Introducing Polycom Trio**  
The world's first smart hub for group collaboration. Watch this short video



**Huge range of IT supplies**  
Competitive prices, next business day delivery and excellent service.



**Invitation from LinkedIn**  
Place ads on LinkedIn. Acquire new customers for your

# Instagram for visual impact

## TOP TIPS

- Find followers
- Create content that appeals
- Post high quality photos
- Use #hashtags

## TOP TIPS

- Offer discounts
- Respond to comments
- Measure your 'Likes'
- Be consistent



# Instagram in Action!



guinness  [Follow](#)  

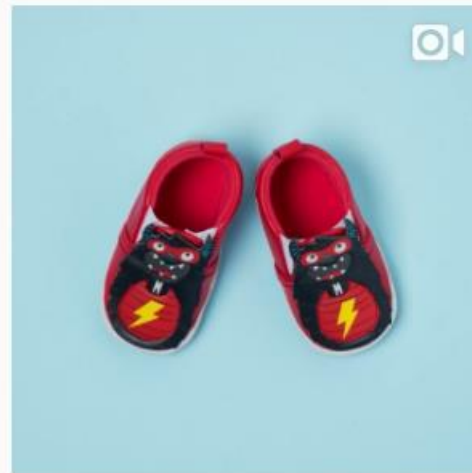
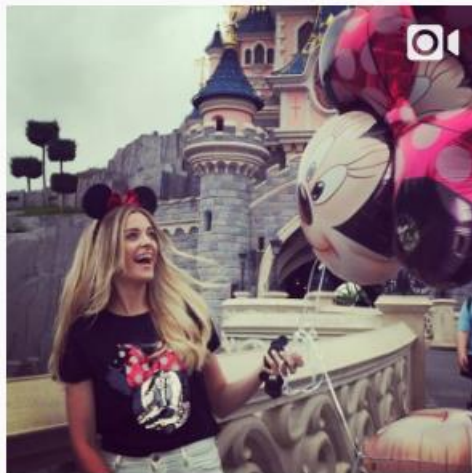
441 posts   71.5k followers   5 following

Guinness You must be over the legal drinking age to follow & use our hashtags.  
[www.facebook.com/Guinness](http://www.facebook.com/Guinness) Drink responsibly, [www.drinkaware.iq](http://www.drinkaware.iq)  
[www.guinness.com](http://www.guinness.com)



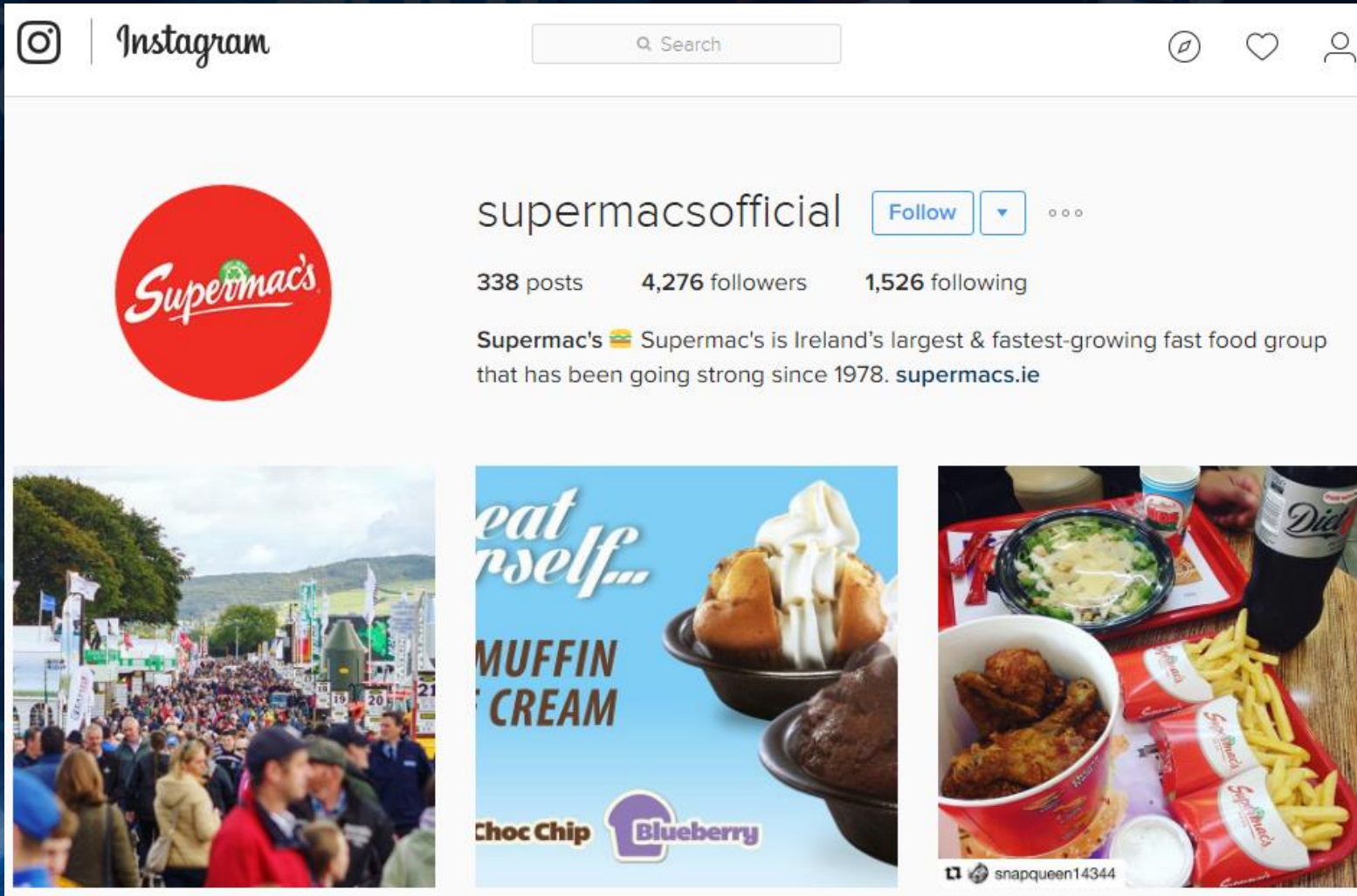


# Instagram in Action!





# Instagram in Action!



The image shows a screenshot of the Instagram profile for 'supermacsofficial'. At the top, the Instagram logo and name are visible, along with a search bar and navigation icons. The profile picture is a red circle with the 'Supermac's' logo. The bio states: 'Supermac's 🇮🇪 Supermac's is Ireland's largest & fastest-growing fast food group that has been going strong since 1978. [supermacs.ie](http://supermacs.ie)'. The statistics show 338 posts, 4,276 followers, and 1,526 following. Below the bio are three images: a crowd at an outdoor event, a muffin with cream, and a tray of Supermac's food including fries, chicken, and a drink.




Instagram

Search

supermacsofficial [Follow](#) ...

338 posts 4,276 followers 1,526 following

Supermac's 🇮🇪 Supermac's is Ireland's largest & fastest-growing fast food group that has been going strong since 1978. [supermacs.ie](http://supermacs.ie)



eat yourself...  
MUFFIN  
CREAM  
Choc Chip Blueberry

snapqueen14344



# Instagram in Action!



mrtaytoireland

Follow

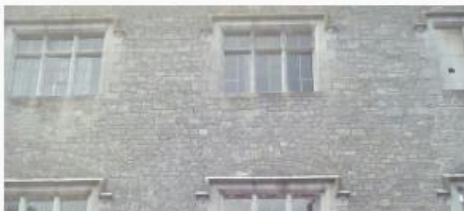


215 posts

5,660 followers

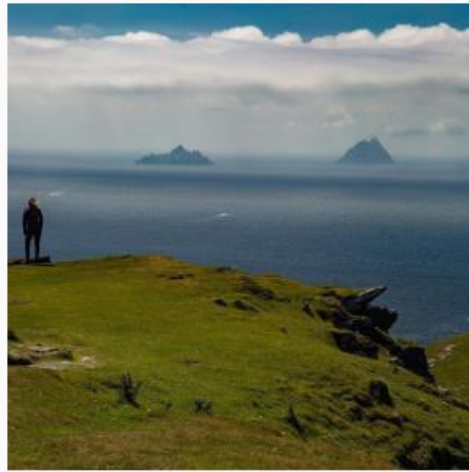
1 following

Mr Tayto A dapperly dressed crisp connoisseur 🇮🇪✈️ [taytocrisps.ie](http://taytocrisps.ie)





# Instagram in Action!



# YouTube and Blogs

- On YouTube consider the 'viral' potential of your video
- With blogs consider whether or not they help you to become a 'thought leader' or information source in the community

Check out: <http://awards.ie/blogawards/>



# Some Types of Blogs

- Interview blogging - Conducting and posting interviews
- Video/photo blogging - posting videos/photos
- Link blogging - collecting and sharing a list of website links within a post
- Review blogging - sharing posts about article/event reviews
- List blogging - sharing top ten lists
- Insight blogging - sharing insights, ideas, commenting on trends



# Some Types of Blogs

- Piggyback blogging - writing about a current "hot" topic
- Life blogging - sharing your daily life experiences (reality)
- Event blogging - sharing opinions/impressions from conference/event
- Brand blogging - sharing posts about positive aspects of your brand/service

# YouTube in Action!

YouTube



Supermac's & Sean O'Brien | TV Advert Outtakes

 Supermac's Head Office

 **Subscribe** 273

1,009 views



# YouTube in Action!



The image shows a YouTube video player interface. At the top, there is a search bar with the text "Search" and a magnifying glass icon. Below the search bar is the video player. The video content shows a scenic view of a road winding through a green, hilly landscape. Overlaid on the video are several text elements: "PORSCHE CLUB IRELAND" in a curved banner at the top, "2500 KM" in a rectangular box on the left, "7 DAYS" in a rectangular box on the right, and "THE WILD ATLANTIC WAY RUN" in a curved banner at the bottom. The video player includes a progress bar at the bottom of the video frame, showing a play button, a volume icon, and the time "0:28 / 3:28". To the right of the progress bar are icons for closed captions, settings, and full screen. Below the video player, the video title "The Road at the Edge of the World: Porsche on the Wild Atlantic Way" is displayed. Underneath the title is the channel name "wildatlanticway" with a small profile picture icon. To the right of the channel name is a red "Subscribe" button and the number "1,458". At the bottom right of the video player area, the view count "197,635 views" is shown.

YouTube

Search

PORSCHE CLUB IRELAND

2500 KM

7 DAYS

THE WILD ATLANTIC WAY RUN

0:28 / 3:28

The Road at the Edge of the World: Porsche on the Wild Atlantic Way

wildatlanticway

Subscribe 1,458

197,635 views



# Using Communications Technologies

- Email marketing – MailChimp and Vertical Response
- Customer Relationship Management and Database Management
- Online selling – PayPal and Stripe
- Vlogging and live streaming – Facebook Live

# Using Communications Technologies – MailChimp

*Why is MailChimp helpful?*

- You can build an emailing list to send emails and newsletters
- You can generate reports: how many emails were delivered, bounce rates, who opened the email, how many times they opened it, what links were clicked and how often, unsubscribes
- Provides excellent tracking information!



# How to develop digital content marketing strategy: The 6 C's of Social

## 1. C = Communities (Online)

People gather to chat. Let people create bonds between each other rather than simply between the community group and individual users



# 6 C's of Social Marketing

## 2. C = Conversations

Communication is about conversation, not “pushing a message” on people. Avoid the hard sell on social when organising events!

# 6 C's of Social Marketing

## 3. C = Content

Content needs to be fresh and timely. Make it visual.

# 6 C's of Social Marketing

## 4. C = Continuity

React to news and conversations. Micro strategy throughout the year. Micro campaigns rather than big ideas



# 6 C's of Social Marketing

## 5. C = Context

If you don't have original content, piggyback on existing conversations i.e. borrow relevance. But make sure what you re-post reinforces what you do and stand for

# 6 C's of Social Marketing

## 6. C = Control

Remember! Your community group doesn't control the conversation, people online do!



## Next Steps

What actions points do you need to take to build your digital footprint?

Thank you!

Twitter: @CramdenTECH  
@CramdenTECH\_UK  
@BuildFSkills