

Lecture 9: Marketing Communication

MK355 Marketing for Not-for-Profit Organisations



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Discussion Questions

Review of previous lectures

- Lecture 1 – the Australian not-for-profit sector
- Lecture 2 – Not-for-profit marketing distinctives
- Lecture 3 – Marketing research
- Lecture 4 – Strategic marketing planning for NFPs
- Lecture 5 – Branding
- Lecture 6 – Stakeholders
- Lecture 7 – Products, services and delivery

The changing nature of marketing communication

- The organization is no longer in complete control of the message
- Consumers are now in control
- This is frightening but also has opportunities
- Social media helps level the playing field between rich and poor competitors

The goals of promotion

- Promotion is one of the “4 P’s” of marketing
- Promotion can be formal or informal
- The goals of promotion can include:
 1. To inform people about what the organization stands for, the event that is being promoted, or the cause that the organisation is working for.
 2. To persuade people that the cause is worthy of their time, talent, and money
 3. To remind people that the cause is an integral part of the community
 4. To connect with stakeholders



How marketing communication helps with promotion

- Marketing communication can help accomplish several marketing goals including:
 - Helping to identify the organization to the public
 - Creating stakeholder awareness of the organization
 - Developing an understanding of the organization's work
 - Arousing interest in the organization
 - Keeping the organization at the top of important stakeholders' minds with a steady stream of communication

The Benevon Model for fundraising



Create an event (but not a gala).
Invite friends to a short,
inspirational event that focuses
on stories around the NFP's areas



Development staff follow up with
attendees to gauge their level of
interest in being personally
involved



The funding "ask"



Connecting to others through
personal invitations



Ways to organise media

1. Paid media – paying for time or space on a media channel or outlet
2. Earned media – having your messages picked up by news media or social media.
3. Owned media – being your own publisher / content creator.

Discussion: List three examples of type of media

A guide to media categories

Media category	Definition	Role	Benefits	Challenges
Paid media	NFP pays for time or space on media channel or outlet	Helps to create reach; helps to create earned media	Reach and scale; control of message	Clutter; declining audiences; lack of credibility
Earned media	Stakeholders become the conduit of the message through word of mouth and other publicity	Listen and respond	Credibility; transparency; leads to advocates	No control; can be negative; hard to measure
Owned media	Organisation becomes a media channel, publisher of content	Build long-term relationships; ability to gain earned media	Control; cost-efficient; niche audiences; create value for stakeholders	No guarantees or reach and frequency; fickle stakeholders; time and talent requirements

Types of paid media



Paid media: Cause-related marketing partnerships

- A partnership between a not-for-profit organization and a company that makes a donation when a customer makes a product purchase.
- Also called *cause marketing* or *cause branding*

Questions:

1. List some examples of cause-related marketing partnerships that you have seen.
2. What are the benefits and risks of cause-related marketing partnerships?
3. What kind of things can you look for when considering a cause-related marketing partnership?
4. How does it compare to *direct marketing* or *event marketing / sponsorship*?

Paid media: Sponsorship packages

- Sponsorship is a financial payment by a business to a not-for-profit to further the not-for-profit's mission, with an acknowledgement of the support from the business
- Sponsorship is a key ingredient for successful programs and events
- Don't forget: There needs to be a measurable return on investment (ROI) for the corporate sponsor

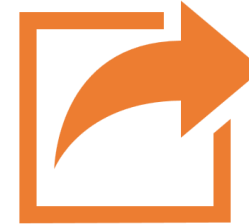
Earned media



Media relations – building relationships with the media so that they will write or talk about the organisation; consider creating a space on website for media to find information



Media kits – collection of core information for use by media; consider distributing news releases through services to ensure they are included on all major search engines



Crisis communication and reputation management – using the media to preserve and strengthen your long-term reputation when it is threatened.



Earned media: Courting influencers

1. Do your research
2. Don't jump right in
3. Start small
4. Reach out with quality content
5. Consider developing a blog



Earned media: Becoming a media expert

- Be accessible
- Be cooperative
- Find your niche
- Build a track record
- Be trustworthy
- How do you get there? Reach out, network, write blogs, comment on other blogs, teach a course, publish articles or op-ed pieces

Owned Media



WEBSITE



SOCIAL MEDIA



CONTENT
MARKETING



PODCASTS /
VODCASTS



Owned media: Website

- The website is the central hub of information
- Social media platforms drive people to website
- All other content creation tactics reside on the website

In designing a website, ask:

1. Who is your website designed for?
2. What type of website do you have?
3. Where can visitors use your website?
4. Why do visitors come to your website?

Website: The visitor engagement cycle

Four distinct visitors:

1. The unaware public
2. First-time visitor
3. Regular visitor
4. Advocate visitor

Question: How differently should you be treating each of these visitors?

Owned media: Best practice

DISCUSSION

What makes a good blog?

What makes a good podcast?

Planning your choice of promotion

Consider:

- Revisit your objectives to determine what tools you will use
- Keep in mind where you are in the product life cycle (introduction, growth, maturity, decline)
- You will have budget constraints – go for quicker, easier and more inexpensive options
- Different promotional choices for different audiences

Developing the message strategy

Characteristics of effective not-for-profit messages:

1. People are more willing to save one person than millions of people
2. People are more likely to make decisions based on an emotional connection than a rational one (esp. fear, hope and love)
3. Match supporter's identity to cause to sustain relationship
4. Facts help to justify the decision, but too many facts can be overwhelming
5. Be clear with your call to action in your marketing