



6 SECRETS TO SUCCESSFUL & STRATEGIC MARKETING AND COMMUNICATIONS



Quick & Easy Marketing Plan

What is/are your goal(s)?

Who are you trying to reach?

What do you want them to do?

How will they get the message?



PERSONA TEMPLATE

DEMOGRAPHICS

MINDSETS

BEHAVIORS

STATE OF CHANGE/ADOPTION

COMMUNICATION PREFERENCES

THEIR CHALLENGE

YOUR SOLUTION

CALL TO ACTION

Key Messages

1

WHAT- What does your organization do?

2

WHO- What groups or communities does your organization serve?

3

WHERE: Where is your work focused?

4

HOW: How does your organization deliver its programs and/or services?

5

WHY: Why do you do what you do? What's the intended impact?

Free or Low-Cost Resources

SOCIAL MEDIA TOOLS:

Buffer (buffer.com)

Buffer enables social media managers to schedule posts on social networks throughout the day and evening. The analytics tool evaluates the effectiveness of your posts and provides the best times to share your content.

Linktree (inktr.ee)

Used most often on Instagram and TikTok, Linktree enables nonprofits to create landing pages with multiple links and calls-to-action. Ideal for “Link in Bio/Profile” campaigns, it’s a better practice to create a “Link in Bio/Profile” landing page on your own website, if possible.

GRAPHIC DESIGN TOOLS:

Canva (canva.com)

Canva’s drag-and-drop features and pre-designed layouts enable users to create graphics and documents easily.

PHOTO SOURCES AND EDITING:

Unsplash ([upsplash.com](https://unsplash.com))

High quality photos which can be used. Please credit makers.

iStock (istock.com)

iStock by Getty Images has high-quality, royalty-free visual content for a low cost. See also Unsplash and Shutterstock. Please credit makers.

EMAIL:

Email Blacklist Check (mxtoolbox.com/blacklists)

The Email Blacklist Check allows you to check whether your email server is blacklisted by entering your IP address or domain. If you discover that you are blacklisted, call your web and email host immediately to fix the problem.

WEBSITE TOOLS:

Wix (wix.com) and Weebly (weebly.com)

No code website builders