

Effective Marketing

Tackling Inequalities Networking Event
6 December 2023

Start with a Marketing Plan

Insight



Market Research

Target



Audience

Goals



Objectives

Messaging



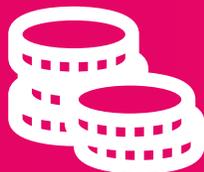
Assets



Channels



Budget



Schedule



Monitor



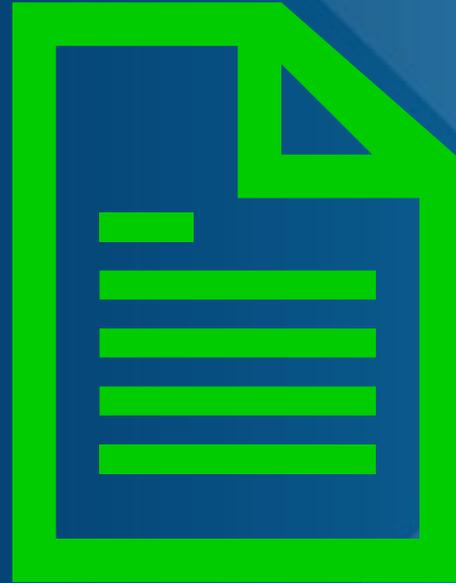
Evaluate

Effective Marketing

Things to consider:



Tone of Voice



Copy



Imagery

Effective Marketing

Things to consider:



Accessibility

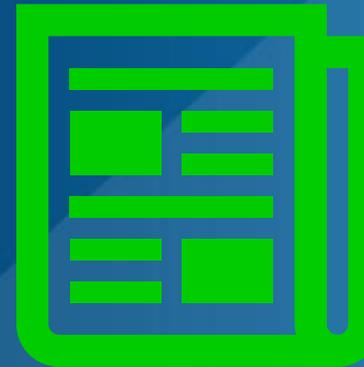
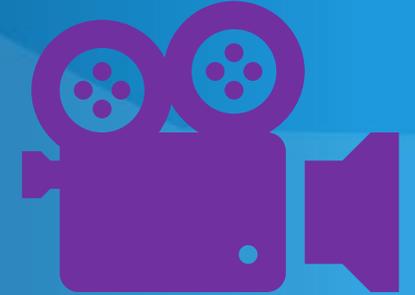
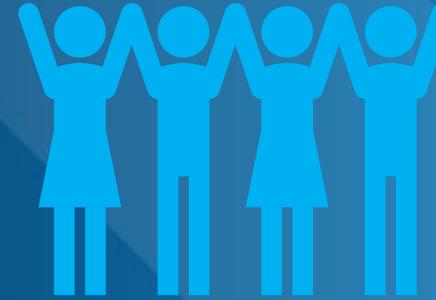


Inclusivity



Participants

Which Communication Channels?

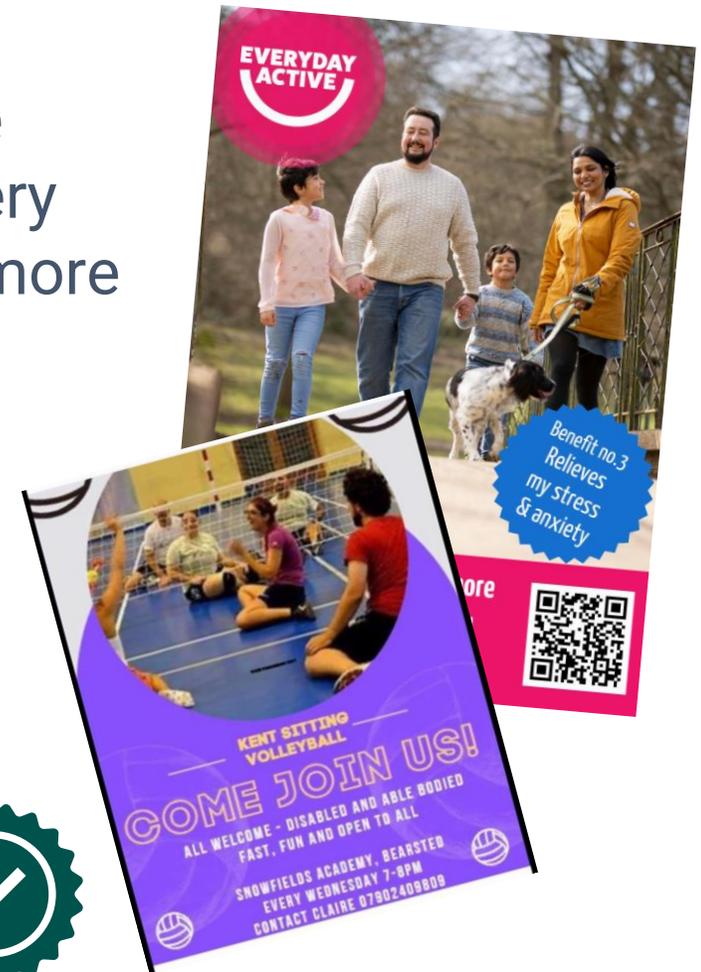


Poster/Flyer Design

Things to consider:



- Short, attention-grabbing title
- Eye catching, relatable imagery
- Clear, concise copy - less is more
- When, where, who to contact
- Easy to read, large typeface
- Colour contrasts, font size
- Logo/website/QR code
- 'White' space



Social Media Top Tips

- Make it visual
 - Tag organisations/people
 - Use analytics to plan content
 - Consider your audience age
 - Use hashtags #
 - Ensure your bio is up to date
 - Schedule posts
 - Have a social media policy
- ❖ **Don't rely solely on Social Media!**



Round Table Discussions

**What does marketing look like in your organisation?
What works well for your target audience?
What challenges do you have with marketing?**