

DIGITAL MARKETING

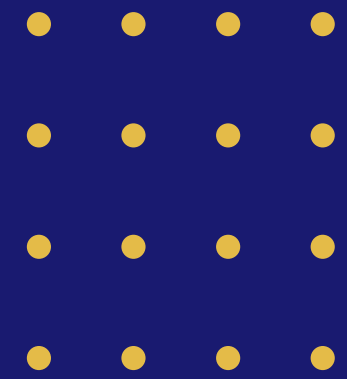
TIPS, TOOLS, & APPLICATION





DIGITAL MARKETING TODAY

Vital for brand awareness and growth.



EMAIL MARKETING

TIPS & TOOLS

- Method
- Tracking
- Frequency
- Dates and times
- Cross promotion
- Segmentation

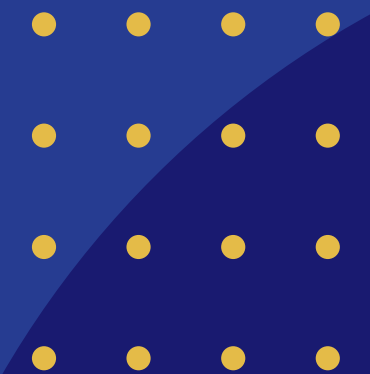




SOCIAL MEDIA

TIPS & TOOLS

- Make it easy
- Content
 - Graphics

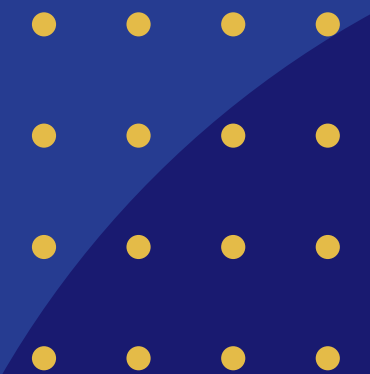




SOCIAL MEDIA

TIPS & TOOLS

- Make it easy
- Content
 - Graphics
 - Messaging
 - Links
 - Hashtags

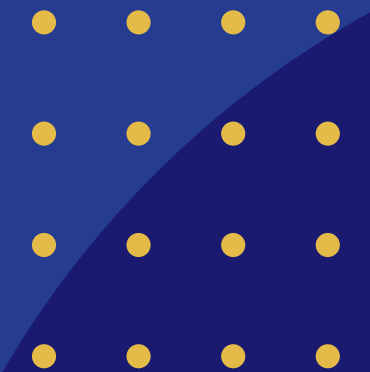




SOCIAL MEDIA

TIPS & TOOLS

- Make it easy
- Content
 - Graphics
 - Messaging
 - Links
 - Hashtags
- Frequency / Consistency
- Planning
- Engagement
- Farming



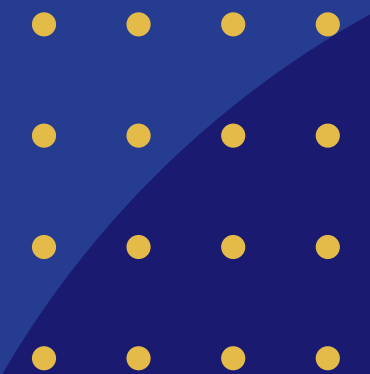


SOCIAL MEDIA

TIPS & TOOLS

Don't have a lot of time to
create content?

Utilize other people's
content!

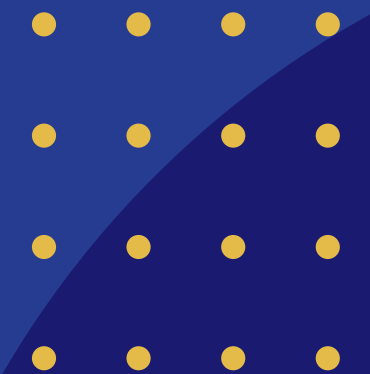




SOCIAL MEDIA

APPLICATION

- How do to decide which platform
- Who should post



Pick Your Platforms



Facebook: Facebook is an excellent place to share events, fundraising, images, video, and text.



Twitter: Nonprofits that do a lot of advocacy or activism may also find Twitter a good platform for organizing and communicating about actions or running hashtag campaigns.



Instagram: Instagram is a highly visual platform, perfect for photos, videos, and impactful captions.



LinkedIn: Designed for professional networking, can help reach out to corporate donors and learn more about your existing donors' careers and connections.



TikTok: A video-based platform users also participate in challenges and projects that benefit nonprofits by raising awareness and funds.

Let's Practice

Let's just tell everyone
Hello from Kissimmee.





QUESTIONS?



OUR CONTACT INFO :

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