

May 4 2011 – M.A.S. MARKETING FORUM

What Marketing techniques have worked for your organization?

Promote Your Brand Creatively	Know How To Tell Your Story	Customize the Message for Different Audiences	Continuous Website Development	Use Social Media to Engage Your Audience	Think Before You Do Anything
Sponsored tickets for at-need demographic groups for your organization's events	Media relations – professional image, reporters, columnists	Develop marketing materials that are audience-focused	Electronic membership is benefit based engagement	Social marketing – Facebook (photos), Twitter, etc. to promote event	Define problem and strategic objectives
Networking with not for profit sector service providers	Testimonials showing impact of programs – used for fundraising	Segmented branding – separate logos for different services	Updated web communication (website)	Social media (Facebook, Twitter)	
SWAG raises awareness – pen, fridge magnet, etc.	Interview on W5; articles in Toronto Star	Target marketing/ seniors and baby boomers	Website – updated, linked/ promoted	Pictures in social media	
Engaged – talk to new people (word of mouth)	Real people acting out their stories	Involve constituents in developing the brand	Use of paid “click on” web searches		
Building community partnership to receive referrals	Community service vs. jail = job	Presentation to industry association			
Annual report including in foundation requests	Success story in the media				
Walkathon – raise \$; raise awareness	Get media training				
Newsletter to donors and clients					
Slogan/tag line					