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DIGIDOL AR GYFER Y TRYDYDD SECTOR | DIGITAL FOR THE THIRD SECTOR

10-STEP GUIDE TO MASTERING DIGITAL ENGAGEMENT

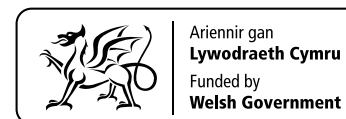ESSENTIAL INFORMATION TO HELP YOU REACH AND ENGAGE MORE PEOPLE ONLINE

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WHAT'S IN IT FOR YOU?

This guide allows us to share good digital engagement practices in a clear, jargon-free format that is tailored for third sector organisations. A glossary of terms is included to support.

The information is aimed at beginner to intermediate levels and intended for those that want to action the learnings themselves. In doing so organisations will be **empowered to achieve their digital growth aspirations** whilst avoiding common mistakes in the process.

This resource is ideal for organisations operating with limited to no marketing budget or resource. A **checklist** is included at the end of each relevant section for you to work through and action. We also encourage readers to watch the supporting **videos** where possible as they provide explainers and visual examples to illustrate what good looks like.

WHAT'S INSIDE

DIGITAL ENGAGEMENT FUNDAMENTALS

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DIGITAL ENGAGEMENT FUNDAMENTALS

Let us start by saying that when it comes to digital engagement it isn't a case of actioning one approach that results in you achieving your organisation goals. Digital engagement requires a joined-up approach with a strong, consistent digital footprint that takes your audience on a journey with your brand.

Liken your mindset towards digital engagement to the same approach as working out at the gym. It requires all elements (or muscles) to be worked on for maximum results. If there are some missing or weaker elements, then you're not going to be strong in all areas. You need to work on your digital engagement regularly to see results over a long period of time.

THE CUSTOMER JOURNEY

The customer journey is a commonly used marketing concept that is also relevant to community engagement. It helps organisations to plan a joined-up strategy to engage people with purpose for best results. The intention is to identify and put strategies in place that will enable you to reach your intended audiences, inspire them to take action, and turn them in to advocates for your cause.

As an example, consider your own customer journey with Newid:

AWARENESS · CONSDIDERATION · DECISION · RETENTION · ADVOCACY

AWARENESS
You become AWARE of Newid by reading this document.

CONSDIDERATION
You CONSIDER learning more about using social media for your community organisation.

DECISION
You make a DECISION to sign up for Newid to receive its support.

RETENTION
Newid offers you ongoing support and courses to RETAIN your involvement.

ADVOCACY
You tell others how you've been supported by Newid, and in doing so become their ADVOCATE.

THE IMPORTANCE OF DIGITAL ENGAGEMENT FOR THIRD SECTOR GROUPS

Throughout this guide we interchange between "engagement" and "marketing" as meaning the same thing. Third sector groups may not necessarily think marketing has anything to do with them, but digital community engagement does. So simply **think of marketing as a method of reaching and engaging your community and inspiring them to take action** that supports your organisation's goals.

For example:

01	Making people aware of your cause

02	Making people aware of what you are doing to support that cause

03	Making the general public aware of how they can get involved

Digital marketing provides third sector groups with the opportunity to reach a wider, more diverse audience beyond their immediate network. This is **particularly important for attracting support and investment**, as it allows organisations to tap into a wider pool of people that they otherwise wouldn't have been able to reach.

Having a strong digital presence helps to establish credibility and reinforce the positive impact your work has in the community. Social proof, such as **testimonials, case studies, success stories, and active engagement** on online platforms can build trust and inspire action from people wanting to support an organisation with an impactful mission and proven track record of delivering on their word.

Communicating **interest stories** of real people in the community that you've supported is particularly powerful in emotionally connecting and inspiring action from people, funders and companies. Digital platforms such as websites, social media, and newsletters allow third sector organisations to communicate these stories and connect with a wide audience.

AI IN DIGITAL MARKETING

Like the evolution of smartphones and the internet before it, **Artificial Intelligence (AI) is an enabler**. Many AI tools provide users with powerful personal assistant features to help support your organisation. Think of AI as an additional member of staff who can do mundane tasks quickly. For example, you can use AI-driven chatbots like ChatGPT to provide you with a list of fundraising suggestions, or even to create graphics to use for promoting an upcoming event.

While AI does an excellent job of helping organisations to be more efficient with their digital marketing activity, it's important to recognise that **all AI-powered tools work best when combined with human input**. AI can streamline processes, but it doesn't fully understand the unique make up of your organisation or your audience. Having a human touch in your digital marketing approach ensures that your outputs align more closely with your brand and resonate on a deeper level with your audience, ultimately helping you reach your full potential.

You should be transparent with your audience about any use of AI in your **organisation policy**. Doing so builds trust and reassures people, both internally and externally, that you are using AI to assist your organisation with operational tasks rather than for anything dubious like capturing personal details without consent.

In each chapter of this guide, we will highlight a relevant AI tool that can assist you to undertake a specific digital marketing task. Note that the AI landscape is advancing rapidly, so **the tools highlighted in this guide and their features are correct as of the time of writing in 2025**.
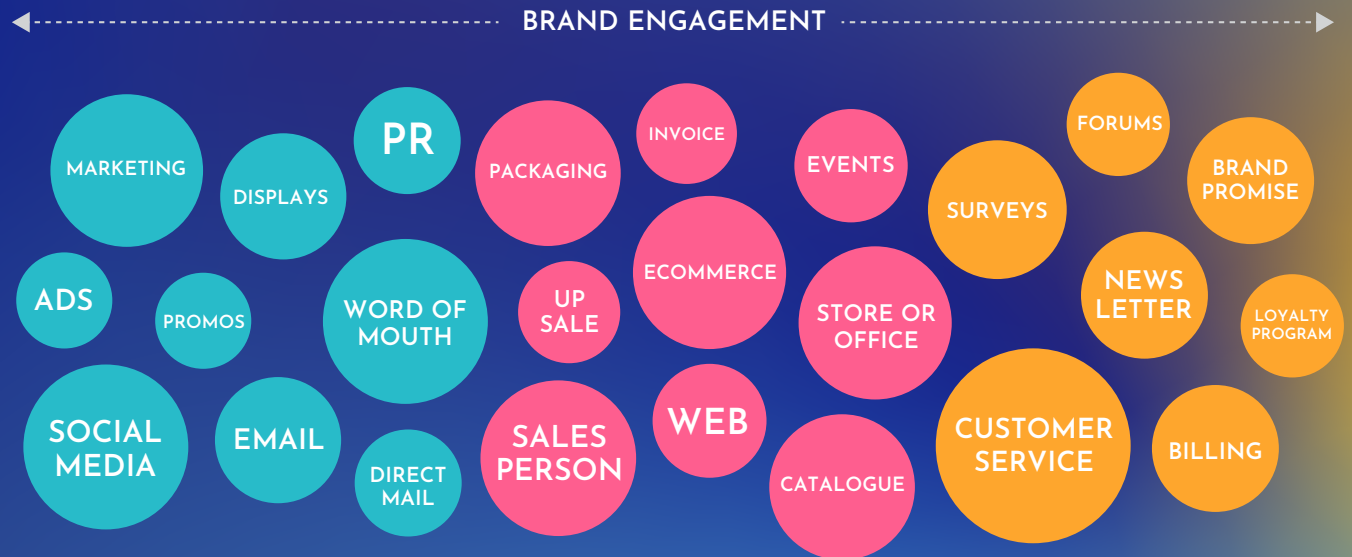
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BRANDING

Before launching into marketing approaches that get your brand 'out there' it's important to first nail down your brand identity. **A strong brand identity with a clear purpose, visual appeal and effective messaging will help you generate more action that supports your organisation's goals.**

Engaging with your community without a strong brand identity is largely ineffective as it hinders your ability to inspire people to take meaningful action. Having a strong, consistent brand will ensure you are recognisable, trustworthy and therefore more likely to inspire action.

MORE THAN JUST A LOGO

It's important to stress at this point that when referring to brand we don't just mean your logo. Yes, your logo is part of what makes up your brand identity, but it is only one element. EVERY touchpoint that a person has with your organisation has an impact on how they 'feel' about your brand. Providing positive **brand engagement** at every touchpoint will ensure that you build a solid reputation.

Use the following graphic to help you identify opportunities for improvement for each touchpoint that a person has with your brand.

BRAND ENGAGEMENT

MARKETING · DISPLAYS · PR · PACKAGING · INVOICE · EVENTS · FORUMS · BRAND PROMISE · SURVEYS · ADS · PROMOS · WORD OF MOUTH · UP SALE · ECOMMERCE · STORE OR OFFICE · NEWS LETTER · LOYALTY PROGRAM · SOCIAL MEDIA · EMAIL · DIRECT MAIL · SALES PERSON · WEB · CATALOGUE · CUSTOMER SERVICE · BILLING

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BRAND & BRANDING DEFINITIONS

BRAND (Noun)
A brand is a person's gut feeling about a product, service or organisation
Marty Neumeier

BRANDING (Verb)
The art and science of influencing perception about a product, service or organisation
Sean Tambagahan

BRAND IDENTITY

Here are 6 key pillars to identify as part of your brand identity process:

01 PURPOSE	02 VISION	03 MISSION	04 VALUES	05 POSITIONING	06 AUDIENCE
WHY? ...we exist e.g. to help young families manage their money better	WHAT? ...we aim to achieve e.g. financial freedom for young families	HOW? ...we plan to achieve our vision e.g. with a focus on being the go-to resource for financial information	WHAT? ... you stand for and how you behave e.g. respect, trust and accountability	HOW? ... we differentiate from competitors e.g. the local financial advisors you can trust	WHO? ... are we aiming to reach and influence e.g. young and low-income families in the Pontypandy community

Knowing and communicating your own brand identity makes you more effective in influencing people's perception about your organisation. A strong identity gives your brand a clear purpose and sense of direction that is easier to communicate and resonate with people - be they your community, members or supporters.

Engage with current service users, members and supporters to help build a picture of what they consider to be your organisation's purpose, vision, mission and values. Branding should not be a single person's view, so gathering internal and external opinions to inform and influence your key brand pillars ensures your organisation is aligned with how it is being perceived in the community.

You have a brand whether you like it or not. Really, the only choice you have is how actively you want to shape and manage that brand.
Ingrid Srinath

BRAND DESIGN

A strong brand design is crucial for any organisation to help you stand out, provide a good first impression, and instil confidence in your audience. Critically for third-sector organisations, **a good brand design can help people to emotionally connect with your brand**. Colours, fonts, and imagery all contribute to how people feel about your brand, for example trust, safety, belonging, or excitement.

Your **logo** should be simple, distinctive, and adaptable for different formats such as web, print, and social media. Avoid fussy designs that make it difficult for people to identify your brand name quickly.

Lock in your **brand colours** that complement each other to help bring your visuals to life with impactful calls to action.
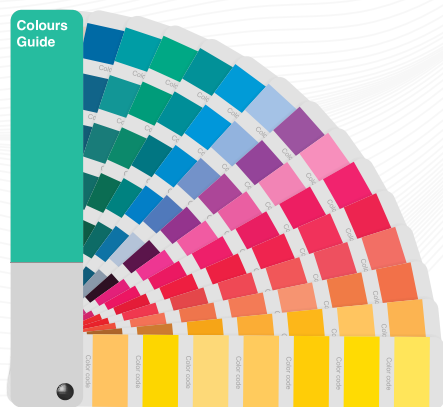
Do the same with **typography** by ensuring your choice of fonts reflects your brand personality e.g. modern, classic, playful, or professional. Ensure that your chosen brand font is freely available for web use by selecting an approved **Google font**. The style of your images and videos should also align with your brand's identity.

Once you've confirmed your brand design details, it's important you adopt them across all marketing materials to **maintain brand continuity**. This not only helps you look polished and professional, but also helps people to identify and resonate with your brand. For instance, if your social media graphics are using different fonts and colours in each post then it makes it harder for audiences to recognise and associate those posts with your organisation and are therefore less likely to engage with your brand.

AI TOOL FOR BRAND DESIGN: Looka

Looka is a fantastic AI tool for generating logo designs. You simply provide it with relevant information such as your company name, industry, style and colour preferences, plus icon description and it provides you with a selection of logo concepts within seconds.

You can select your logo of choice to further customise and refine until you are happy to approve and download your logo. They also provide you with brand details on your colour palettes and font types so that you're able to ensure **brand continuity** across all your marketing materials.

Looka is free to use for creating and experimenting with different concepts, but requires payment in order to download any assets for your own use.

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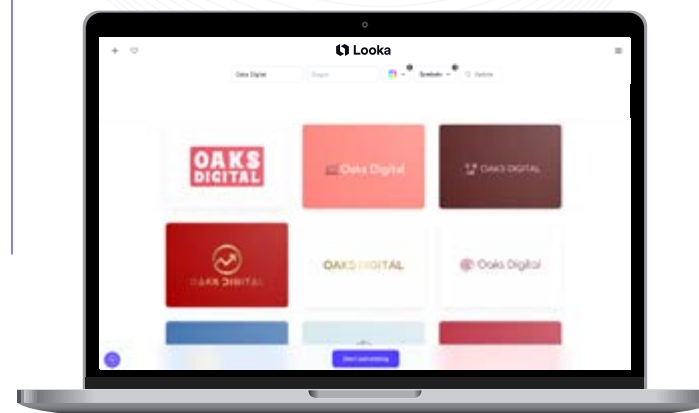
BRANDING CHECKLIST

☐ REVIEW YOUR BRAND ENGAGEMENT TOUCHPOINTS AND IDENTIFY AREAS FOR IMPROVEMENT

☐ ENGAGE WITH YOUR COMMUNITY TO GET INPUT ON HOW TO POSITION YOUR BRAND IDENTITY

☐ IDENTIFY YOUR PURPOSE - WHY YOU EXIST

☐ IDENTIFY YOUR VISION - WHAT YOU AIM TO ACHIEVE

☐ IDENTIFY YOUR MISSION - HOW YOU PLAN TO ACHIEVE YOUR VISION

☐ IDENTIFY YOUR VALUES - WHAT YOU STAND FOR AND HOW YOU BEHAVE

☐ IDENTIFY YOUR POSITIONING - HOW YOU DIFFERENTIATE FROM OTHERS

☐ IDENTIFY YOUR TARGET AUDIENCE - WHO YOU'RE AIMING TO REACH AND INFLUENCE

☐ DESIGN YOUR LOGO

☐ CREATE A BRAND GUIDE THAT PROVIDES INFORMATION ON YOUR BRAND COLOURS AND TYPOGRAPHY

Watch this explainer video on Branding

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WEBSITE

WEBSITE

A website is arguably the most important platform within your digital footprint. **Investors and funders will look to your website for confirmation of your credibility as a reputable organisation, not your social media pages.** An effective web presence also helps you to engage with people in your community and inspire action from supporters, followers and donors.

YOUR WEBSITE SHOULD ALWAYS BE EVOLVING

Your website is far more likely to support you with your organisation goals if it is active, up to date and engaging as opposed to outdated and dormant. Therefore, apply the mindset that **your website should always be under construction** and that launching your website is the start of its journey, not the end.

Ultimately, your website is not intended for you, but its end-users. Therefore, **engage with your community** to gather insights and direct feedback on what they would like to see on your website. That way, you can make website improvements to enhance your user experience and satisfy your community's needs.

FUNDAMENTALS OF AN EFFECTIVE WEBSITE

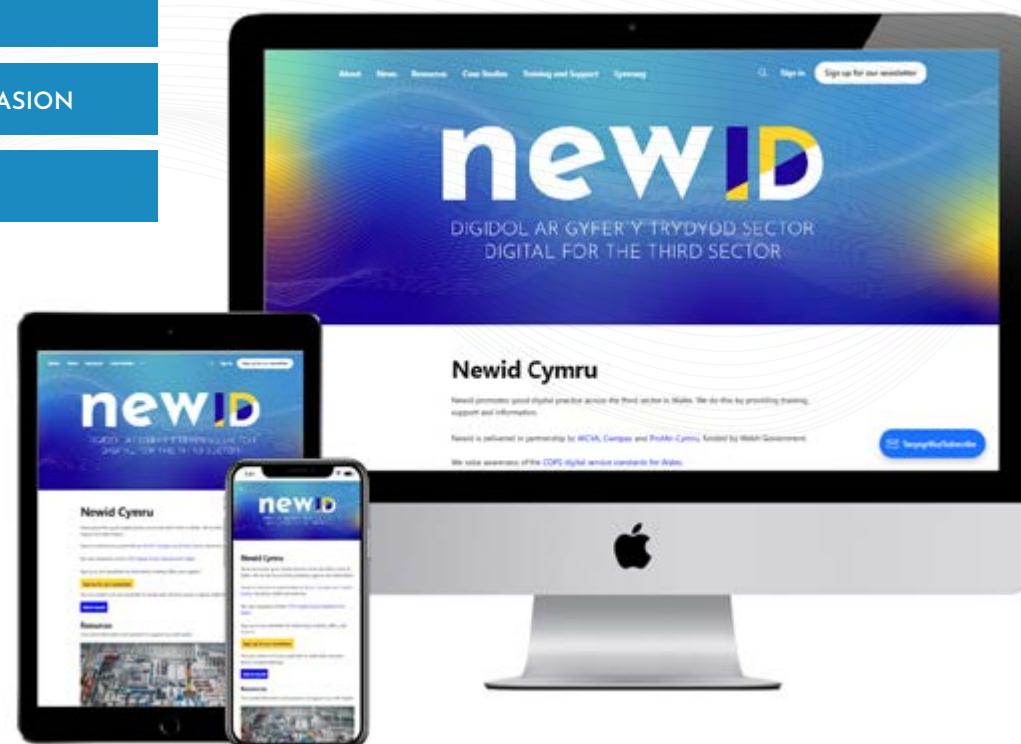There are 4 fundamental elements to an effective website:

01 NAVIGATION

02 CONTENT

03 TRUST & PERSUASION

04 INTERACTION

Here we explore each of these 4 elements in more detail and give you tips to consider for enhancing your website presence.

NAVIGATION

It should be intuitive for a user to navigate your website with ease for a positive experience. Your website should include a **clear menu structure** in the header for users to access. Consider fixing this menu so that it's constantly visible to eliminate the need for users to have to scroll back up to the top of your page to access your menu.

People have a limited attention span when browsing the Internet, so you want to present relevant, useful information as quickly as possible. Include a **focused and concise menu** that leads users on the path that you want them to take and refrain from convoluting your menu by featuring pages that don't support your primary objectives. Again, engage with your community to help confirm what those objectives should be.

A **Search bar** is helpful to users wanting to find specific information in a timely manner. Also consider **filters** on relevant sections of your website to help users find the right information quicker. For example, a blog section for users to filter by news type such as community updates, upcoming events and general news.

Ensure too that your website is built with a **responsive** design. This means that your website layouts, images, and content adjust dynamically depending on the device or screen size you are using. This is essential as the prominence of smartphones means that a large proportion, if not the majority, of your users will be accessing your website using a smartphone device.

CONTENT

Most website users will decide whether to stay or leave within the first few seconds of accessing your website. Therefore, having an impactful home page is crucial for encouraging users to stay for longer.

A few ways to achieve this include **clear messaging**, ideally showcasing your brand's why, how and what (see section 2) at the top of your page so that users can read it before they decide to continue browsing. Back this up with an eye-catching image or video that sums up your organisation, ideally featuring people in the community that you support so that others can resonate with your organisation.

Avoid 'make my logo bigger' syndrome as it adds no value to your user's experience. Website users want to know that they are in the right place and quickly understand what you can do for them, not what your logo looks like.

Keep your website copy concise on each page so that there isn't a block of text with endless scrolling, particularly for your smartphone users. If you want to stand out with investors, funders, supporters and other stakeholders then **use authentic images and video content where possible**. Always seek consent from community members that appear in any media assets before publishing them to your website. Resort to stock images only when necessary.

A **blog** is a fantastic way of keeping your community up to date with the latest news at your organisation. This could be used to thank members for their recent efforts, promote upcoming events, introduce new team members, provide advice on key topics or highlight awareness for a certain cause. Blogs are also great for improving your visibility in Search Engine Result Pages – SERPs (more on this in section 4), as well as providing you with multiple bitesize pieces of content for you to post on social media.

Also consider a **FAQ** section on your website. Not only are providing frequently asked questions useful to your users, but it can also save your team valuable admin time from having to repeatedly answer the same questions by phone or email. Ensure that your **fonts** are consistent throughout the website, and that your **colours** don't deter users from being able to read your content. Dark text on a light background is often best.

If you want a **bilingual** website, best practice is to allow users to switch between languages for the same page without having to find their way back. Unfortunately, many bilingual websites take the user back to the alternative language home page rather than the alternative page they were reading. Others present English and Welsh side by side or top and tail the info on the same page which causes additional scrolling and an increase in users leaving the site.

Finally, sharing a **podcast** feature on your website is a fantastic way to engage with community members and giving them a platform to voice their stories and opinions. Clear audio is essential to provide a quality experience to your podcast listeners so consider investing in the appropriate audio equipment to achieve this.

TRUST AND PERSUASION

Presenting useful information on your website is a must, but for users to make an action that supports your organisation goals like contacting you by email or telephone, donating or making a purchase is a finer art. Here's a few website tips to consider that will help to inspire more visitors into taking action:

Having a clearly visible **positioning statement** (see section 2) on your homepage helps to summarise what you do and stand out from other websites e.g. developing young people for a brighter future. Hooking people in with a strong positioning statement increases the chances of users staying on your website.

A key function to have on your website is a Secure Sockets Layer (**SSL**) certificate so that users don't get met with a 'warning – this website is unsafe' message on arrival. SSL certificates are typically arranged by your website hosting provider, so ensure this is included as part of your hosting agreement. Also displaying a **privacy policy** opt in for data gathering purposes is necessary for GDPR compliance.

If you've been shortlisted for an **award**, or better still award-winning, then be sure to display this on your website to help build trust. Anyone can be anyone on the internet, so displaying accomplishments or **accreditation logos** of qualifications or community partners help to show that your organisation is reputable and trustworthy.

Displaying you **review rating** badge from review platforms like Google Business Profile can reinforce your own messaging with social proofing e.g. 4.9* rated from 57 Google Reviews. Drip feeding **testimonial quotes** from supporters throughout your website also helps to back up your own claims. People are naturally sceptical when discovering new brands online, so reassuring them that you are a 'fit and proper' organisation with recent testimonials and positive review ratings help to overcome potential barriers.

A case study or real-life **success stories** section of your work can help resonate with users that identify with requiring similar support or experiencing similar issues that they are seeking support for.

When using a **digital fundraising platform**, such as JustGiving, Givey, GoFundMe or Enthuse, make sure that their badge is prominent throughout your website, and not hidden away in the footer of your website, to further build trust and increase contributions.

Having clear **calls to actions** (CTA) are crucial for sign posting users to make an action such as contribute a donation or registering as a volunteer. Displaying your CTAs in a colour that stands out is proven to draw attention and increase responses.

Another key to increasing conversion rates is the language you use in your CTA messaging. For example, option 3 below is proven to be more successful for encouraging donations as it highlights the outcome of any contribution:

01 DONATE £2	**02** DONATE TO THE PONTYPANDY COMMUNITY ORGANISATION	**03** EACH £2 DONATED WILL PURCHASE 1 MEAL FOR THE HOMELESS

Better yet, use the **power of 3** example below to encourage larger donations:

| **£2** WILL PURCHASE A MEAL FOR AN INDIVIDUAL	**£5** WILL PURCHASE A MEAL FOR A FAMILY	**£10** WILL PURCHASE A SLEEPING BAG

The power of 3 is also a useful psychological tactic to encourage people to select the middle option, especially if there is a larger gap between the middle and the higher option than between the middle and lower option.

TRUST AND PERSUASION

When using a donate button consider using a **pop-up** to capture donations rather than a click through to a separate page that requires a user to load a new page and scroll to make the donation. At this point in the user journey, getting to the desired end goal as quickly as possible and without barriers is crucial for increased conversions.

Finally, ensure your website **content is up to date** as outdated content often creates distrust. Users may question whether you are still operating or that you don't regard keeping your audience informed as being important if they find that your most recent news article is over 12-months old. If you have a news blog, then be sure you update it at least once a quarter as a minimum requirement.
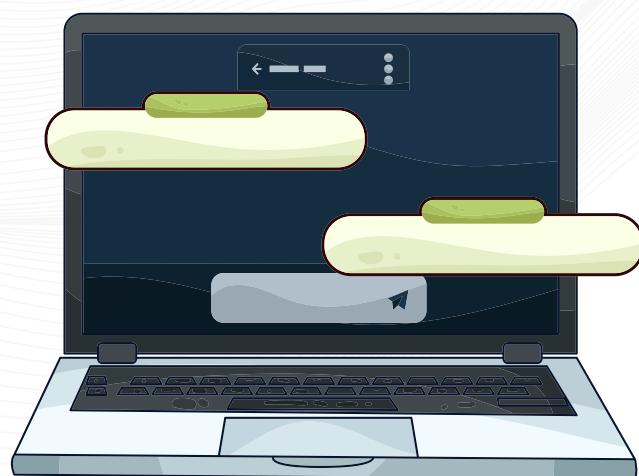
INTERACTION

The fourth and final fundamental to a good website is user **interaction**. Here's a few tips for you to consider applying to help make your website more interactive for your users:

Fast page speeds are important for a good user experience. The main way to achieve this is by only uploading web friendly file sizes (ideally around 500KB) when it comes to using media such as images, video and downloadable documents.

A **newsletter subscription** area is valuable for users that want to be kept up to date with news and offers from your organisation, without having to check your website for the latest updates. Most people check their emails multiple times a day but are infrequent visitors to your website.

When using **pop ups** to ask users to subscribe to your newsletter or make a donation, then set it to appear after a set amount of time of being on your website and not as first thing you see. Users first need to be sure that they are in the right place before making any contributions.

A **contact form** with required fields for users to enter their information is advisable above just providing your contact details for users to email you. Without a contact form users will need to login to their own email account and copy and paste your email address which may deter many of them from getting in touch. It's recommended to include a link to your privacy policy here to maintain trust with your users.

Set your telephone number as a **click-to-call** when displayed so that mobile users can simply tap your telephone number to call you from their device. Likewise, if you have a physical location such as a store, office or youth centre then include an **interactive map** on your contact or find us page to allow users to access directions using apps like Google Maps.

With regards to **social media feeds** from platforms such as Instagram, these can be visually appealing but be warned that they may result in users leaving your website and not returning. Social media platforms should be used to drive traffic to your website and not the other way around. Instead, include your social media icons in the footer of your website but have them open in a separate tab when clicked on so that your website is still open in the background.

PDF downloads, digital questionnaires, and **live chat** are a selection of other interactive features that you may want to explore for enhancing your user experience. Consider too **accessibility** specialist plugins or extensions to provide features like colour contrasts and screen reader compatibility for an enhanced and inclusive website experience. Add alt tags to images as a minimum requirement so that screen readers can describe image and video content to your end-users.

![new.iD logo]

AI TOOL FOR WEBSITES:

Copilot logo

Copilot is owned and powered by Microsoft and can be used as a **chat bot** on websites, offering natural language responses to streamline operations, optimise efficiency, and create business value. You can connect your Copilot with your website data to empower it to answer questions based on your specific content, thus improving your website's user experience whilst giving you back time in the process.

The basic version of Copilot is free to use on your website, but requires payment in order to access more advanced features.
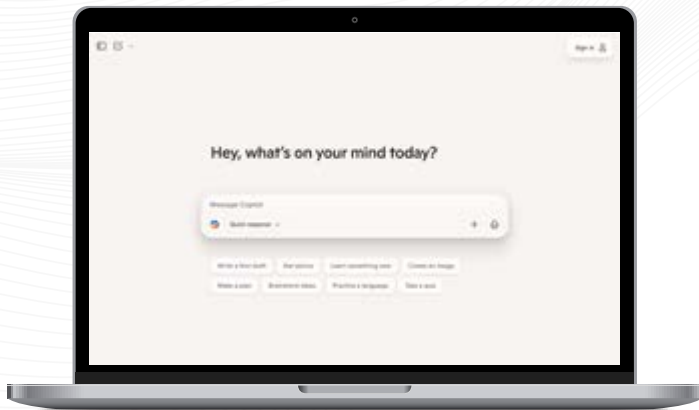
WEBSITE CHECKLIST

☐ ENGAGE WITH YOUR COMMUNITY TO GET INPUT ON WHAT WEBSITE IMPROVEMENTS THEY'D LIKE TO SEE

☐ REVIEW YOUR MAIN MENU STRUCTURE AND MAKE ANY NECESSARY IMPROVEMENTS

☐ CONSIDER WHETHER A SEARCH BAR AND FILTERS WILL HELP TO IMPROVE YOUR USER EXPERIENCE

☐ ENSURE THAT YOUR WEBSITE IS RESPONSIVE, AND FUNCTIONS WELL ON SMARTPHONE AND TABLET DEVICES

☐ REVIEW WEBSITE COPY TO MAKE SURE IT'S CONCISE AND UP-TO-DATE

☐ REVIEW WEBSITE IMAGES AND VIDEO TO MAKE SURE AS MANY OF THEM ARE AUTHENTIC

☐ ADD A BLOG SECTION TO YOUR WEBSITE AND PLAN YOUR FIRST 3 BLOG POSTS

☐ CONSIDER WHETHER TO ADD A FAQ SECTION TO YOUR WEBSITE

☐ REVIEW YOUR FONTS AND COLOURS TO MAKE SURE THEY ARE CONSISTENT THROUGHOUT

☐ CLEARLY EXPLAIN YOUR ORGANISATION'S PURPOSE AND PROPOSITION ON YOUR HOMEPAGE

☐ ENSURE THAT YOUR WEBSITE HAS AN SSL CERTIFICATE

WEBSITE CHECKLIST CONTINUED

- [ ] ENSURE THAT YOUR WEBSITE HAS A PRIVACY POLICY

- [ ] ADD ANY RELEVANT AWARDS OR ACCREDITATIONS

- [ ] ADD REVIEW RATINGS OR/AND TESTIMONIALS

- [ ] ADD SUCCESS STORIES OR CASE STUDIES

- [ ] ADD CTA BUTTONS/LINKS THROUGHOUT YOUR WEBSITE

- [ ] ENSURE DONATIONS THROUGH FUNDRAISING PLATFORMS ARE CLEARLY VISIBLE THROUGHOUT YOUR WEBSITE

- [ ] ADD A NEWSLETTER SIGN UP AREA (ALTHOUGH BE MINDFUL OF YOUR PRIVACY POLICY WHEN COLLECTING PERSONAL DATA - SEE SECTION 7)

- [ ] ADD A CONTACT FORM

- [ ] ENSURE YOUR TELEPHONE NUMBER IS CLICKABLE ON MOBILE DEVICES

- [ ] ADD AN INTERACTIVE MAP OF YOUR LOCATION USING GOOGLE MAPS

- [ ] SET SOCIAL MEDIA ICONS TO OPEN IN A SEPARATE TAB

- [ ] CONSIDER ADDING A SPECIALIST ACCESSIBILITY PLUGIN

- [ ] SET TIME TO REVIEW YOUR PERFORMANCE STATS EVERY MONTH OR QUARTER

- [ ] UTILISE AI TOOLS TO ASSIST YOU IN PROVIDING YOUR USERS WITH A QUALITY WEBSITE EXPERIENCE

Watch this explainer video on Websites

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SEARCH ENGINE OPTIMISATION (SEO)

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SEARCH ENGINE OPTIMISATION (SEO)

If you've actioned the points from the previous section then you should have an effective website ready to support your organisation goals, but **a good looking, sophisticated website is no good if it doesn't generate any traffic.**

A major source of driving traffic to your website is through ensuring it is visible on popular search engines, such as **Google, Bing and Yahoo**, for relevant online searches. For example, ranking on page 1 of Google for the search term 'community projects near me'.

SEO is the term used to describe the action of improving your website's ranking in Search Engine Results Pages (SERPs) for relevant keyword searches. A well optimised website essentially helps you to **drive more organic (unpaid) traffic** to your website so that you reach more people.

To help you improve your website's visibility in search engines we have broken down the SEO process into 2 categories - **On-page SEO** and **Off-page SEO.**
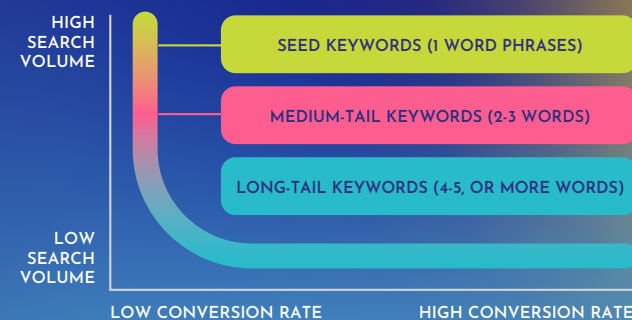
ON-PAGE SEO

On-Page SEO refers to the optimisation that you implement directly on your website to **help search engines understand and rank your website** for relevant search terms. It's important to emphasise that the purpose of search engines is to provide their users with options to relevant, useful information in a timely manner. As such, they prioritise active websites that are continually adding new content compared to dormant websites that haven't been updated for some time.

This is why regularly publishing new content on a **news blog** is effective for SEO. Each time you publish a new blog, that is an extra page for search engines like Google to index. Just think, if you publish a new page on your website every week then that is an extra 52 pages a year for search engines to index and rank your website for.

For SEO purposes you should have **specific keywords** in mind that you want search engines to rank you for e.g 'Youth centre in Senghenydd'. One way of identifying these keywords is by asking supporters, followers, and donors in your community for **suggestions** on keywords that they may use to search for the service offerings that your organisation provides.

Another way of identifying relevant keywords is by installing the **Google Search Console** (GSC) tool on your website. GSC provides insights into current website performance in Google search for specific keywords, keyword demands and technical suggestions to help improve your website's performance in Google search.

Compile a list of relevant search terms to help you decide on what keywords to focus your SEO efforts on. Focus on long-tail keyword search terms that are typically 3+ words. For example, "childcare services in Penarth" rather than single-word keywords like 'childcare'. There is less competition on **long-tail keywords** which means you are more likely to appear on page 1 of a SERP and ultimately generate relevant website traffic.

HIGH SEARCH VOLUME

SEED KEYWORDS (1 WORD PHRASES)

MEDIUM-TAIL KEYWORDS (2-3 WORDS)

LONG-TAIL KEYWORDS (4-5, OR MORE WORDS)

LOW SEARCH VOLUME

LOW CONVERSION RATE   HIGH CONVERSION RATE

ON-PAGE SEO

Ensure your long-tail keyword of choice is placed on each of the key areas on a web page to make it obvious to search engines what keywords to index for your web page. These key areas are namely your:

Title tag - ensure your title tags are unique, relevant, and include your long-tail keyword. Keep your title tag to within 60 characters.

Meta description - use this description to summarise the page content. Include your long-tail keyword and aim for 150-160 characters.

URL - this is the web address for a particular page on your website. Again, include your focused keywords in your URL structure e.g. www.website.co.uk/childcare-services-penarth is better than www.website.co.uk/page-1.

Headings - your H1 tag should be consistent with your title tag and include your long-tail keyword.

Body text - this is where your text appears in the main body of your web page. Ensuring your focused keywords are present within the body text reinforces its relevance to search engines.

Image name - Rename your image to a keyword focused file name to enhance your chances of being found e.g. childcare_services_Penarth.jpg is better than Image006235.jpg. Also add alt text to your image for accessibility and ranking purposes.

Internal links - link to other pages on your website to help search engines crawl and index your site. Internal links help distribute link equity across your site and improve user experience.

Additional on-page SEO tasks that you can apply to win over major search engines is to make sure that you have a **responsive** website that provides a seamless user experience regardless of what device they are using to access your website.

Fast page speeds are another area to help you rank favourably with search engines. Optimise images using tools like Compressor to reduce image file sizes before adding them to your website as a key factor to achieving fast page speeds.
Use **internal links** to other pages within your web pages to help search engines understand your website structure. From a **technical** perspective, ensure that your website is fully functional with no broken links, broken images or duplicate content to satisfy search engine algorithms.

Image credit: mangools.com

OFF-PAGE SEO

Off-Page SEO refers to the optimisation that happens outside your website but can significantly improve your search rankings. It mainly involves building authority and trust with search engines for your website. Here's a few tips on how to achieve this:

Backlinks - backlinks are links from another website sign posted to your website. The more backlinks you have the better, although quality is better than quantity e.g. if a link to your website appears on a reputable news website, then that is more influential in the eyes of search engines compared to 10 backlinks from relatively unknown websites with little authority.

Social media - while social media signals don't directly impact rankings, increased engagement can drive more traffic to your website which in turn contributes towards building authority and trust with search engines.

Google business profile - a Google Business Profile (formally known as Google My Business) is a free online profile that allows organisations to manage their information on Google search and maps. It allows potential and existing customers to find essential details on your organisation such as your address, working hours, phone number and website. Having a GBP can significantly improve an organisation's visibility in Google for localised search terms. Do the same for Bing Places for Business for reaching Bing users.

Reviews - Receiving positive reviews and testimonials on platforms such as GBP, Trustpilot and Yell also help to generate more click-throughs to your website compared to a competitor's website that perhaps has a lower review rating. This helps to improve your authority with search engines as well as your brand reputation.

ON-PAGE SEO ---- • **OFF-PAGE SEO**

- keyword optimization
- meta description
- internal linking
- title tags
- quality content
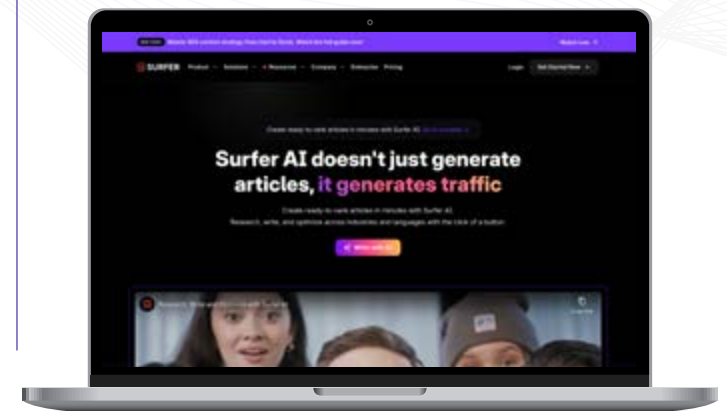- alt text
- ssl/https
- url structure

local SEO •
backlinks •
domain authority •
social signals •
pay-per-click •

AI TOOL FOR SEO:
SURFER

Surfer AI is a powerful AI writing tool designed to streamline your SEO content creation process by producing high-quality articles that closely align with your target audience's needs. It's AI features include quickly analysing the top Search Engine Result Pages for specific keyword searches to understand what search engines are looking for before producing effective AI powered content that helps you to streamline and scale your ongoing SEO efforts.

While Surfer AI offers some free tools, the core platform with its advanced features for SEO content creation requires a paid subscription.

SEO CHECKLIST

☐ ENGAGE WITH YOUR COMMUNITY TO HELP IDENTIFY WHAT KEYWORDS TO TARGET

☐ INSTALL GOOGLE SEARCH CONSOLE ON YOUR WEBSITE AND REVIEW PERFORMANCE DATA

☐ FINALISE YOUR LIST OF TARGET KEYWORDS

☐ REVIEW YOUR EXISTING WEBSITE STRUCTURE AND APPLY A FOCUS KEYWORD TO KEY AREAS IN EACH WEB PAGE E.G. TITLE TAG, META DESCRIPTION, URL ETC

☐ ADD INTERNAL LINK STRUCTURE THROUGHOUT YOUR WEBSITE

☐ TEST YOUR WEBSITE'S PAGE SPEEDS USING GOOGLE'S PAGE SPEED INSIGHT TOOL

☐ ENSURE YOUR WEBSITE HAS NO TECHNICAL ERRORS E.G. BROKEN LINKS OR IMAGES

☐ IDENTIFY PARTNER WEBSITES AND REQUEST BACKLINKS FROM THEIR WEBSITE TO YOURS

☐ ENSURE YOU ARE LINKING TO YOUR WEBSITE IN RELEVANT SOCIAL MEDIA POSTS

☐ SET UP A GOOGLE BUSINESS PROFILE LISTING FOR YOUR ORGANISATION

☐ SET UP A BING PLACES FOR BUSINESS LISTING FOR YOUR ORGANISATION

☐ REQUEST REVIEWS FROM COMMUNITY MEMBERS TO YOUR GBP AND BPFB LISTINGS

☐ UTILISE AI TOOLS TO ASSIST YOU IN PRODUCING QUALITY SEO CONTENT

Watch this explainer video on SEO

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SOCIAL MEDIA

Sharing content on social media platforms is a popular and effective digital marketing approach as part of a wider strategy. It's important to stress that marketing yourselves on social media should not be your sole route to market, and a **social media account is no substitute for a website**. Many potential investors and funders look at websites for confidence and will then turn to your social media accounts to reinforce their opinion.

It doesn't cost anything to set up a social media account and begin posting, it only costs you your time. However, many organisations are ineffective with their social media activity or approach it with the wrong mindset.

In this section we highlight some useful tips to help you market yourselves more effectively and efficiently on social media to achieve greater results for your organisation.

WHICH SOCIAL MEDIA PLATFORMS ARE RIGHT FOR YOUR ORGANISATION?

Your time is better spent doing fewer social media platforms well than spreading yourselves too thin across multiple platforms and doing them poorly. In terms of which platforms to prioritise your efforts, this should be based on where your target audience are more likely to be and not on the platforms that are your personal preference.

FACEBOOK

Facebook is owned by Meta and has the largest worldwide audience of any social media platform despite recent decrease (3.049 billion). Close to 60% of its users are between the ages of 25 and 54 which makes it a popular choice for organisations aiming to reach an older demographic.

Facebook allows users to post text, pictures, videos (long and short form), links and articles on their platform, and its algorithms prioritise personal connections which is why it's important to grow your own following.

Facebook allows you to run both personal and business page accounts. A business page account should be set up for your organisation as it allows for targeted marketing, analytics, and a more professional brand image, while keeping your personal life separate.

You can set up your Facebook's business page so that comments on your posts are hidden from public view until you, as the page administrator, approve them (this is highly recommended).

INSTAGRAM

Like Facebook, Instagram is also owned by Meta and has a wide-reaching audience of 2 billion users. 70.8% of its global users are 34 years old or younger which makes it an ideal platform for organisations aiming to target a younger audience.

Instagram is largely used as a mobile app with little use on desktop. It allows users to post images (up to 20 per post) or videos (up to 90 seconds in app) to their accounts. It also allows users to post stories - a popular feature where users can share photos and videos separate from the regular feed, that disappear after 24 hours.

Like Facebook, Instagram allow users to set up either a personal or business account for their page. Although both accounts look and operate with the same features, business accounts have slight differences such as a restricted music library for commercial copyright purposes. It's important to set your Instagram account as a professional account when operating as an organisation to avoid the risk of falling foul of their terms of use and losing your Instagram account with no warning.

A large benefit of marketing your organisation on Facebook and Instagram is that you can connect the two accounts through Meta Business Suite. This makes it easy to schedule or publish posts across both accounts to save you valuable admin time.

YOUTUBE

YouTube is a video sharing platform that is owned by Google. Anyone can set up a YouTube channel and can earn money from your YouTube videos so long as you achieve a minimum threshold of views.

YouTube allows you to publish long videos or YouTube Shorts which are up to 60 seconds in length.

A downside to YouTube for many is that it can showcase lots of adverts which users find intrusive. Organisations have no control over which adverts appear on their videos, which can sometimes result in competitor adverts appearing on your video, especially when using contextual targeting i.e. targeting their ads to relevant video content.
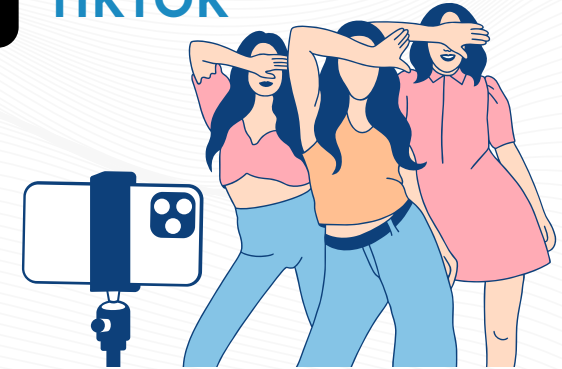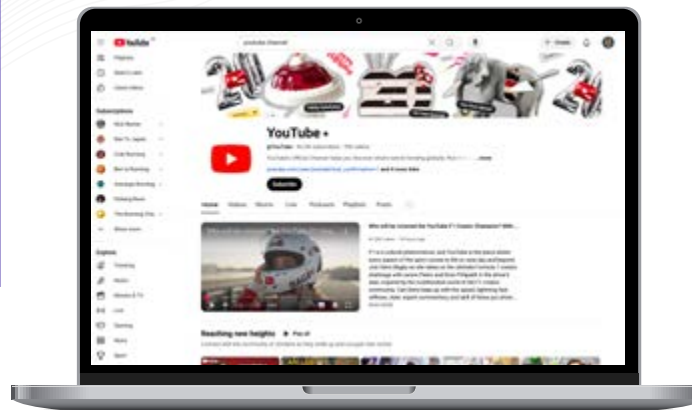
TIKTOK

TikTok is a popular social media platform where users create, share, and watch short-form videos, with a focus on entertainment and creativity. It was the most downloaded app of 2024 and has an audience of 1.562 billion active users. Its audience is predominantly young, with a significant portion of users aged between 18 and 24.

Tiktok is also the most engaging social media platform in terms of visitor sessions, with an average user session lasting a significant 10-11 minutes, with most people using the platform to discover funny and entertaining video content.

It's generous interest-based algorithms often give your posts a better reach outside your own following, making it a popular option for marketers wanting to increase their brand and product awareness on a global scale. Although extended reach is great, arguably this additional audience isn't always relevant if you're reaching users outside of your community and target demographic.

LINKEDIN

LinkedIn is owned by Microsoft and is a business focused platform for professionals. Investors and funders are often active on LinkedIn which makes it an important platform for third sector groups wanting to reach out to build relationships with the provide sector for advice, support, or even donations. LinkedIn's search facilities allow users to find, connect and engage directly with decision makers, as well as with other like-minded people in your sector or community for you to learn from and collaborate with.

Types of content that you can publish on LinkedIn include text posts, images, videos, presentations and even event or webinar listings. Like Facebook, LinkedIn allows you to manage both personal and business profiles. Again, a business account should be set up for your organisation as it portrays a more professional brand image, while keeping your personal page separate.

X (Formally Twitter)

X allows users to post text captions (up to 280 characters), images, videos, links, and polls. Research found that 48% of users access X for news, around 1 in 4 users are American, and around 10% of its users are responsible for 92% of all posts (they post 157 times a month on average).

Once you've chosen your social media platform/s of choice, you should then take time to **set up your account by populating your organisation's details** so that they are easily viewable for new visitors to your page e.g. profile pictures, organisation bio, link to website etc.
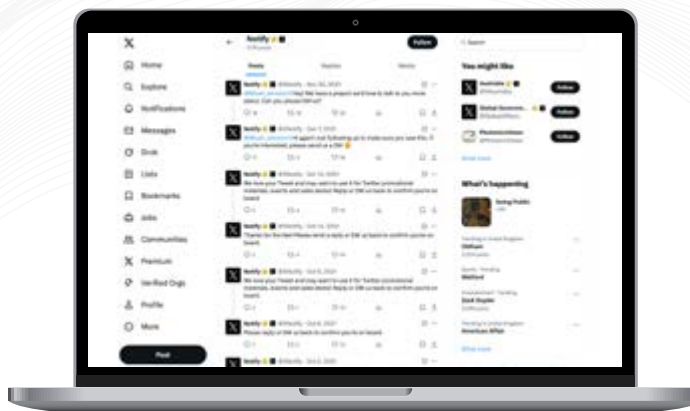
HOW OFTEN YOU SHOULD POST?

Many platform algorithms are set to show followers that engage with your posts more of your content in their timeline or news feed. Equally, if users are not engaging with your posts by liking, commenting or sharing them then the algorithms are set to show that user fewer posts from your account in the future. For that reason, **quality is more important than quantity** with regards to post frequency.

A post's life/death span is roughly 43 minutes on X, around 76 minutes on Facebook, approximately 20 hours on Instagram, and around 24 hours on LinkedIn. Again, when you decide on which platforms to focus your efforts on, consider the time and resource that you require to do each platform well.

Instagram	3-5/week
IG Stories	2/day
Facebook	1-2/day
X (Twitter)	2-3/day
Linkedin	1-2/day
Threads	2-3/day
TikTok	3-5/week
Pinterest	1/week
GMB	1/week

Platform algorithms prefer you to **publish your own unique content** rather than share content from other accounts. Although sharing content is worthwhile, keep in mind that your best performing posts for increased reach and engagement will come directly from posts that you have produced.

There are multiple free tools available to help you plan your social media content in advance (see section 10). These include scheduling tools that allow you to prepare and schedule posts in advance so that your social media activity is working for you at times when you're otherwise busy.

Ultimately, social media is about being social, so **be reactive as well as proactive** with your community. This means react by engaging with posts from other accounts, as well as with those that comment and share your posts. In doing so you increase the likelihood of those accounts engaging with your content again in the future.

Plan and schedule your content in advance, as well as dedicating time to react to social media activity as part of your working week. Introduce a structured approach that blocks time in your calendar throughout the year to commit to updating digital content (social media, website, newsletter etc) in a way that matches your organisation's size and capacity.

CONTENT IDEAS

Your posts should aim to educate, entertain or inspire. Refrain from the temptation to sell to your audience too often in your posts as doing so often leads to non-engagement or worse - audiences deciding to unfollow your account.

Above all else **be authentic** with the content that you publish as authentic content resonates better with audiences and stands you in better shape for building long-term relationships established on trust.

Content type matters so use engaging **visuals and hashtags** on your posts. Engage with your existing followers and a people in your community to ask what types of content they'd like to see from you on your social media platforms. Use their suggestions as well as ideas from the following list to help you plan your social media content in advance:

Day in the life of…	Awareness or special days / weeks	Service / product showcase
Behind the scenes	Polls	Solutions to common 'pain points'
Weekly / monthly roundups	Hiring	Answer to a frequently asked
Progress updates	Top tips	Question
Events	Free giveaways	Link a landing page on your website
Workshops	Facts	Birthdays (staff or/and organisation)
Awards	Listicles	Relate to a current media topic
Staff meetings / training / days out	Competitions	Learning points from a book
Meet the team / new starter	Before and after	POV (point of view) video
Fundraising	Appeals	Case study
Nostalgia	Impact of your support	Checklists
Props	Your story	The weather
Collaborations	Testimonials	

And finally, 'atomise' existing content; break down your blog posts and reports into individual posts.
For example:

01	Write a blog post
02	Cut it up into 3 Linkedin posts
03	Cut those up into 8 tweets
04	Turn the tweets into videos
05	Post them on TikTok and IG
06	Turn blog into YouTube Video
07	Send a summary to your email list

1 piece of content = 22 pieces of content
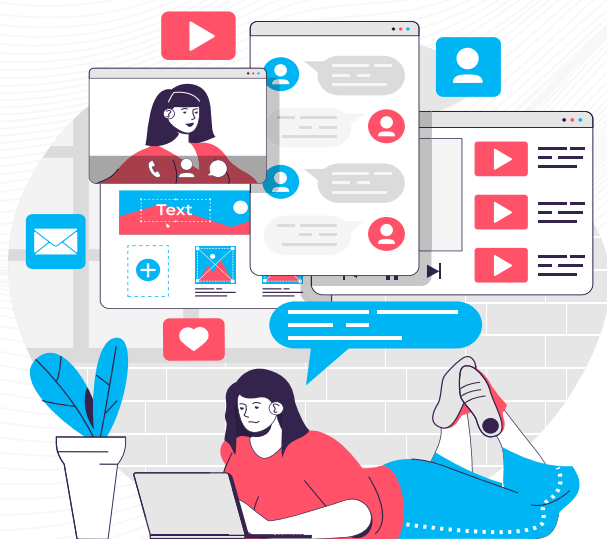
USER GENERATED CONTENT (UGC)

UGC is any type of content that's created by a brand's followers, service users or supporters. It's essentially **the digital equivalent of word-of-mouth marketing.** UGC plays a vital role in growing your social media followers and brand awareness to a wider audience, making it particularly useful to third-sector organisations with limited time and budget for marketing themselves.

Research by Neilsen found that 92% of consumers trust online content from friends and family above all other forms of brand messaging. Therefore, having advocates of your organisation producing their own UGC is essential to **reinforce your brand message** and instil t**rust in your target audience**.

UGC also helps to **increase revenues**. For example, a follower publishes multiple posts about a fundraising campaign that they are running on your behalf, tagging and raising awareness of your organisation in each of their posts. A friend or family member of that follower sees the posts and decides to join the campaign and produce their own UGC. When you consider that the average Facebook user is connected to 338 friends, and that the average Instagram user has between 150 – 200 followers then the multiplier effect from UGC is significant.

Simply put "Only two people can let strangers know about the stuff you want to sell: 1) You 2) Other people. There are more of them than you" - Alex Hormozi. Therefore, it is important for third sector organisations to embrace and **encourage UGC whenever possible** rather than fear losing control, particularly when you exist for a good cause and have a strong sense of self.

ADAPT WITH SOCIAL MEDIA CHANGES

Social media environment is changing all the time, so be prepared to evolve and adapt as part a long-term strategy. For instance, in 2022 Twitter was acquired by Elon Musk which led to numerous platform changes, including renaming it X, and in January 2025, TikTok was suspended in the United States before being subsequently reinstated.

Be mindful too that you do not own your social media accounts and that they belong to the platform. Adopt the mindset not to **'build your house on someone else's land'** i.e. don't rely on social media as your only route to market as the landowners can quickly change the landscape.

Platforms are also **constantly tweaking their algorithms** to strike the balance between providing the best user experience, monetise them, and compete with one another. For example, the continued growth of TikTok as a popular platform for consuming engaging short-form video content has resulted in the other major platforms such as Instagram and YouTube tweaking their offerings and algorithms to give more prominence to short-form video content to safeguard their own market share of audience.

We explore video marketing in more detail in the next section.

![new.iD logo]

AI TOOL FOR SOCIAL MEDIA: ChatGPT

ChatGPT is a popular chat bot powered by OpenAI that generates text, code, images, and more, based on the prompt that you give it. With regards to supporting your organisation with its ongoing content creation efforts for social media, it saves you time and improves efficiency by providing **content ideas, generating captions** for your posts, or even provide engaging **response suggestions to comments** that are left on your posts.

ChatGPT is free to use, although does offer a paid version with advanced features and higher usage limits.

SOCIAL MEDIA CHECKLIST

Watch this explainer video on Social Media
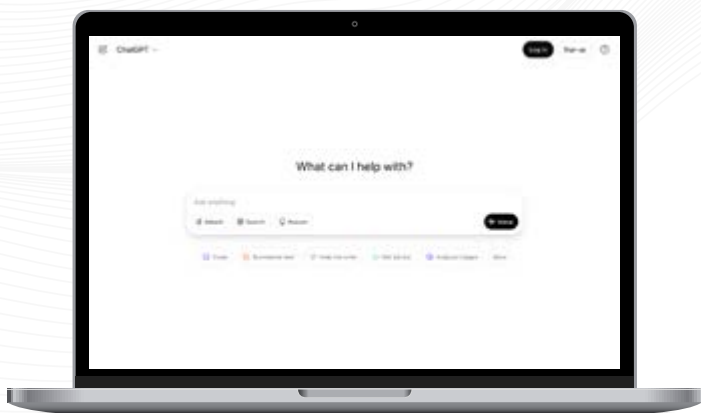
☐ ENGAGE WITH YOUR COMMUNITY TO IDENTIFY CONTENT SUGGESTIONS THAT THEY'D LIKE TO SEE

☐ IDENTIFY THE RIGHT PLATFORMS FOR YOUR TARGET AUDIENCE

☐ ENSURE YOUR SOCIAL MEDIA PLATFORMS ARE SET UP AND POPULATED E.G. PROFILE PICTURES, BIO INFORMATION, LINK TO WEBSITE ETC

☐ CONSIDER YOUR INTERNAL RESOURCE AND WHO WILL BE RESPONSIBLE FOR SUPPLYING AND PRODUCING SOCIAL MEDIA CONTENT

☐ PLAN YOUR CONTENT STRATEGY FOR THE UPCOMING MONTH OR QUARTER

☐ SET UP AND UTILISE SOCIAL MEDIA SCHEDULING TOOLS LIKE BUFFER OR HOOTSUITE

☐ DOWNLOAD PLATFORM APPS ON YOUR SMARTPHONE AND ENSURE NOTIFICATIONS ARE TURNED ON

☐ PLAN TIME INTO YOUR WORKING WEEK TO PRODUCE MORE CONTENT AND REACT TO PEOPLE AND ORGANISATIONS ENGAGING WITH YOUR POSTS

☐ UTILISE AI TOOLS TO ASSIST YOU IN PRODUCING GOOD QUALITY SOCIAL MEDIA CONTENT

☐ CONSIDER OPPORTUNITIES TO ENCOURAGE USER GENERATED CONTENT WHERE POSSIBLE

☐ SET TIME TO REVIEW YOUR PERFORMANCE STATS EVERY MONTH OR QUARTER

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VIDEO MARKETING

As concluded in the previous social media section, video marketing plays, and will continue to play, a significant role in organisations reaching and engaging more people.

Not only is video wide reaching, but it is also a powerful medium for **delivering a message that resonates with audiences**. This makes video an ideal choice for third sector organisations that have a distinct identity and purpose focused on social goals rather than company profits. There is no digital substitute for video for connecting with your audience on an emotive level and humanising your brand.

> "We retain 95% of what we see and hear via video whereas we only retain 10% of what we read"
> Jon Mowat of Hurricane Media at #BeMoreDigital.

GET STARTED WITH VIDEO

Despite its obvious benefits, video remains underutilised by many organisations as a content format for digital platforms such as websites, social media accounts and online advertising. This is largely due to a lack of skill or knowledge on how to produce good video content, or a hesitation from individuals to get in front of the camera from a lack of confidence.

What we say to this is that you need to overcome those barriers and **get comfortable with video marketing** or risk being seriously disadvantaged in your mission. Just remember, your first of anything is usually bad (think about the first time you tried to ride a bike, or your first swim, or social media post), but you can't make your 100th anything without your first, so put your concerns to one side and get started.

Videos need not be time consuming either. According to Jon Mowat of Hurricane Media, as individuals we tend to look at the video length indicator before we decide to watch the video. His diagram below demonstrates that on a 60 second video, 50% have left within 5 seconds. As such, consider shooting and publishing short form video content with a hook in the first 3 seconds to entice viewers to continue watching your videos.

MULTI-PLATFORM USE

Video content should be distributed across multiple digital platforms to increase reach and response. **Repetition of video content is good** for your audience to retain the information, which is why TV advertisers pay for multiple slots rather than one-offs.

Social media platforms are the obvious choice for publishing video content given the earlier reasoning of most algorithms preferring video content above all other forms of media formats. TikTok, YouTube shorts and Instagram reels are ideal for short-form video content.

Your **website** is another platform that is ideal for showcasing video content. We highlighted already that users decide in the first few seconds of arriving on your website whether to stay or leave. As such, displaying video on your homepage helps to humanise your brand and keep users on your website. Consider showcasing what you do with people in your community featured in the video for maximum impact.

Video content can also be used on other **landing pages** within your website to effectively communicate messages and encourage action e.g. video testimonials or a video showcasing how you've supported an individual or group with your offering.

Note that you don't want to upload a large video file to your website, or you compromise your page load speeds which may result in users leaving your web page altogether. A workaround for this is publishing video content on video platforms such as YouTube or Vimeo and using their embed code to display the video on your web page. This allows your video to run off their servers which are optimised to deliver video content fast.

Videos can also be used as ad formats for **advertising** on digital platforms such as Google or Meta - More of this in section 8. Email marketing is another digital platform you may want to distribute video content and measure its effectiveness.

Other non-digital platforms that you can showcase video include **reception rooms, exhibition stands,** or even at an **investment pitch** to emotively connect with people and position your organisation as authoritative, influential and confident.

VIDEO IDEAS

For third sector organisations, you can capture various types of video content to engage your audience, spread awareness, and drive support. Engage with your community to discover who'd be interested in featuring in your video content, they are after all your most powerful advocates. Types of video content to consider filming include:

Story telling videos - potentially showcasing success stories from people that you've helped with your support, or behind the scenes footage of daily operations to show your audience what you do and the people behind the brand.

Awareness and education videos - these are typically explainer videos of a cause, issue or initiative linked to your organisation. Highlighting issues or even the impact that people's support has on the people that you support is an emotive approach to raising awareness and inspiring action. Myth-busting videos and how-to guides are other video types that you may consider filming and publishing.

Fundraising and campaign videos - appeal videos with a specific message or call to action for viewers to support by donating or volunteering can be impactful for inspiring action. Consider thank you videos too to show your gratitude for recent support received from other organisations, groups or individuals. This can often reinforce your relationship so that they support you again in the future or encourage others to support you having seen how grateful you are.

Event coverage videos - to include pre-event, post-event and even live event videos to maximise your event exposure to a wider audience. Consider behind the scenes videos during the set-up, a live Q&A session hosted on Facebook live or video meeting platforms such as Zoom, and a face to camera piece recapping the event following its conclusion.

Advocate spotlight videos - possibly featuring a member of staff, a volunteer, external thought leaders passionate about your cause, or a fundraiser or organisation that has recently supported your cause. Again, shining the spotlight on your advocates reinforces your relationship with them and results in a higher possibility that they will support you again in the future.

Challenge videos - encourage UGC by beginning a challenge video for others to recreate and share on their own social media accounts. Get your team and advocates involved early with their own entries and encourage them to tag others in any subsequent posts to keep the challenge going by passing it on to others.

Be mindful of what's going on in the background when filming your video content to make sure that you are portraying a professional image without any distraction. Also capture your brand in the footage where relevant e.g. on a background sign or branded shirt that a person is wearing.

VIDEO EQUIPMENT

Another factor for your organisation to consider when it comes to producing effective videos is the equipment that you may need. The advancements of **smartphones** mean that most newer options on the market are of good quality for capturing decent video footage.

Good audio is another consideration so explore **microphones**, particularly if you're recording a lot of interview style or face-to-camera videos. **Tripod stands** to keep your recording device steady, or **gimbals** for recording smooth motion videos on the move are further equipment that you may require.

Lighting equipment such as **light rings** can be inexpensive and useful for portraying a professional, authoritative brand image. And then there's storage, so consider investing in **external memory cards** such as SD cards, or cloud storage to house all your video footage. In terms of video editing software, we'll be sharing some freely available video editing tools with you in section 10 of this guide to help you get started.

AI TOOL FOR VIDEO CREATION: runway

Runway is a platform that uses AI to create and enhance video content, as well as other multimedia formats. Its most popular feature is Generative Video, which allows users to create videos with text prompts, images, or even other videos. It also provides video editing tools to enable you to enhance and refine the video content that it creates.

Runway offers a free 'basic' plan that allows users to explore its AI tools and content creation features, with limited credits. Users are then required to upgrade to a payment subscription once their initial free credits have been used up.

VIDEO MARKETING CHECKLIST

☐ ENGAGE WITH YOUR COMMUNITY TO IDENTIFY VIDEO CONTENT SUGGESTIONS THAT THEY'D LIKE TO SEE

☐ IDENTIFY AND INVEST IN THE NECESSARY VIDEO EQUIPMENT

☐ PLAN YOUR VIDEO CONTENT STRATEGY FOR THE UPCOMING MONTH OR QUARTER

☐ SET UP AND UTILISE VIDEO EDITING TOOLS LIKE CAPCUT OR KINEMASTER

☐ ENSURE EACH VIDEO INCLUDES AN IMPACTFUL HOOK IN THE FIRST 5 SECONDS

☐ ADD SUBTITLE CAPTIONS TO VIDEOS WHERE NECESSARY

☐ UTILISE AI VIDEO TOOLS WHERE AVAILABLE TO ASSIST YOU IN PRODUCING GOOD QUALITY VIDEOS

☐ DISTRIBUTE VIDEO CONTENT ACROSS YOUR RELEVANT DIGITAL PLATFORMS

☐ SET TIME TO REVIEW YOUR PERFORMANCE STATS EVERY MONTH OR QUARTER

Watch this explainer video on Video

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STEP **07**

EMAIL MARKETING

EMAIL MARKETING

Email marketing involves sending carefully crafted messages and content directly to your target audience via email.

Although effective as part of a rounded marketing approach, email marketing is often overlooked by organisations as it's not considered as trendy as other approaches such as social media marketing. However, **email marketing often outperforms social media marketing in terms of inspiring action** as people's behaviours mean that they are expecting to be pitched to in an email whereas they use social media to be social.

> **"Email is almost 40 times more effective at getting more customers than Facebook and X combined"**
> source: McKinsey & Company study.

CAPTURING DATA

GDPR requirements mean that you can only use email addresses in your mailing list for people that have **specifically consented** to receive that type of message from you. As such you must have a clear subscribe or opt-in consent option either online or offline as proof. You must also give subscribers the opportunity to opt-out/unsubscribe from your mailing list at any point if they no longer wish to receive your email communications.

Examples of **non-compliant** consent include:
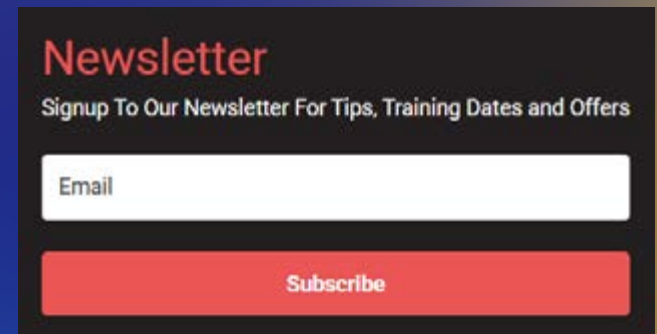
> **"We bought a list of 10,000 emails"**

> **"We attended a recent exhibition where the host provided me with a list of all attendees and their email addresses"**

> **"We picked up a load of business cards at a recent networking event"**

> **"I got copied into an email that accidentally copied in another 100 email addresses"**

Email newsletter software like **Mailchimp, Constant Contact** and **Mailerlite** include a subscribe form as standard for organisations to use by embedding them onto their website. They also provide a user-friendly interface, templates, automation features, and analytics data for sending emails and tracking performance. These templates include an automated 'opt-out' option as standard for recipients to access.

It's recommended to **use incentives to increase mailing list sign ups** e.g. 'sign up to our mailing list to receive 10% off your next order'. Providing useful information in exchange for subscribing to a newsletter is an alternative for organisations that don't sell a physical product e.g. 'join our mailing list to receive our top 5 spring recipes'. This approach is known as gated content, which can be automated through your newsletter software to email information to new subscribers as soon as they've signed up.

OPEN RATES

The best written emails are no good to you if your recipients don't open your email in the first place. Including an effective subject line for your email campaigns is of equal importance as the email itself.

> **"80 Cents of Your Dollar Should Be Spent on Writing Headlines"**
> David Ogilvy

Here are a handful of different subject line tactic examples for you to consider when structuring your newsletters:

01	Intrigue	e.g. Find out how we've transformed young people's lives in your community
02	Offer	e.g. Amazing 10% OFF this March
03	Urgency	e.g. Don't miss this Wednesday's free guitar class
04	Personal	Hi Grant, who can you spot in this video from our recent workshop
05	Statement	Get vital learning & work experience in the construction industry!
06	Reminder	What's going on at Pontypandy committee centre this week
07	Labels	e.g. Community members of Pontypandy!
08	Yes-Question	"Yes that's me!" e.g. Are you looking for grant funding?
09	If-Then Statements	e.g. If you're a community group looking for a venue, then…

Furthermore, email newsletter software allows you to **segment audiences** by attributes such as demographics, behaviour, or information preferences. By segmenting your audience, you can send more targeted and relevant emails to clusters of your audience to further improve open-rates as well as click-through rates and conversions.

Performance stats provided by Campaign Monitor found that 21.8% is the average open-rate, Monday is the best performing day for open-rates, and 3pm is the best time to send your emails. It's advised to **send newsletters at least once a month and no more than twice a week**.

CONTENT TYPES

Here are some examples of content you can include in your email marketing campaigns:

Organisation news - Keep your subscribers informed about what's happening within your organisation. This could include announcements about new hires, project updates, achievements, or relevant changes.

Surveys and feedback requests - Fantastic for engaging with your communities by asking for their opinions and feedback. Use surveys to gather insights on their preferences, needs, and suggestions to help you tailor your support to suit their needs.

Educational content - Provide value to your subscribers by sharing informative content related to your industry. This could be in the form of blog posts, how-to guides, tutorials, or infographics. Provide educational content that helps your subscribers make the most of your products or services.

Event details or invitations - If you're hosting an event, whether it's virtual or in-person, send invitations and updates to your subscribers. Include details about the event, registration links, and any special guests or speakers.

Offers and discounts - Share exclusive promotions, discounts, and special offers with your subscribers. This is a great way to incentivise purchases and reward your community members. You can create urgency by using limited time offers or showcasing seasonal discounts like the earlier examples provided.

New products/services - Inform your subscribers about new products or services you're offering. Include high-quality images, descriptions, and links to make it easy for recipients to explore and purchase or enquire about these offerings.

Success stories - Showcase stories of people in the community that have benefitted from your product or service. Share their experiences, the impact your organisation has had on them, and a written or video testimonial. This not only builds trust but also demonstrates the real-world benefits of your products or services.

NEWSLETTER STRUCTURE

Keep your newsletter content **concise**. If your email is too long, then most people won't take the time to read it. Refrain from the temptation to communicate all your organisation's updates since your last newsletter. Instead, apply a 2-scroll rule where anything longer than 2 scrolls on a typical desktop or mobile screen is too long.

Be **single minded** with each newsletter so that each one has its own topic. If you're writing about multiple topics then break this up into individual newsletters that you send out separately on different dates. Information in your newsletter should be relevant, helpful or add value to your readers.

From a **design** perspective, your newsletter should have continuity in terms of your brand colours, font types and tone of voice. Your content should also be easy to read so use dark text on a light background as a guide.

Use some creative **imagery or video** to reinforce your message and break up content with the use of headlines for each section. Finally, like a website, your newsletter should include calls to action with a link that sign posts readers to a certain landing page. This could be a web page of yours that's encouraging sign ups to an upcoming event, or a donation page, or even your latest news blog.
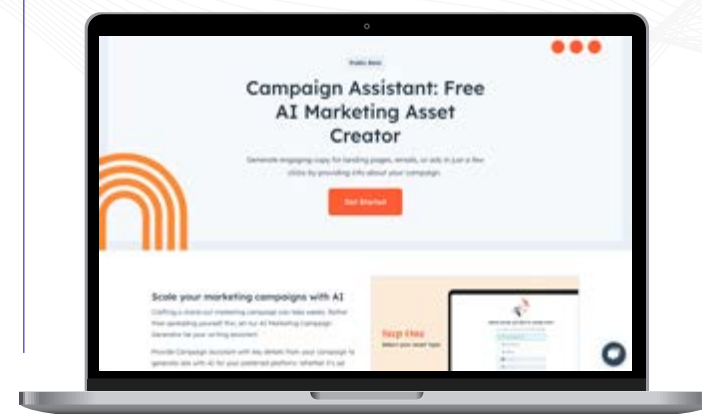
In summary, your newsletter should include a **great subject line, great email content, and a great landing page** for best results. Send a test newsletter to a colleague to proofread and test all links before sending the finalised newsletter to your mailing list.

AI TOOL FOR EMAIL MARKETING: HubSpot

Campaign Assistant is an AI feature within HubSpot that allows users to generate engaging emails and landing pages, as well as other marketing assets, by providing information on the campaign you wish to promote.

It streamlines the e-newsletter creation process by generating high-quality AI produced copy that matches your organisation's tone of voice, in addition to effective calls to actions for your intended goals.

HubSpot's Campaign Assistant is available to use for free for any organisation that signs up to a HubSpot account.

EMAIL MARKETING CHECKLIST

☐ ENGAGE WITH YOUR COMMUNITY TO IDENTIFY NEWSLETTER CONTENT SUGGESTIONS THAT THEY'D LIKE TO SEE

☐ ENSURE THAT EVERYONE IN YOUR MAILING LIST HAS OPTED IN TO RECEIVE YOUR NEWSLETTER

☐ SET UP AND EMBED NEWSLETTER SUBSCRIPTION FEATURE ON YOUR WEBSITE USING NEWSLETTER PLATFORMS SUCH AS **MAILCHIMP**, **MAILTERLITE** OR **CONSTANT CONTACT**

☐ APPLY INCENTIVE TO YOUR WEBSITE TO ENCOURAGE NEW SUBSCRIBERS

☐ USE TEMPLATE OPTION WITH STYLING FEATURES WITHIN YOUR CHOSEN NEWSLETTER PLATFORM TO CREATE YOUR NEWSLETTER

☐ PLAN YOUR NEWSLETTER CONTENT STRATEGY FOR THE UPCOMING MONTH OR QUARTER

☐ IDENTIFY THE BEST TITLES TO USE FOR YOUR UPCOMING NEWSLETTERS

☐ APPLY THE 2-SCROLL RULE TO EACH OF YOUR NEWSLETTERS

☐ INCLUDE CTAS THROUGHOUT YOUR NEWSLETTER

☐ CREATE RELEVANT LANDING PAGE FOR YOUR NEWSLETTER CAMPAIGN IF REQUIRED

☐ TEST YOUR NEWSLETTER ON COLLEAGUES BEFORE SENDING TO YOUR MAILING LIST

☐ UTILISE AI NEWSLETTER TOOLS WHERE RELEVANT TO ASSIST YOU IN PRODUCING GOOD NEWSLETTER CONTENT

☐ SET TIME TO REVIEW YOUR PERFORMANCE STATS EVERY MONTH OR QUARTER

Watch this explainer video on Email

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ONLINE ADVERTISING

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STEP

08

ONLINE ADVERTISING

Online advertising is a powerful way to reach and engage your target audience. Whether you're aiming to raise awareness, drive donations, or promote an event, online ads can help you achieve your goals efficiently and effectively.

However, with so many types of online ads and platforms to choose from, it can be overwhelming to know where to start. In this section, we'll explore the most used types of online ads, how they work, and how to choose the right ones to meet your specific objectives.

TYPES OF ONLINE ADVERTISING

When looking to run online ads, the first step is deciding which ad types and platforms best suit your goals. With many options available, here are the key types most used:

Search engine advertising - If you've never run search ads before, you've likely seen them. These ads typically appear at the top of search engine results (like Google or Bing) when you perform a search. They work by bidding on specific 'keywords,' telling search engines when to display your ad based on relevant searches. For example, if you search for 'donate to charity,' you'll likely see ads for various charitable organisations right at the top of the search results.

Display ads - Display ads are image-based ads that appear on other people's websites as users browse the internet. These ads work well for building brand awareness and reinforcing your brand's presence across the web. The targeting capabilities for display ads can be particularly powerful.

Examples include Behavioural targeting and Contextual targeting.
Behavioural targeting targets users based on their online behaviour and activities. For example, if a user has recently searched for "eco-friendly products" or visited websites related to sustainability, a display ad for an environmental organisation or green product could appear as they continue browsing.
Contextual targeting targets users based on the content of the website the ad is appearing on. For example, if a user is reading an article about mental health, an ad for a mental health support organisation or a related campaign might be displayed, ensuring the ad is relevant to the content they are engaging with.

![newID logo]
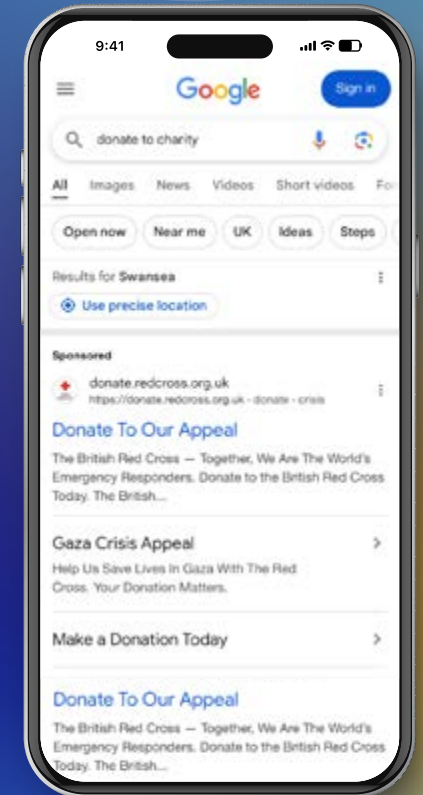
Social media ads - Social media ads appear on platforms like Facebook, Instagram, LinkedIn and TikTok, letting you target audiences based on their interests, demographics and behaviours. These ads are great for raising awareness or driving actions like donations or event sign-ups. The setup for these ads is done directly on the platform itself, where you can create and manage your campaigns, set your budget, and define your target audience.

Use Facebook/Instagram ads for engaging supporters and sharing updates with image, video, and carousel ads. LinkedIn is a good choice for targeting professional audiences or specific industries, making it useful for corporate fundraising or partnerships, although the downside to advertising on LinkedIn is that it can be more expensive compared with other platforms because you are targeting a niche, business audience.

TikTok ads are a solid option for reaching younger audiences with short, creative video ads that capture attention. Also consider other platforms like Pinterest, Snapchat, and X for ad campaigns. Each one comes with their own unique targeting and creative opportunities for you to reach and engage with their platform users.
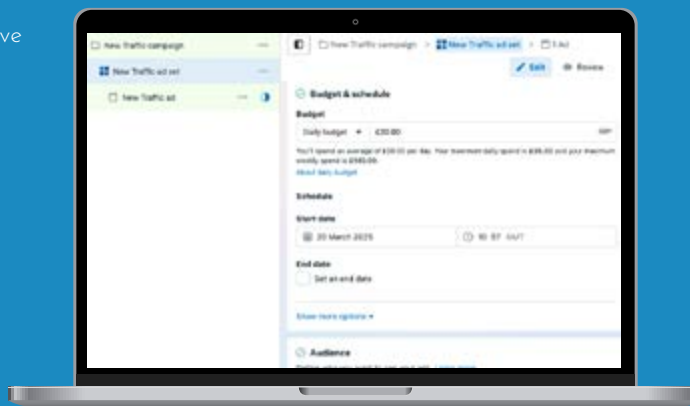
Remarketing ads - Have you ever been looking at something online, like a holiday or a pair of shoes, and then noticed ads for those exact products following you around the web? That's remarketing, also known as retargeting. Remarketing ads target people who have previously visited your website, encouraging them to return and complete an action, like making a purchase or signing up.

These ads are especially useful when promoting products or services that typically require more time or consideration before a decision is made. For example, if you're running a campaign for a charity event, remarketing ads can target users who visited your event page but didn't sign up, reminding them to register.

Remarketing ads are available across a variety of platforms, from display ads on the Google Display Network to social media platforms like Meta (Facebook and Instagram), where you can retarget users directly in their feed or Stories.

WHICH AD TYPES TO USE

There's no one-size-fits-all when it comes to choosing ad types. The best-performing ads and platforms will vary depending on your organisation, industry or goals. However, certain ad types tend to work better for specific objectives:

Brand awareness - Display and social media ads are effective for raising brand awareness. These formats are great for reaching a large audience at a relatively low cost per click, helping to get your message in front of many people.

Driving sales/leads/sign-ups - For these goals, search ads are often the most effective, as they target users who are actively searching for what you offer which allows you to put your message in front of the right person at the right time. Social media platforms also offer lead generation ads, which allow users to submit their information directly through the ad, making the sign-up or sales process quicker and easier for the user.

BUDGET MANAGEMENT

When allocating a budget for your campaigns, it's essential to keep a close eye on your spending. Not only do you want to avoid under or overspending your allocated budget, but you also need to ensure you're getting positive results from your ad spend.

Here are some top tips for managing your budget effectively:

Set clear budgets: Each platform allows you to set a budget for your campaign, whether it's a daily budget or a lifetime budget (with defined start and end dates).

Check back regularly: Some platforms can overspend the set budget, so it's important to monitor your spend regularly and adjust as needed.

Consider bidding strategy options: Many platforms offer automated bidding strategies, using machine learning to adjust how much you're willing to pay per click, helping optimise your budget for better results.

Place your budget on higher-performing areas: If you notice that certain campaigns, targeting options, or ads are generating better results, reallocate more of your budget towards them to drive even more positive outcomes.

CREATING EFFECTIVE ADS

It goes without saying that **ad copy** is crucial for capturing your target audience's attention. This is your first opportunity to introduce your organisation and make a strong impression. To ensure your ads make the most impact, Here are some key tips:

Get feedback from someone unfamiliar with your organisation: Have someone in the community who doesn't know what you do read your ad. If it doesn't make sense to them, it likely won't resonate with your target audience either.

Include a clear Call To Action (CTA): A strong CTA is essential. Tell your audience exactly what you want them to do next, whether it's donating, signing up, or learning more. A well-placed CTA can significantly boost your results.

Use clear, distraction-free imagery: For image-based ads, use visuals that are simple and clear. Avoid cluttered images that might distract from your message. The more straightforward and attention-grabbing the image, the better.

Test, test, and test again: Always be testing! Try different images or videos side by side to see which performs best. For search ads, experiment with different headlines and descriptions to find the combinations that drive the most engagement. Testing helps refine your approach and improve your results over time.

GOOGLE ADS CHARITY GRANT

For registered charities, **you may be eligible** for the Google Ads Charity Grant. This gives you the opportunity to use up to $10,000 per month on search ads. To get this, you'll need to apply through Google for Nonprofits, and once approved, you can start running search ads to promote your cause.

The best part? You don't need to worry about paying for the ad spend, which means you can reach a much wider audience without affecting your budget. It's a great way to drive awareness, encourage donations, or promote events.

Just keep in mind that there are some restrictions. For instance, the ads are limited to text ads on Google's search network, and you'll need to meet Google's requirements to maintain eligibility. But if you're a charity looking to expand your online presence, this grant is a great resource.

Google Ad Grants helps nonprofits share their causes with the world.
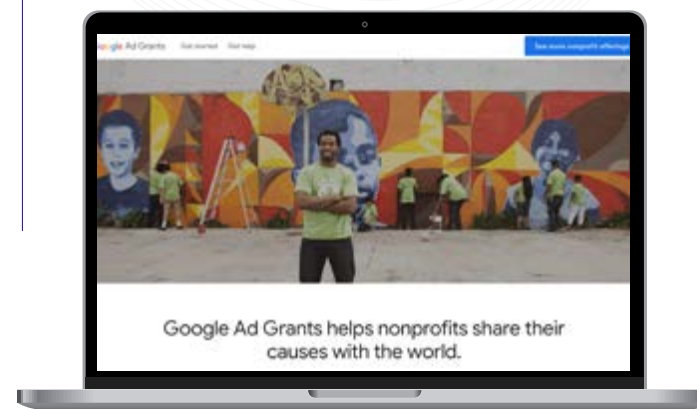
AI TOOL FOR DIGITAL ADVERTISING:

If you're looking to use AI to streamline your PPC processes and gain actionable insights to optimise your campaigns, **Adzooma** is a great option. This AI-powered platform simplifies PPC management across Google Ads, Facebook, and Microsoft Ads.

Adzooma automates key tasks like bidding, ad optimisation, and reporting, offering organisations valuable insights to improve performance. It's especially useful for advertisers who may not have in-depth expertise in online advertising, helping them make the most of their campaigns with ease. Adzooma is free to use, although requires a paid subscription to access advanced features and unlimited usage.

ONLINE ADVERTISING CHECKLIST

- [ ] IDENTIFY THE AD FORMATS AND CHANNELS THAT ARE BEST FOR YOUR CAMPAIGN

- [ ] RESEARCH COMPETITOR ADVERTS TO HELP WITH INSPIRATION

- [ ] SET UP AN AD ACCOUNT WITH YOUR PLATFORM/S OF CHOICE

- [ ] DECIDE ON THE DESIRED AD TYPES FOR YOUR CAMPAIGN

- [ ] IDENTIFY AND APPLY RELEVANT TARGETING OPTIONS FOR YOUR CAMPAIGN

- [ ] ENSURE YOUR ADVERTS INCLUDE A STRONG CTA

- [ ] CREATE RELEVANT LANDING PAGE FOR YOUR AD CAMPAIGN IF REQUIRED

- [ ] IDENTIFY AND SET YOUR SPEND BUDGET FOR YOUR CAMPAIGN

- [ ] ENGAGE WITH YOUR COMMUNITY TO PROVIDE FEEDBACK ON YOUR ADVERTS BEFORE LAUNCHING

- [ ] TEST YOUR ADVERTS WITH A COLLEAGUE BEFORE LAUNCHING YOUR CAMPAIGN

- [ ] SET UP CONVERSION TRACKING WHERE POSSIBLE

- [ ] CONSIDER APPLYING FOR A GOOGLE ADS GRANT IF RELEVANT TO YOUR ORGANISATION

- [ ] UTILISE AI VIDEO TOOLS WHERE RELEVANT TO ASSIST YOU IN PRODUCING GOOD AD CAMPAIGNS

- [ ] SET TIME TO REVIEW YOUR PERFORMANCE STATS EVERY MONTH OR QUARTER

Watch this explainer video on Online Advertising

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MEASURING
PERFORMANCE

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MEASURING PERFORMANCE

Knowledge is power, and a great factor about digital marketing is that you can measure your performance data to track what's working and what's not. Without measuring success, you're essentially flying blind.
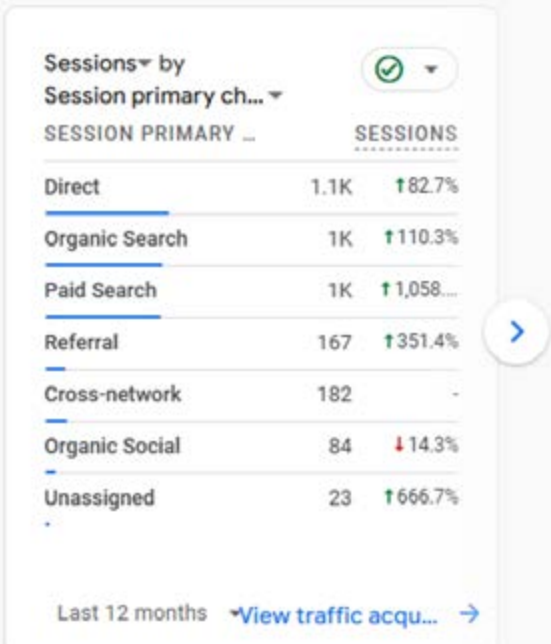
Digital analytics are often **free** and set up as standard on many platforms. You can use this performance data to make informed decisions that will make your organisation more effective and efficient with your ongoing digital marketing efforts.

It's important to stress not to be despondent if your performance data isn't displaying the results you hoped. Instead, use it to learn and adapt so that you refine your approaches for future success. Also engage with supporters, followers and donors to back up performance data with key stakeholder opinions.

WEBSITE ANALYTICS

Website analytics tools such as **Google Analytics 4** help you to understand performance data such as how users are finding your website, what journey your users take after finding your website, what pages they are viewing and how long they are engaging with your web page content. You can also set up conversion tracking to measure which of your digital marketing approaches are the source for your online conversions. Traffic sources that you can track include:

01 **Organic search** - traffic to your website through an organic listing (non-paid) in search engine such as Google or Bing.

02 **Paid search** - traffic to your website through a paid listing (advert) in search engine such as Google or Bing.

03 **Organic social** - traffic to your website through a user clicking on a link to your website from a social media post e.g. from Facebook or LinkedIn.

04 **Paid social** - traffic to your website through a user clicking on a link to your website from a social media advert e.g. from Facebook or LinkedIn.

05 **Direct** - traffic to your website through a user typing your URL directly into their web browser.

**06** **Referral** - traffic to your website from an externally linked website e.g. an online directory or blog.

Sessions ▾ by Session primary ch... ▾		
SESSION PRIMARY ...		SESSIONS
Direct	1.1K	↑82.7%
Organic Search	1K	↑110.3%
Paid Search	1K	↑1,058...
Referral	167	↑351.4%
Cross-network	182	-
Organic Social	84	↓14.3%
Unassigned	23	↑666.7%

Last 12 months ▾ View traffic acqu... →

SOCIAL MEDIA ANALYTICS

With social media analytics you can find out which of your posts are the best performing in terms of reach and engagement. This helps you to plan your future content so that you are posting more on the types of content that your audience engages with, and less of the content that is unengaging to them.

Analytics features are built in as standard for business accounts on social media platforms such as Facebook, Instagram, TikTok, LinkedIn and X. As Facebook and Instagram are both owned by Meta, you can connect them through a Meta Business Suite account. This enables you to track your performance data on both Meta platforms in one place.
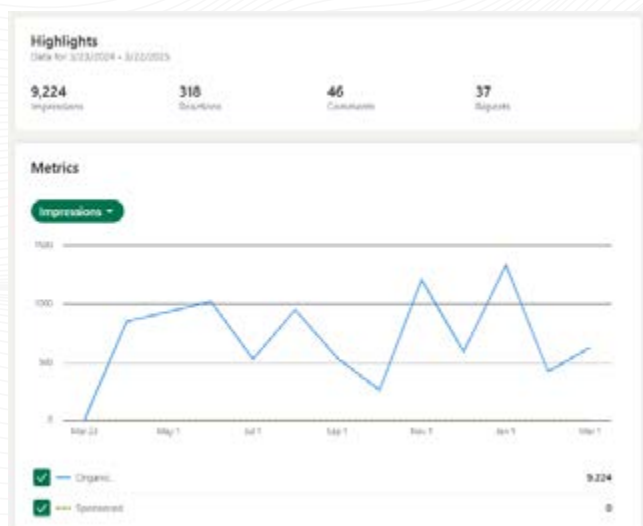
NEWSLETTER ANALYTICS

When it comes to newsletters you can view performance stats on **open rates** and **click-through rates**. Be mindful that newsletters are mainly used to drive conversions such as purchases or donations. As such, the most important metric for your newsletters is conversion rates, which you'd need to track through your website analytics.

ADVERTISING ANALYTICS

It's crucial to track how your ads are performing as knowing which ads are working and which aren't helps you adjust your strategy and maximise your budget. Here's what to focus on when it comes to tracking your advertising performance:

Click-Through Rate (CTR): A high CTR means your ad is grabbing attention. If it's low, you may need to rethink your copy or visuals.

Conversion Rate: This shows the percentage of people who took the desired action after clicking your ad (like donating, signing up, or making a purchase). A good conversion rate means your ad is not only getting clicks but also driving real results.

Cost Per Click (CPC) and Cost Per Acquisition (CPA): These metrics show how much you're paying for each click or conversion. If you're spending too much for too little return, it's time to re-evaluate your strategy.

Return on Investment (ROI): Ultimately, you want to know if your ad spend is paying off. ROI measures the profit made from your ad campaigns relative to how much you've spent. If your ROI is positive, great! If it's negative, it's time to make adjustments.

A/B Testing: Test different ad variations to see what resonates most with your audience. Whether it's tweaking your headlines, images, or call to action, testing helps you refine your ads to get the best results possible.

Campaign	Clicks	↓ Impr.	Cost	Conversions
📁 Drafts in progress: 0				
	205	5,663	£54.22	32.00
	216	2,864	£52.24	43.00
	181	2,857	£48.20	38.00
	214	2,407	£57.45	55.00
	98	1,944	£30.72	17.00
	19	471	£29.19	1.00
	23	431	£26.62	1.00
	19	332	£27.84	0.00
	20	318	£30.26	2.00

THE 80-20 APPROACH

When reviewing your performance data and using it to make informed decisions on your digital marketing strategy, we recommend that you apply an **80/20 rule**, whereby 80% of your time and budget should be spent on approaches that have worked well for you in the past, and 20% of your time and budget is spent on experimenting on new and different approaches.

For example, 4 out of 5 posts on your planned social media content should be delivering a message in the same format that has worked well for you in the past, with 1 in 5 posts then being delivered in a different format or with a different message.

By applying this approach you have a solid foundation that you should be confident will yield positive results, but still be open to experimenting with other approaches that will could potentially unlock a positive impact that then forms part of your ongoing 80%.

You should look to **review your digital marketing performance every month to three months** to help you plan effectively for the next month or quarter. You should also measure your performance after a key stage of the year for your organisation to help you plan for year-on-year success e.g. after your Christmas appeal to help you plan improvements for the following year's Christmas appeal.

SEASONAL TRENDS

When planning your marketing activity and measuring performance, be mindful of **seasonal demand trends** to ensure you maximise your organisation's exposure and community engagement at the crucial times of the year.

For example, there is more demand for people to participate in running and outdoor fundraising events in the spring and summer seasons, whereas demand for making donations is at its peak leading up to Christmas and in the New Year.

Using freely available digital tools like **Google Trends** help you to research online demand trends for keywords that are relevant to your organisation. Backing this information up with your own performance data allows you to align your marketing efforts to avoid less effective months and boost success.

Measuring your performance after each seasonal peak will help to inform you on **80/20 decisions** for future years on what activity to continue with, what approaches could be tweaked for improvement, and what activity was ineffective so that you don't waste valuable time and resource repeating those same efforts again.

AI TOOL FOR DATA ANALYTICS: +ableau from Salesforce

Tableau is powered by Salesforce and is an analytics tool that leverages AI to analyse and visualise data from various sources, including Google Analytics, to better understand website traffic. It helps smaller organisations become more data-driven by simplifying insights in one dashboard, making it accessible to a wider audience.

By housing and showcasing your analytics in one place it helps save users time and streamline the analytics review process. Tableau features include generative AI to create insight summaries for users to make it easier for them to consume, understand and make informed decisions on your analytics data.

Tableau offers a free version called Tableau Public, which allows users to explore, create, and share data visualisations online.
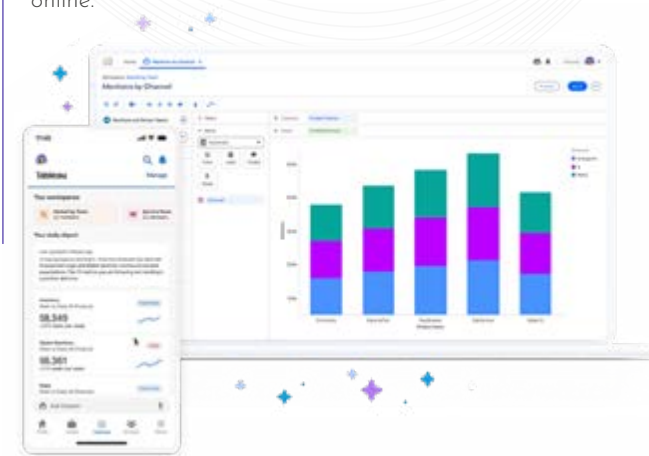
MEASURING PERFORMANCE CHECKLIST

☐ ENSURE GOOGLE ANALYTICS IS SET UP CORRECTLY ON YOUR WEBSITE

☐ ENSURE GOOGLE SEARCH CONSOLE IS SET UP CORRECTLY ON YOUR WEBSITE

☐ ENSURE CONVERSION TRACKING IS SET UP CORRECTLY ON YOUR WEBSITE

☐ IDENTIFY THE APPROPRIATE PEOPLE THAT REQUIRE ACCESS TO YOUR PERFORMANCE STATS AND ENSURE THAT THEY ARE GIVEN ACCESS TO VIEW EACH PLATFORM'S PERFORMANCE DATA

☐ REVIEW YOUR EXISTING PERFORMANCE DATA AS A STARTING POINT E.G. WEBSITE, SOCIAL MEDIA, NEWSLETTER AND AD CAMPAIGNS

☐ USE YOUR EXISTING PERFORMANCE DATA TO HELP YOU PLAN FOR THE UPCOMING MONTH OR QUARTER'S ACTIVITY, USING THE 80/20 RULE

☐ SET TIME TO REGULARLY REVIEW YOUR PERFORMANCE STATS EVERY MONTH OR QUARTER

Watch this explainer video on **Measuring Performance**

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FREE DIGITAL ENGAGEMENT TOOLKIT

new|D

STEP 10

FREE DIGITAL ENGAGEMENT TOOLKIT

There is an abundance of free digital tools available to support organisations market themselves with limited or no budget. Utilising your **digital engagement toolkit** helps you to enhance your digital marketing activity and level up with larger organisations operating with larger budgets and resource.

Here we highlight and signpost you to a handful of these digital tools for you to explore which ones are more suited to your organisation's needs. Note that whilst all the tools highlighted are currently free to use, many come with paid features for those wanting to unlock their full capabilities.

MULTIMEDIA TOOLS

|	
Unsplash	royalty-free stock image website for you to discover and download images.
Pixabay	alternative to Unsplash.
Canva	graphic design platform for creating marketing assets - includes a free not for profit version.
CapCut	video editing software.
VidYard	screen video recording software, ideal for sending personalised video messages.
Napkin	creating infographics.
Lumen5	use AI to make short 'infomercials' by feeding it text and images
PikToChart	use AI to make infographics, reports, and presentations

Canva
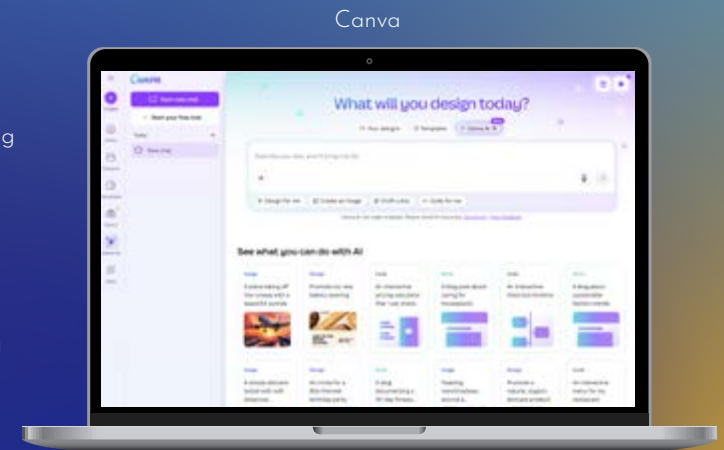
CONTENT TOOLS

Answer The Public	search listening tool that reveals questions that people are searching for on the internet, which is useful for content marketing inspiration.
Chat GPT	Chatbot used for generating content and for content inspiration.
Buffer	social media scheduling platform for scheduling your social media posts.
Hootsuite	alternative to Buffer.
Mailerlite	e-newsletter tool that allows you to capture data and send email campaigns.
Mailchimp	alternative to Mailerlite.
Helo Blod	Welsh Government service that provides free monthly Welsh translation services.

OPERATIONAL TOOLS

Hubspot — Customer Relationship Management (CRM) system that helps you to manage customer information and interactions.

Calendly — appointment scheduling software for planning your calendar.

Trello — project management tool for organising team tasks, project and deadlines.

**LinkTree** — used to create a landing page that signposts users to multiple links in a single place.

MARKET RESEARCH TOOLS

Survey Monkey — online surveys tool used to gather feedback.

JotForm — a form builder used as a data gathering tool.

Google Trends — analysis tool used for identifying demand trends in Google search.

Meta Ad Library — used to gain insights from competitor adverts running across Meta platforms such as Facebook and Instagram.

WEBSITE TOOLS

Google Analytics — website analytics tool for measuring user activity.

Google Search Console — insights tool to help you analyse search engine performance data related to your website.

Google Fonts — library of open-source fonts for use in websites.

Screaming Frog — SEO tool used for auditing your website's on-page SEO performance.

Uber Suggest — SEO tool used for keyword research and website analysis.

Google Business Profile — directory service for increased visibility in localised Google searches.

Bing Places for Business — Bing's alternative to Google Business Profile.

Page Speed Insights — page speed tool that analyses the page speed performance of your website.

Compressor — image compressing tool for optimising images for web.

Google Fonts

Watch this explainer video on Free Digital Engagement Toolkit
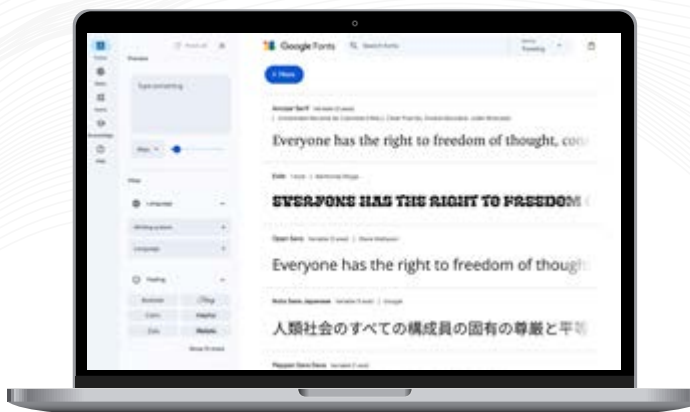
GLOSSARY OF TERMS

AI   ARTIFICIAL INTELLIGENCE

CTA   CALL TO ACTION

GBP   GOOGLE BUSINESS PROFILE

GSPR   GENERAL DATA PROTECTION REGULATION

KB   KB - KILOBYTE

SD   SD - SECURE DIGITAL

SEO   SEO - SEARCH ENGINE OPTIMISATION

SERP   SERP - SEARCH ENGINE RESULTS PAGE

SSL   SSL - SECURE SOCKETS LAYER

UGC   UGC - USER GENERATED CONTENT

URL   URL - UNIFORM RESOURCE LOCATOR

WHO'S BEHIND THE MASTERING DIGITAL ENGAGEMENT GUIDE?

The **10-Step guide to mastering digital engagement** is brought to you by **Newid Cymru**. Newid is an initiative to support third sector organisations with their digital transformation that is delivered in partnership with **WCVA**, **Cwmpas** and **ProMo-Cymru**, funded by **Welsh Government.**

Cardiff based digital marketing agency **Oaks Digital** were awarded the project by Newid to produce this guide along with a series of video recordings to share good digital marketing practice with a specific focus on supporting third sector organisations in Wales.

ABOUT OAKS DIGITAL

Oaks Digital was founded in 2024 by **Mark Oakman**, a digital marketing professional with over 15-years' experience in this sector. Having worked in digital marketing for over a decade and a half, Mark grew increasingly frustrated with learning of businesses that experienced a poor digital product, poor customer service, were overcharged, mis-sold to or even recommended a service that suited an agency rather than the client's needs.

Oaks Digital was established out of this frustration, and to **fly the flag for digital marketing done the right way** - a client-first approach with a focus on people and performance.

OAKS
digital

Company: **Oaks Digital**
Director: **Mark Oakman**
Website: **www.oaksdigital.co.uk**
Email: **info@oaksdigital.co.uk**
Telephone: **02921 158426**
LinkedIn: **@oaksdigitaluk**
Facebook: **@oaksdigitaluk**
Instagram: **@oaksdigitaluk**

newiD

DIGIDOL AR GYFER Y TRYDYDD SECTOR | DIGITAL FOR THE THIRD SECTOR

10-STEP GUIDE TO MASTERING DIGITAL ENGAGEMENT

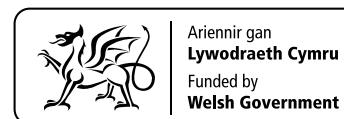ESSENTIAL INFORMATION TO HELP YOU REACH AND ENGAGE MORE PEOPLE ONLINE

Darparir gan/Delivered by:

WcVA CgGC

cwmpas

promo cymru

Ariennir gan/Funded by:

Ariennir gan Lywodraeth Cymru
Funded by Welsh Government

Cefnogir gan/Supported by:

Canolfan Gwasanaethau Cyhoeddus Digidol
Centre for Digital Public Services