

Digital marketing for charities

Easy steps to transform your online revenues using our PACE strategy

Module aim

It is essential charities embrace online marketing to build relationships and nurture a vibrant donor funnel, but for many smaller organisations with limited resources navigating the digital world can be very confusing.

Which platform should I use? What kind of messaging? How much do I spend? What tactics? This module finally lifts the lid a remarkable real life story that has seen Bee Ethical's online teams launch a new charity and fast-track it into a growing organisation with a £10m-plus annual turnover.

The online project was achieved through a global pandemic using a social media strategy called P.A.C.E – a strategy all charities can learn from and utilise in their day-to-day marketing and growth.

Who should attend?

Anyone who works in small to medium sized charities tasked with understanding proven online tactics that deliver for the Third Sector.

Duration 1 day

Learning outcomes

- Discover the secrets behind the simple P.A.C.E strategy that has raised millions through the pandemic
- Understand the complicated digital landscape and decide which platforms are best suited to your aims
- Develop copy writing skills that will help you connect with more people
- Assess content creation from across the Third Sector and understand what makes a 'hit' or a 'miss'
- Learn simple strategies that have delivered annual revenue growth of up 70%
- Get the inside line on how to build large engaged audiences that love your brand
- Understand how to grow a digital marketing funnel and turn that into revenue you can rely on

Cost

£400 per person

Venue

Perio Mill Cottage and Barn, Fotheringhay, PE8 5HU

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