



W O R S H I P F U L
C O M P A N Y *o f*
M A R K E T O R S

“Charity Marketing”

A free, online Training Programme

The Marketors’ Company is delighted to announce the launch of a new, free training programme. It is designed to help charities, of all sizes and in all sectors, to increase their self-sufficiency and improve their marketing effectiveness.

The programme is delivered as a series of 15 video briefings, each lasting between 15 and 75 minutes. The whole course is approximately 8 hours long.

The briefings are designed to be easy to follow and very practical. The training is suitable for charity marketers, at all levels of experience, across marketing functions.

The briefings are based on current marketing best practice, with many innovative new ideas and approaches, especially developed for this programme.

The briefings cover the main areas of charity marketing and fundraising. These are discussed along with advice on how to apply the concepts in a very practical way, that addresses the unique requirements of charities.

Topics covered include:

- The role of Charity Marketing
- Situation analysis and market research
- Setting realistic marketing objectives and budgets
- Using strategy correctly, to achieve sustainable success. Brand management
- Service development and delivery
- Communications and Stakeholder relationship marketing
- Fundraising
- Managing economic recovery
- Project management tools and techniques
- Measuring success, using metrics and analytics
- Practical steps in implementing successful charity marketing plans

We hope that this training programme will enhance charities' marketing capabilities and self-sufficiency.

May I encourage you to share this content with marketing professionals in your own organisation, as well as sharing it with others in the field of charity marketing, who may find it useful.

The briefings are described below and are accessible through the links shown. Further information can be obtained through our Clerk, John Hammond, email clerk@marketors.org

Best wishes in fellowship.

Lesley C. Wilson

Master Marketor

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Worshipful Company of Marketors

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Charity Marketing' Training Program – Content Overview & Links

A playlist of all the videos can be accessed [here](#).

<https://www.youtube.com/playlist?list=PLS1PlzDjeyIAH-gXitclx4vJDGyZkISak>

Individual briefings may be accessed using the links below.

Briefing 1: Introduction – An overview of the Marketors' Company and the 'Charity Marketing' program's author. The role of commercial marketing, vs. Charity marketing. Models of exchange. The 'Magic' of charities.

<https://youtu.be/fa1-8IHWEno>

Briefing 2: Planning – Marketing plans with a winning edge. The basic ADIC recipe. The advance SOSTAC® marketing planning framework.

<https://youtu.be/lcuB3AhvNNI>

Briefing 3: Market Research – Research techniques and tools. Practical, quick-win approaches. Stakeholders. The Power-Interest matrix.

<https://youtu.be/cbCPpY8yt6A>

Briefing 4: Situation Analysis – Macro analysis – the STEEPLE model. Meso analysis – Porter's 5 forces model. The adapted 9 forces charity model. Micro analysis – the SWOT model. On-going analysis.

<https://youtu.be/wqnxZcn2vV4>

Briefing 5: Objectives – The terminology of aims and objectives. The SMART objectives model. Setting marketing budgets effectively.

<https://youtu.be/nfAsfi0But0>

Briefing 6: Strategy (Part 1) – The real role of strategy. Answering the 'Key Question'. Product – Markets and the Ansoff matrix. Communicating value to stakeholders. Market segmentation for commercial and charity markets. The complexity of charity stakeholder segments.

<https://youtu.be/7xMgWs3HHf4>

Briefing 7: Strategy (Part 2) – Targeting stakeholders. Positioning your organisation for competitive advantage. Managing the brand effectively.
<https://youtu.be/RltvXXX2MdA>

Briefing 8: Tactics (Part 1) – Introducing the Marketing Mix. Developing your offerings. Marketing Services.
<https://youtu.be/en2wYV9p0RE>

Briefing 9: Tactics (Part 2) – Integrated Marketing Communications. The Communications Mix in context. The 3 M's model. Campaign Planning. The 'Stakeholder Journey'. The RICER model.
<https://youtu.be/nCoeKuucUq8>

Briefing 10: Tactics (Part 3) Marketing Communications Tools and Techniques – Tips, tools and techniques in applied stakeholder communication.
https://youtu.be/iTPUXETM_pU

Briefing 11: Tactics (Part 4) Campaigns & Fundraising – RICER Model tactics. Building communication campaigns plan. Tips, tools and techniques for efficient Fundraising.
<https://youtu.be/nVEaSgT-sHc>

Briefing 12: Tactics (Part 5) Economic Recovery Guide. Practical suggestions for stakeholder relationship marketing, to drive recovery. Sources of support.
<https://youtu.be/riwmv4NE4G8>

Briefing 13: Action Planning – Project management tools and techniques. Resource planning.
<https://youtu.be/0uHuwbuVQIU>

Briefing 14: Controlling the Marketing Plan – Marketing metrics, KPIs and analytics. KPIs made clear. Measuring success. Identifying issues and staying on track.
<https://youtu.be/6mf7xVMZ4M0>

Briefing 15: A practical implementation guide – Developing and implementing charity marketing plans.
https://youtu.be/C6_oP41Z4zM