

# Marketing

## Definitions

“Marketing is the management process that identifies, anticipates and satisfies customer requirements profitably” *The Chartered Institute of Marketing (CIM)*

Marketing is about taking action to get people to understand the services you provide on a daily basis. Marketing therefore is everything you do to gain customers and keep relationships with them via your public engagement activity, stakeholder communication, member and services users and or customer promotions.

## Marketing Strategy

A simple marketing strategy or plan will provide a clear direction to achieve your goals. It's a roadmap which can include: organisational background information, objectives, services/products, targets, key messages, market research, target audience, promotions, marketing tactics and tools to plan your direction in attaining your goals.

## Organisation Background

The clarity of your organisation's Vision and Mission contribute greatly to the messages you communicate. This can be further condensed in a clear one sentence strap line which will capture the essence of your mission.

## Product

Be clear about what you are offering; your services, expertise, knowledge, or goods. All members of your group or organisation should be providing the same clear message in promoting and 'selling' your services. Remember your reputation

MARKETING



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is built through your services. People want reliability, quality and trust in your group or organisation.

## Target Audience

Define your target market or audience as best as you can, the more specific you can be the better you can target your efforts and plans. Who is your primary audience and why? Who else is attached to your primary audience? Who else might you affect?

As well as targeting people who have an affinity with you, remember to pursue the wider market. This can bring on board people who are not in the 'committed' or 'likely to be interested' groups but who are 'open to persuasion'.

## Promotion

Your promotional task can become complex but should be kept simple. Make use of good quality promotional materials, which should clearly reflect your group's image and allow people to recognise your brand.

Ensure that your leaflets or posters have your address, phone and fax numbers, email and website addresses and where possible a map of how to find your premises. Make it as easy as possible for users to contact you.

Publicity material should be targeted for your specific audience. In your strategy, you may want to list what you will produce: leaflets, posters, flyers, newsletters, e-bulletins and brochures for example.

## Promotion of Service

- Communicate directly with relevant organisations
- Make intelligent use of any mailing lists
- Piggyback on relevant partner organisation's lists (observing any rules and ethical concerns)
- Put printed materials in places that your target audience use
- Advertise in appropriate specialist publications



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## Social Media

There are a variety of tools to be used to try and keep in touch with your members and increase your audience. Social Media is proving to be at the cutting edge in creating and identifying trends and gaining attention; converting the attention received is the challenge. Charities are increasingly turning to social media, which is free.

Social Media tools assist and allow you to; share and contact, interact and advertise. [Facebook](#) is the largest online social networking site. Turn to [twitter](#) for fast real-time communication and promotion or [YouTube](#) for communicating stories and technical information by film. In pictures there is [Instagram](#) images, film and increasingly info graphics and the [Google+](#) family. Those mentioned above are just a few you may select to use others.

For assistance in learning about more about Social Media in Salford contact:  
[The Peoples Voice Media](#)

Join the Institute of Community Reporters: [Community Reporters](#)

AGE UK Tea and Tech Sessions at Critchley House Swinton: [Tea and Tech](#)

GO ON Salford: [GO ON](#)

## Social Media Toolbox



## Local, Regional and National Press & Radio

The mainstream media are under no obligation to give free publicity to anyone, so you have to offer them an angle – something fresh, perhaps quirky – that will capture their audiences' interest. The secret is to identify the story, create interest and include interviews. Also build a relationship with the press, the writers and the Editor. The same applies for any radio station.

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- [Salford Radio Station](#)
- [BBC Radio Manchester](#)
- [Key103](#)
- [Shock Radio](#)

## Media Relations

The local media are hungry for local stories, including positive ones, and may want to interview an organiser or speaker, especially if the event is novel. The same goes for local television. Local radio is usually free. Build a rapport with the journalists and specialist reporters and researchers. Keep in touch; be of assistance to them with what's really happening within your community.

- [Salford Advertiser](#)
- [Salford Online](#)
- [Manchester Evening News](#)

## Pulling it all Together

The various ways in which you promote your public engagement can work together and reinforce one another, creating a 'perfect storm' that generates excitement – and an audience.

It helps if your organisation's issues are relevant to local communities or the target audience. If you have a reputation for local involvement and openness, the climate for promoting specific engagement activities will be favourable while the issues are live.

- [Marketing Jargon Buster](#)
- [Marketing & the 7P's](#)
- [Marketing & Publicity Materials](#)



For further information, guidance and support, please visit [www.salfordcvs.co.uk](http://www.salfordcvs.co.uk) or call 0161 787 7795



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