

CLICKSMITH

**Harness the power**

**of Digital Marketing on a shoestring-budget**

# Why are we here?

## My aim (hopefully)

- Understanding the power of digital marketing to engage supporters and beneficiaries
- Explore low-cost tools, tips and tricks to help optimise your online efforts
- Boost your confidence in managing and enhancing your online presence

Heatmaps

CTR

RTB

ROI

A/B/n Testing

AI

Engagement

CLTV

AOV

ROAS

UX

Open Rate

CTR

CRO

UI

CTR

SEO

Social Media Algorithm

Paid Search



CTA

CPA

Above the fold

KPI

CPV

PPC

CPC

CPM

Impressions

ROAS

Organic

# What is it?

***“Digital marketing is the use of digital channels to market products/service or in this case charities.”***

Simple... right?

# Well yes... kind of

Like everything in life, very few things are that simple.

Digital marketing can be simple, and it can be complicated, it depends on the scale.

## Why use digital marketing channels

- Increased visibility:
- Enhanced engagement:
- Improved fundraising:
- Promote the cause
- Educate and inform

# Get on with it George...

So what are the channels? What can they do? How do they work?  
And what are their own strengths?

We are going to concentrate on the ones that are easiest, cheapest and most effective in Guernsey:

- Organic social
- Email
- Paid social
- Display and YouTube

# Organic social

## What is it?

Organic social media, which refers to content shared on social platforms without paid advertising, offering significant benefits for charities, such as:

- 1. Building a community and engagement with followers**
- 2. Opportunity for high levels of reach**
- 3. Allows you to show authenticity and build trust**
- 4. Chance to reward corporate sponsors and partners, resulting in further support**
- 5. Inspire action**
- 6. A platform in which to educate the community of the importance of your cause**

# Organic Social - where and how?

1. **Identify the best social network... or use them all!**
2. **Know your audience and your objective**
3. **Consistent engagement (posting and responding)**
4. **High-quality content (video, images and branding)**
5. **Encourage sharing (call to action and content designed to share)**
6. **Leverage user-generated content (share and repost others content).**
7. **Utilise Instagram stories and reels (true organic content, by those who are running/involved with the charity)**

Difficulty level **Low**

Time to create **High**

Time to manage **High**

# Examples

**Bailiwick Social Prescribing**  
September 11 at 3:48 PM · 🌐

It can be so hard to define Social Prescribing as it will mean something different to every individual we work with ...but if you've ever wondered what it is we do, please watch our video [#withoutus Association of Guernsey Charities](#)



in doing things, where I'd just dropped doing everything.

**Guernsey Mind**  
September 10 at 10:47 AM · 🌐

There are some really useful tips in this post from our friends at national [Mind](#) on World Suicide Prevention Day. Although it can be difficult to start a conversation, doing so can change someone's life.

<b>How to talk to someone with suicidal feelings</b> →	<b>Ask open questions</b> Questions like "How have you been feeling?" or "What happened next?" really help people to open up.	
<b>Give them time</b> You might feel anxious to hear their answers, but it helps if you let them take the time they need.	<b>Take them seriously</b> People who talk about suicide do sometimes act on their feelings. It's a common myth that they don't.	<b>Try not to judge</b> You might be shocked, upset or angry, but it's important not to blame the person for how they're feeling. They may have taken a big step by telling you.

**GSPCA, Guernsey SPCA is in Guernsey.**  
a day ago · 🌐

To sponsor the GSPCA team raising funds at the Skipton Swimarathon in aid of the much needed Wildlife Hospital please go to <https://giving.gg/donate/event/9674/GSPCA-Swimarathon-Team>



Please sponsor the GSPCA team raising funds at the Skipton Swimarathon

**Les Bourgs Hospice**  
September 13 at 9:16 AM · 🌐

🎉 Family Fun Day at TrustFord Guernsey! 🎉

Looking for a fantastic way to spend your Saturday?  
Come and visit [Trust Ford Guernsey](#) on Saturday, from 11am - 4pm for a day filled with excitement and entertainment for all ages! ...  
[See more](#)



Family Fun Day  
Come and join the fun!  
TrustFord Bulwer Avenue  
Saturday 14th September  
11am-4pm

Free to attend event, however donations are welcome to support Les Bourgs Hospice

# Email Marketing

Email marketing is old-school (for digital marketing) but it is still incredibly effective

## What is it?

A form of digital marketing that involves sending emails to a list of subscribers. It's a cost-effective way for businesses to reach out to potential and existing customers, build relationships, and promote products or services.

## Benefits:

1. **Cost-effective**
2. **Targeted reach**
3. **Measurable results**
4. **Relationship building**
5. **Lead generation and sales**
6. **Promotion**

## Best to promote:

1. **Events**
2. **Fundraising initiatives**
3. **Charity awareness**
4. **News**
5. **Charity efforts/results**

# Email Marketing - Where and how?

GDPR... remember that? Sure, you need to be wary, but email is a fantastic and cost-effective way of marketing.

## 1. Choose an email marketing platform

**Free Options:** Gmail, Outlook, or Mailchimp's free plan.

**Paid Options:** Mailchimp, Klaviyo, Campaign Manager, or HubSpot. These offer more features and customisation options.

## 2. Create an email list

## 3. Design your emails

## 4. Schedule your campaigns

## 5. Test and analyse

### Additional tips:

- **Mobile optimisation:**
- **Don't spam**
- **Compliance:** Adhere to email marketing laws and regulations (e.g., GDPR).

Difficulty level **Low**

Time to create **Medium**

Time to manage **Low**

# Examples

Subscribe Now

**Barnardos**



Hello Chari

As a valued supporter of Barnardos we want to let you know that the annual **Barnardos National Collection Day** kindly supported by **Dell EMC**, takes place on Friday 15<sup>th</sup> September.

We are delighted to announce a **new and exciting partnership** with **Dell EMC** that will help us hold more collections, raise more funds and change more children's lives. And we're hoping we can count on your

Volunteer at our Moto National Collection [View this email online](#)

## HELP for HEROES

Will you volunteer to help our heroes this August?



A tunnel of light gray circles receding into the distance on a black background. The circles are arranged in a grid that converges towards a vanishing point in the center, creating a strong sense of perspective and depth. The circles are uniform in size and color, and their spacing is consistent, contributing to a rhythmic and geometric pattern.

Paid media

# Quick question...

How much did Macmillan Cancer Research spend on awareness and campaigning in 2023 ?

# Paid social

## What is it?

Paying to display your ads or content to a specific target audience, rather than relying on organic reach alone. This allows 3rd sector organisations to reach a wider audience and achieve specific goals, such as increasing awareness, driving website traffic, fundraising and promoting events.

## Benefits:

1. **Targeted reach**
2. **Measurable results**
3. **Cost-effective**
4. **Increased brand awareness**
5. **Faster results**
6. **Engagement opportunities**

## Best to promoting:

1. **Events**
2. **Fundraising initiatives**
3. **Charity awareness**
4. **News**

## HOW MUCH?

Run paid social adverts from just £1 per day.

# Social adverts

**Save the Children UK** on Thursday

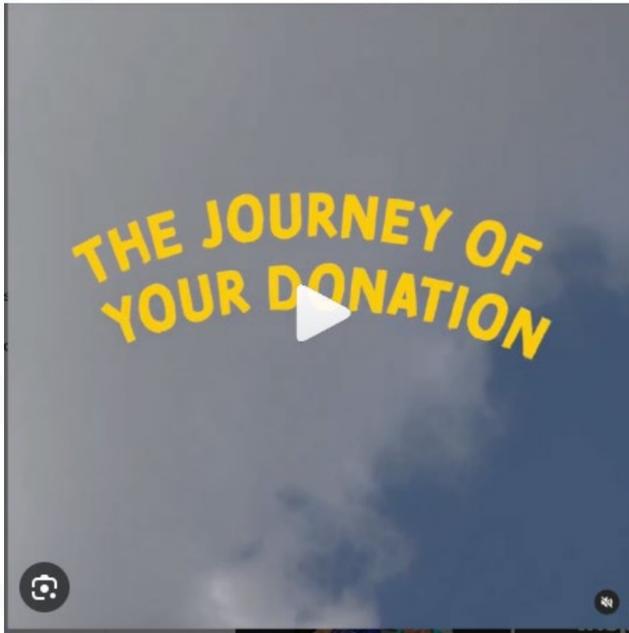
Real-life bedtime stories delivered to your door for £9 a month. Perfect for children aged 4-8. Wonderbooks helps make sure kids everywhere are safe, well and happy, whilst your child's world grows a little bigger.



**WONDERBOOKS** Save the Children

**SIGN UP TODAY!**

WONDERBOOKS.ORG.UK  
**Make their world bigger**  
Discover our inspirational children's books about diversity and real-life stor...



**charitywater** • Follow  
The Journey of Your Donation

charitywater We believe that everyone, everywhere, has a role in ending the water crisis. Dirty water makes existing challenges harder than they need to be, stealing time, health, and resources. But with access to clean water, everything changes — especially for women and girls.

Over the next few weeks, we'll introduce you to some of the amazing people you're working alongside in Zimbabwe: teachers like Cleopatra, gardeners like Editor, local partners like SQ. You'll learn more about the journey of your donation, one that goes even further than you know.

Most importantly, you'll get to help bring clean water to 40,000 people this holiday season. No matter how much you give, @100percentuncleanwater, bringing life's most basic need to people living in some of the world's hardest-to-reach places: <https://cwtr.org/3EZhara> (link in bio).

Edited · 41w

audreyannkadov 41w · 1 like · Reply

melbatoastmama Best nonprofit. What a great video! 41w · 4 likes · Reply

2,538 likes  
DECEMBER 2, 2022

Add a comment...

2,450 × 1,400

**British Heart Foundation** Sponsored · €

Did you know that we rely entirely on our supporters to power our research? We need you.

That thing you do? Do it to beat heart disease. From bake sales to swims, every fundraiser helps us keep saving lives. Order your free kit. Get inspired.



**DO IT TO BEAT HEART DISEASE**

Your free fundraising kit is waiting  
[bhf.org.uk/fundraising](https://bhf.org.uk/fundraising) [Learn More](#)

**NSPCC** Sponsored · €

It's your last chance to run the 38 floors to the top of the Gherkin. Get 25% off with discount code 'LASTCHANCE'.



Plus 25% off with code LASTCHANCE [Sign Up](#) [Take on the :](#)

39 20 comments 4 shares

# Paid Social - Where and how?

Social ads can be created directly in Facebook and Instagram via a "boost" button.

## 1. Choose your platforms

## 2. Create a strong ad campaign

- **Set clear objectives:** Define what you want to achieve with your ads.
- **Target your audience:** Use demographics, interests, behaviours, and location to reach the right people.
- **Create compelling ad copy:** Use strong visuals and persuasive language.
- **Choose the right ad format:** Consider options like image ads, video ads, or carousel ads.

## 3. Set your budget

## 4. Track and measure performance

### Additional tips:

- Test different ad variations
- Use high-quality visuals
- Encourage engagement
- Stay up-to-date with platform updates

Difficulty level **Low**

Time to create **High**

Time to manage **Low**

# Display advertising

## What is it?

Online advertising where visual ads, such as banners, images, or videos, are placed on websites or apps. These ads are typically shown to users based on their browsing history, demographics, or interests.

## Benefits:

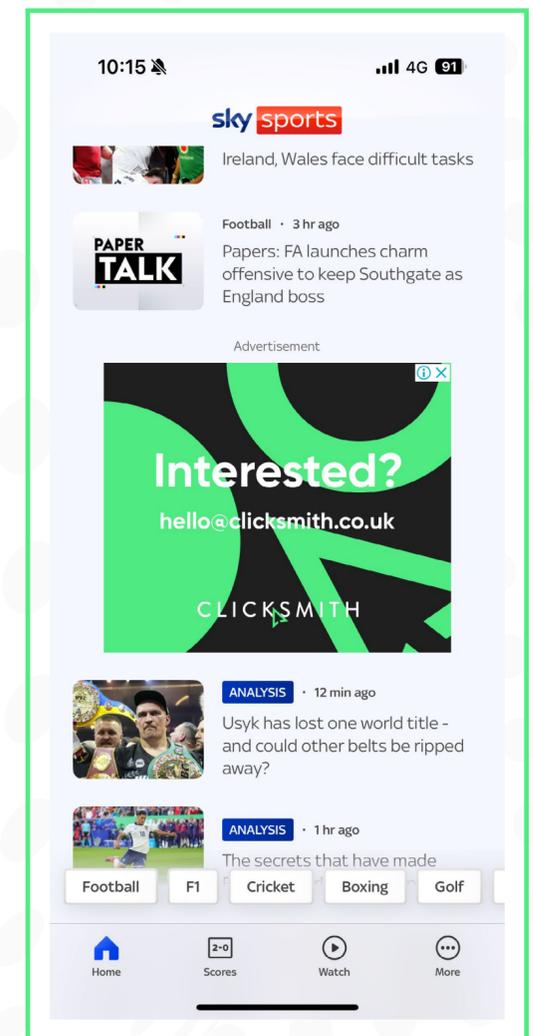
1. Targeted reach
2. Brand awareness
3. Measurable results
4. Cost-effective

## Best to promoting:

1. Events
2. Fundraising initiatives
3. Charity awareness

## HOW MUCH?

Run paid display ads from just £1 per day.



# Display adverts - Where and how?

Using the Google Display Network anyone can create a simple display campaign

**1. Create a Google Ads account:**

Visit <https://ads.google.com/>

Click "Start now" and follow the prompts to create an account.

**2. Define your goals**

**3. Create compelling ad creatives**

**4. Set your budget**

**5. Track and measure performance**

## Additional tips:

- Use high-quality images
- Keep ad copy concise
- Target carefully

Difficulty level **Low**

Time to create **High**

Time to manage **Low**

# YouTube advertising

## What is it?

Video advertisements that play before, during, or after YouTube videos. They can be skippable or non-skippable, and their format can vary from short bumpers to longer ads with product demonstrations or storytelling.

## Benefits:

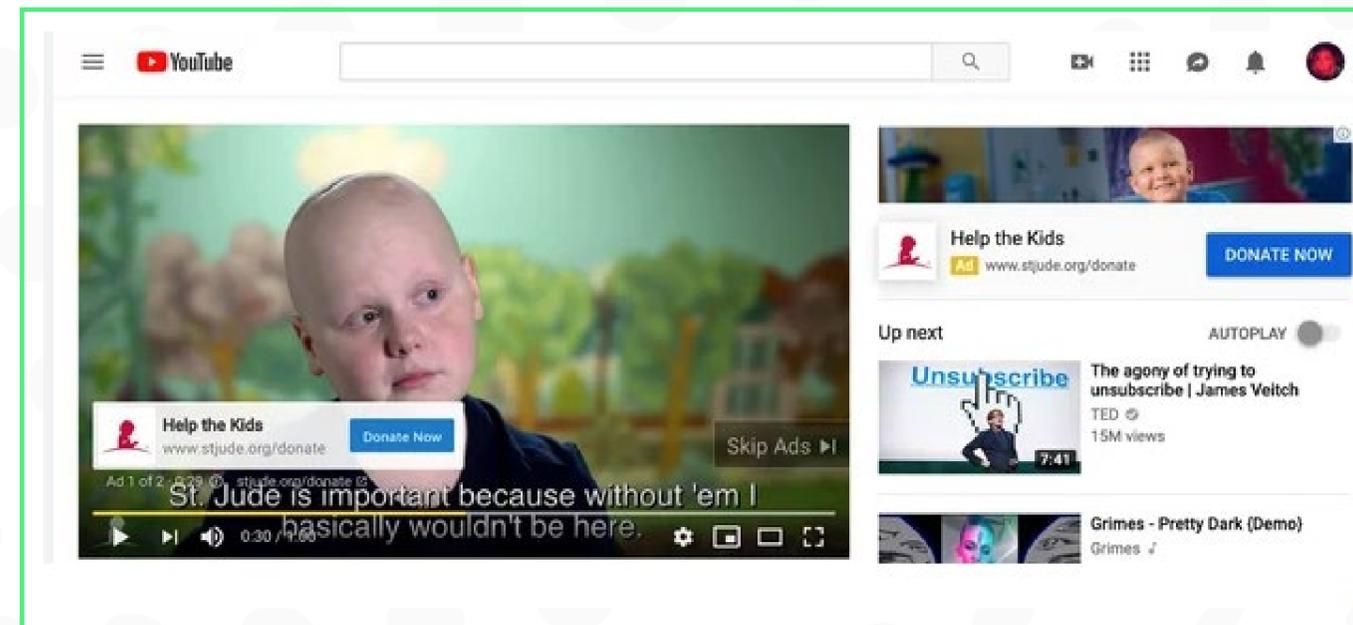
1. **Visual storytelling**
2. **Targeted reach**
3. **Brand awareness**
4. **Cost-effective**

## Best to promoting:

1. **Events (past and upcoming)**
2. **Fundraising initiatives**
3. **Charity awareness**

## HOW MUCH?

Run paid YouTube ads from just £1 per day.



# YouTube adverts - Where and how?

## 1. Create a Google Ads account:

Visit <https://ads.google.com/>

Click "Start now" and follow the prompts to create an account.

2. **Create a YouTube channel:** If you don't have one already, create a YouTube channel for your business.

## 3. Plan your ad strategy

## 4. Define your goals and identify your audience

## 5. Create engaging video content

## 6. Choose ad formats

## 7. Set your budget

## 8. Track and measure performance

### Additional tips:

- Create high-quality videos
- Keep it relevant
- Use clear calls to action
- Target carefully

Difficulty level **Medium**

Time to create **High**

Time to manage **Low**

# Tools and resources

## Research and courses - FREE

- *Google SkillShop*  
<https://skillshop.withgoogle.com/>
- *Meta Skilling certificate*  
<https://www.facebook.com/business/learn/msba>
- *LinkedIn Learning*  
<https://www.linkedin.com/learning/>
- *Mailchimp academy*  
<https://www.mailchimpacademy.com/student/catalog>
- *Hubspot*  
<https://academy.hubspot.com/courses/digital-marketing>

## Creative

- *Canva* [https://www.canva.com/en\\_gb/](https://www.canva.com/en_gb/)
- *Design Wizard* <https://designwizard.com/>

## AI

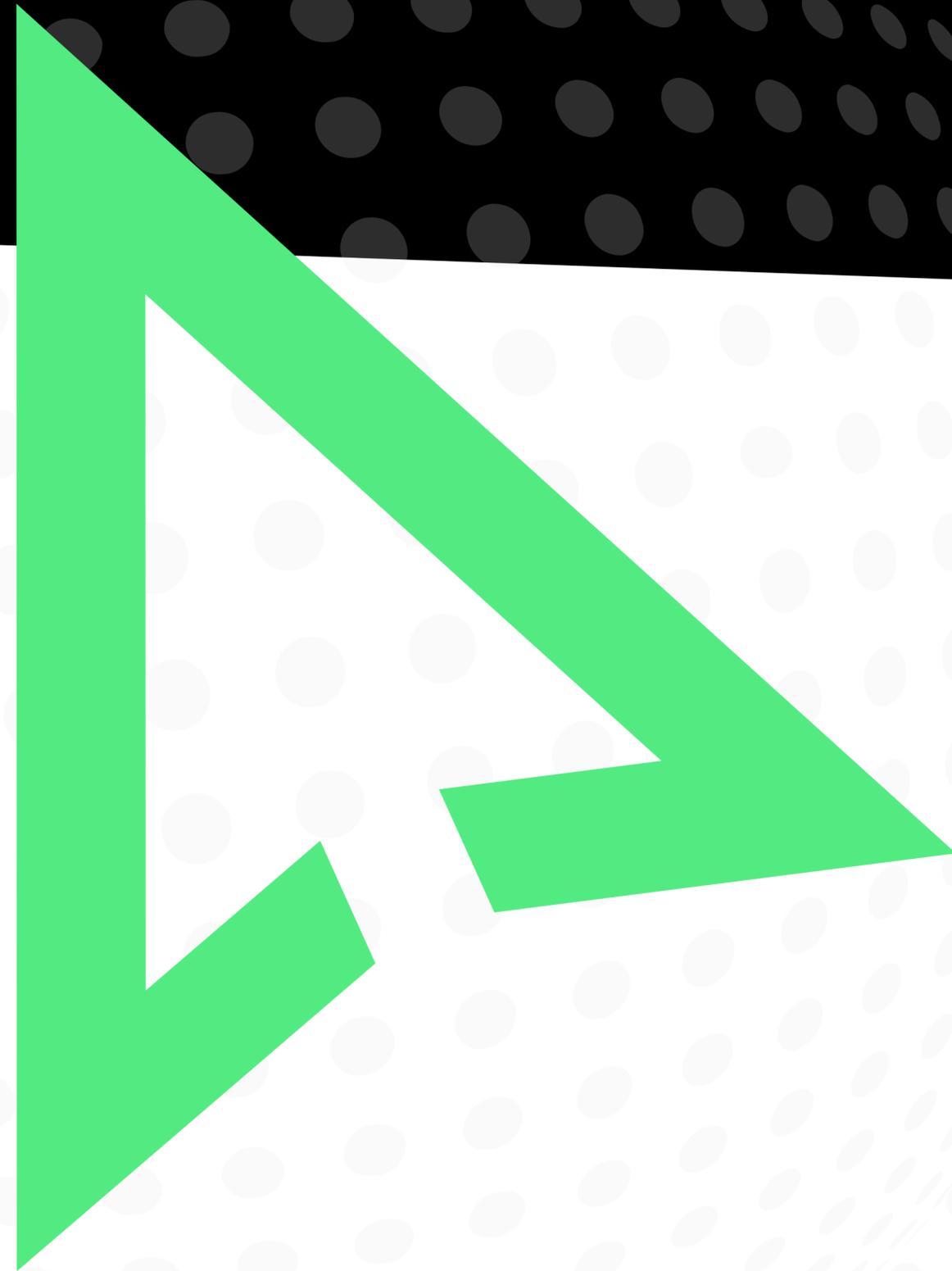
- *ChatGPT* <https://openai.com/chatgpt/>
- *Gemini (Google)* <https://gemini.google.com/app>
- *Copy.ai*
- *Jasper Ai* <https://www.jasper.ai/>

## Freelance platforms

- *People per hour*
- *Fiver*
- *Upwork*

# Last resort...

Speak to local marketing agencies  
like mine, we are always happy to  
help at Clicksmith.



*Thank you*