

Raising Your Profile

how to market your agency to attract clients, volunteers and funders



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Importance of Having a Marketing Plan

5 Step Marketing Plan



**What are
your
challenges?**

**What do we
want to
achieve?**

**How can we
get there?**

**What's the
cost?
Timing?
Plans?**

**How are we
doing vs
goals?
Start?
Stop?
Continue?
Next Steps?**

Digital communications



- Website
- Social media
- Blogs
- Video
- Using analytics to measure success

Newsletters – internal and external



- Purpose
- Audience
- Frequency

The importance of media coverage



- Third party endorsement
- Leverage coverage
- Build relationships

Using storytelling to raise your profile



- Turn dry statistics into compelling story
- Use of video
- “Live” case histories
- Endorsements
- It’s about your clients
- Audience

Annual Report--How can it help you market?



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RESPONSIVE.
IMPACTFUL.

ESC
Executive Service Corps
of The Triangle
Professional, Affordable Consulting for Nonprofits

- Useful across all audience targets
- Seek pro bono specialists
- Good photography makes it “pop”



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MAKING NONPROFITS SUCCESSFUL IN TODAY'S MARKETPLACE

2014 Annual Report

