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Online Marketing & SEO Plan

Marketing Plan:

Target women who have experienced sexual abuse by creating an easy to reach contact site through the website (in the event that they are not comfortable enough to reach out through a direct line), as well as make them feel as though they are not alone in their experiences by showing the statistics for its commonality.

Business Rationale:

Sexual abuse is far more pervasive than people think, and there are more support systems necessary for people to tackle their trauma. It would be a nonprofit organized geared exclusively toward support, education, and initiatives for sexual assault prevention. Using soft colors, inviting language, and friendly images, the site will be pleasant and agreeable.

Marketing Recommendation:

Using google adwords, when key words “abuse,” “assault,” and “sexual” are used, the site will pop up as one of the first recommended. Moreover, targeting women, the site will be advertised using Instagram advertisements, and pop up when people scroll though hashtags or searches involving sexual assault and sexual abuse.

Key Words:

* Sexual
* Abuse
* Assault

Example Advertisement for Instagram:

