



FINAL PROJECT

DIGITAL MARKETING & FREELANCING

Presented by :
MAHNOOR SAEED

Presented for :
**The Friends
Foundation (NGO)
Marketing Project**

Project Overview



EXECUTIVE SUMMARY 01

- ✓ Brief overview of marketing plan.
- ✓ Key goals & objective of campaign.
- ✓ Expected Outcome.

02 TARGET AUDIENCE ANALYSIS

- ✓ Define and analyze the target audience.
- ✓ Audience persona to guide campaign strategies.

MARKETING STRATEGIES 03

- ✓ Social Media Marketing.
- ✓ Content Marketing.
- ✓ Search Engine Marketing.

04 BUDGET BREAKDOWN

- ✓ Break down of 10 lac rupees across different activities.
- ✓ Budget breakdown for ads, content, tools, and expenses

PERFORMANCE MEASUREMENT 05

- ✓ KPIs to measure campaign success.
- ✓ Tools & methods for performance analyzing.
- ✓ Performance based optimization.

06 IMPLEMENTATION TIMELINE

- ✓ Timeline for executing the digital marketing plan, including major milestones and deadlines.

FINAL RECOMMENDATIONS 07

- ✓ Expected outcomes and impacts of whole plan
- ✓ Recommendations for future marketing plan.

EXECUTIVE SUMMARY

Of Marketing Plan

OVERVIEW
OF PROJECT

GOALS &
OBJECTIVES

EXPECTED
OUTCOME

BRIEF OVERVIEW OF PROJECT

This comprehensive digital marketing plan outlines the **strategies** and **tactics** to launch a successful campaign for The Friends Foundation, a newly established NGO with a mission to make a meaningful impact in the fields of [specific cause, e.g., education, health, environmental conservation]. With the foundation's first major digital marketing campaign, the objective is to raise awareness, engage supporters, and drive donations for their key projects and initiatives.

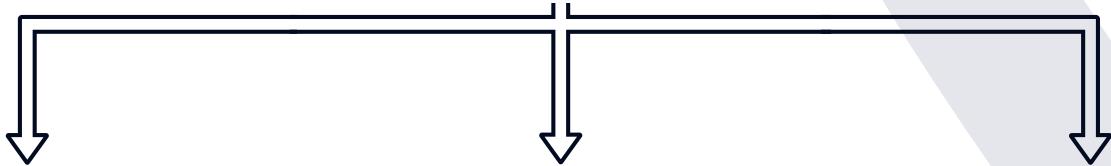
The campaign will leverage digital marketing channels to build a strong online presence for The Friends Foundation, ensuring that their message resonates with a diverse yet targeted audience. By increasing brand awareness, engaging a growing community of supporters, and driving online donations, the foundation aims to establish a solid foundation for sustainable growth and long-term impact.



DYNAMO
DIGITAL MARKETING

GOALS AND OBJECTIVES

Of Marketing Plan



INCREASE BRAND AWARENESS

- Establish a strong online presence for The Friends Foundation across major digital channels (**social media, website, email marketing**).
- This key step will be taken by spreading awareness through **Ads promotion, Posts, Webinars and NGO working Videos**.

ENGAGE & GROW THE AUDIENCE

- Build and foster an engaged community of **followers** and **supporters** on platforms like **Facebook, Instagram, LinkedIn** and Twitter.
- This key step will be taken by creating strong **online presence** and **promote ads** for engagement & Followers and **interact** with them.

DRIVE DONATIONS & SUPPORT

- Develop targeted strategies to convert **digital engagement** into **tangible actions**, such as online donations and volunteer sign-ups.
- Use compelling calls-to-action (CTAs) with **lead** objective to motivate financial support and other forms of assistance for the foundation's projects.

EXPECTED OUTCOME

THE DIGITAL MARKETING CAMPAIGN IS EXPECTED TO ACHIEVE THE FOLLOWING MEASURABLE OUTCOMES:

1. BRAND AWARENESS:

- A 50% increase in social media followers within three months.
- Reach at least 500,000 impressions across platforms.

2. AUDIENCE ENGAGEMENT:

- A **50% increase** in post engagement rates (Followers, likes, comments, shares).
- Generate 5,000 email sign-ups for future communication.

3. DONATIONS:

- Raise a minimum of PKR 15,00,000 in donations during the campaign.
- Attract at least 200 new donors and supporters.

BY EFFECTIVELY UTILIZING THE ALLOCATED BUDGET AND IMPLEMENTING INNOVATIVE STRATEGIES, THIS CAMPAIGN AIMS TO POSITION THE FRIENDS FOUNDATION AS A TRUSTED NAME IN ITS SECTOR WHILE FOSTERING A LASTING CONNECTION WITH ITS AUDIENCE.

TARGET AUDIENCE ANALYSIS

DEMOGRAPHICS

AGE: 18-45 YEARS

It includes young adults, mid-career professionals, and philanthropists who are digitally active and open to supporting charitable causes.

GENDER: BOTH MALE AND FEMALE

Social causes resonate with all genders, emphasizing inclusivity in the campaign's messaging.

LOCATION

PRIMARY FOCUS

Urban areas in Pakistan, where digital penetration is high like Karachi, Islamabad etc.

SECONDARY REACH

Global outreach targeting international donors interested in humanitarian efforts.

OCCUPATION

STUDENTS

Aspiring youth motivated by activism and volunteerism.

PROFESSIONALS

Corporate employees, entrepreneurs, and freelancers.

PHILANTHROPISTS

High-net-worth individuals inclined to donate towards impactful initiatives.

ACTIVISTS

Individuals committed to promoting awareness for causes like education, healthcare, and environmental sustainability.

INTEREST & BEHAVIORS

Socially aware individuals who care about issues such as poverty alleviation, education reform, healthcare improvement, and environmental conservation for lower middle and rural areas.

Active users of digital platforms such as Facebook, Instagram, LinkedIn, and YouTube, where they consume and share advocacy-based content & willing for volunteer ship.

People with passion for online donation platforms due to their convenience and security and people who engage with NGOs for personal development & leadership.

AUDIENCE PERSONAS

SOCIALLY CONSCIOUS MILLENNIAL

- **AGE:** 25-35
- **OCCUPATION:** YOUNG PROFESSIONALS, ENTREPRENEURS.
- **INTERESTS:** SOCIAL CAUSES LIKE EDUCATION, HEALTHCARE, AND SUSTAINABILITY.

GOALS:

- Contribute to social change through financial donations.
- Share advocacy content on social media to raise awareness.

PERSONA NO 01

PERSONA NO 02

INTERNATIONAL DONORS AND VOLUNTEERS

- **AGE:** 30-50
- **OCCUPATION:** HIGH-NET-WORTH INDIVIDUALS, PHILANTHROPISTS.
- **INTERESTS:** GLOBAL HUMANITARIAN CAUSES AND SUSTAINABLE DEVELOPMENT PROJECTS.

GOALS:

- Provide financial support for impactful campaigns.
- Volunteer remotely or collaborate on awareness-building initiatives.

STUDENTS AND YOUNG ADULTS

- **AGE:** 18-24
- **OCCUPATION:** UNIVERSITY STUDENTS, RECENT GRADUATES.
- **INTERESTS:** VOLUNTEERISM, ACTIVISM, ENVIRONMENTAL OR EDUCATIONAL CAUSES.

GOALS:

- Engage in charitable activities such as volunteering and community events.
- Make small, consistent donations and participate in online advocacy campaigns.

PERSONA NO 03



DYNAMO
DIGITAL MARKETING

MARKETING STRATEGIES



SOCIAL MEDIA MARKETING

"TOGETHER FOR CHANGE CAMPAIGN"

OBJECTIVE:

BUILD AWARENESS AND ENGAGEMENT BY HIGHLIGHTING THE FRIENDS FOUNDATION'S MISSION AND IMPACT.

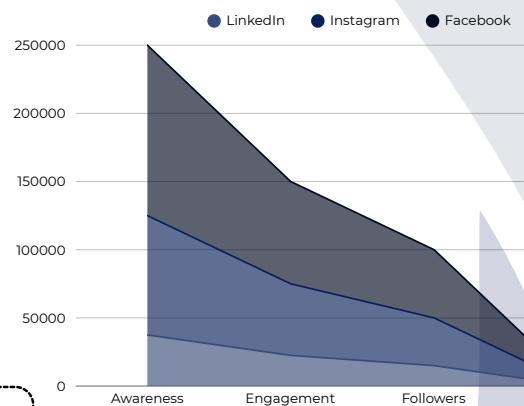
CAMPAIGN OBJECTIVES:

1. AWARENESS
2. ENGAGEMENT

PLATFORM FOCUS:

WILL FOCUS FACEBOOK AND INSTAGRAM FOR AWARENESS BY AWARENESS CAMPAIGN & COMMUNITY ENGAGEMENT BY ENGAGEMENT CAMPAIGN & LINKEDIN FOR PROFESSIONAL OUTREACH THROUGH.

BUDGET ALLOCATION



THEME

"TOGERHER FOR CHANGE"
(showcasing real stories of impact.)

CAMPAIN DESIGN

CONTENT TYPES

- Emotional short videos of beneficiaries (e.g. a child accessing education) For Awareness.
- Weekly Instagram reels highlighting ongoing projects and updates for Engagement.
- Interactive polls, quizzes, and live sessions with foundation representatives to interact with audience.

ENGAGEMENT STRATEGY

Encourage user participation through:

- HASHTAGS (#TOGETHERFORCHANGE)
- CHALLENGES (E.G., TAG A FRIEND TO JOIN)
- GIVEAWAYS FOR ENGAGEMENT.
- POLLS & QUIZZES.

By creating engagement campaign with focus on:

- "Visit Instagram Profile" for traffic and engagement to page.
- "Page Like" for Insta & Fb followers.

NOTE:
(Creatives are mentioned in the end)

PAID STRATEGY

Boost impactful posts and run targeted ads on Facebook and Instagram to attract urban, socially conscious individuals.

MARKETING STRATEGIES

CONTENT MARKETING "STORIES OF IMPACT CAMPAIGN"

OBJECTIVE:

INSPIRE AUDIENCES BY TELLING POWERFUL STORIES AND MOTIVATING THEM TO SUPPORT THE FOUNDATION.

CONTENT FOCUS

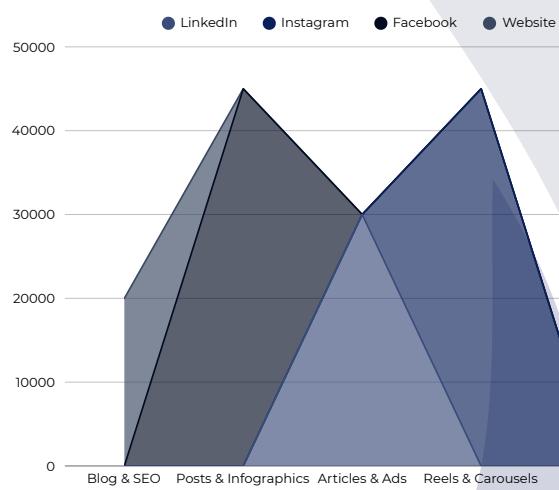
- **Blog Series:** Publish blogs about individuals or communities who have benefited from The Friends Foundation's projects.
- **Video Content:** Create 2-minute mini-documentaries for YouTube and share excerpts on other platforms.
- **Infographics:** Explain the foundation's vision, accomplishments, and how donations are utilized effectively.

PUBLISHING SCHEDULE

Will follow given schedule:

- Weekly updates on blogs, e.g. will be post every Monday.
- Bi-weekly short videos and testimonials, e.g. these will be publish on every Thursday & Friday.
- Daily posting regarding awareness or engagement, e.g. will be post daily at 5-6 PM or 1-2 PM.

BUDGET ALLOCATION



THEME

"**STORIES OF IMPACT**"
(showcasing detailed stories of change.)

EMAIL CAMPAIGN

Share impactful stories via newsletters to keep supporters informed and motivated to donate.

MARKETING STRATEGIES

SEARCH ENGINE MARKETING

"DONATE FOR CHANGE CAMPAIGN"

OBJECTIVE:

DRIVE ONLINE DONATIONS THROUGH HIGH-INTENT SEARCH TRAFFIC.

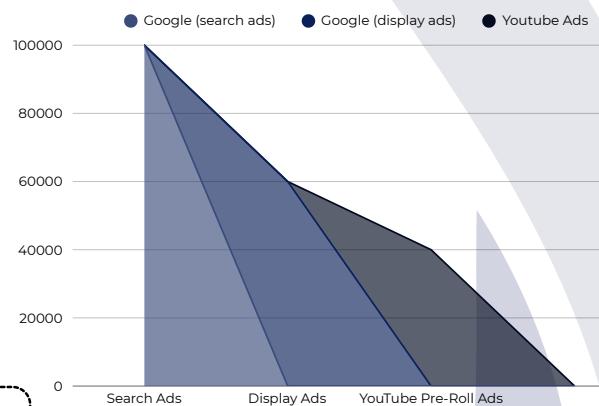
CAMPAIGN OBJECTIVES:

1. LEADS
2. WEBSITE TRAFFIC

PLATFORM FOCUS:

WILL FOCUS ON GOOGLE ADS FOR LEADS & WEBTRAFFIC (DONATIONS & NEWS LETTER SIGNUPS) AND YOUTUBE ADS FOR AWARENESS ON INTERNATIONAL LEVEL AND SIGN-UPS .

BUDGET ALLOCATION



THEME

"DONATE FOR CHANGE"

(emphasizing urgency and impact)

TARGETING

KEYWORDS:

- 1.“donate to NGOs in Pakistan”
- 2.“support education projects”
- 3.“help environmental NGOs.”

Audience:

High-net-worth individuals and philanthropists searching for causes to support.

AD TYPES

- **SEARCH ADS:**

Focus on donation-specific keywords with CTAs like “Donate Now and Make a Difference.”

- **DISPLAY ADS:**

Use visuals of beneficiaries and impactful stats to trigger emotional responses.

- **YOUTUBE PRE-ROLL ADS:**

15-second clips showing beneficiaries thanking donors, with a CTA to “Click and Donate.”

NOTE:

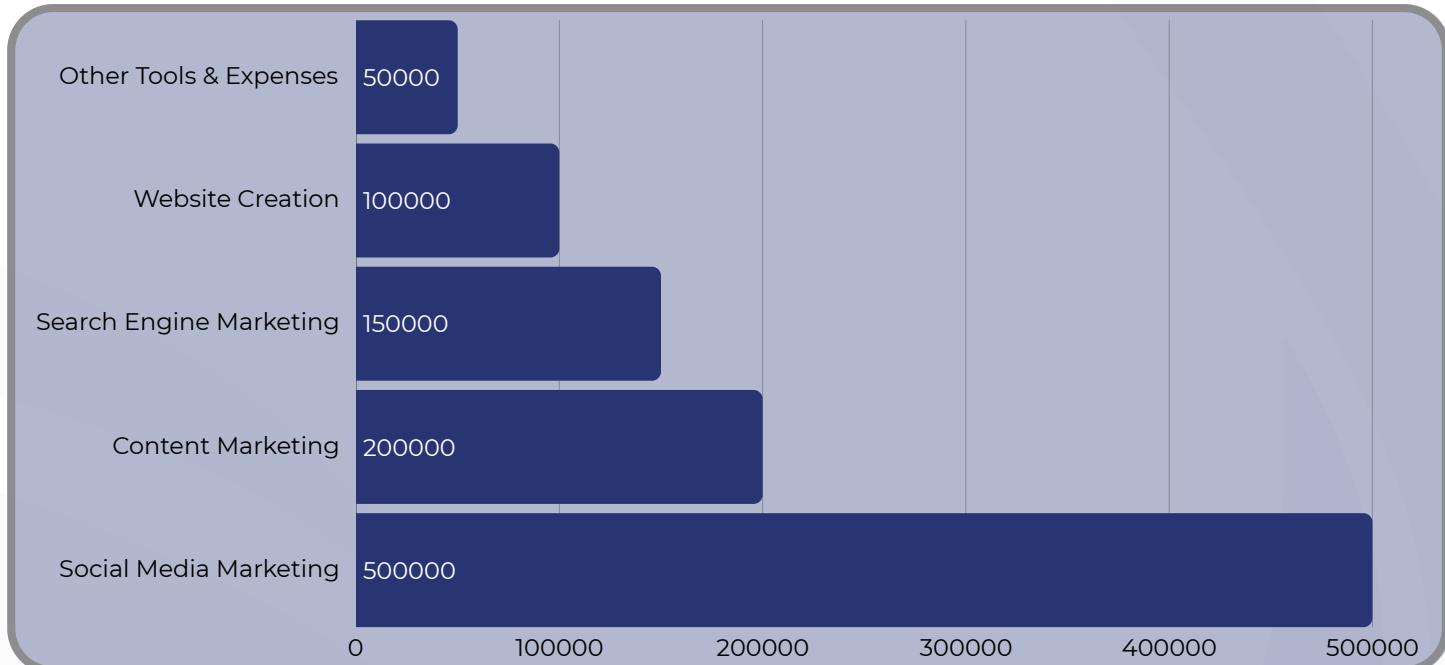
(Creatives are mentioned in the end)

KEYWORD ALLOCATION

Prioritize high-performing keywords and optimize based on CTR and conversion rates.

BUDGET BREAKDOWN

PKR 10 LAC RUPEES



SOCIAL MEDIA MARKETING LINKEDIN, INSTAGRAM & FACEBOOK

AWARENESS: 37500+87500+125000

ENGAGEMENT: 22500+52500+75000

FOLLOWERS: 15000+35000+50000

SEARCH ENGINE MARKETING GOOGLE ADS & YOUTUBE ADS

SEARCH AD: 1,00,000

DISPLAY AD: 60,000

YOUTUBE AD: 40,000

WEBSITE DESIGNING

DEVELOPER:

50,000

HOSTING:

15,000

DOMAIN:

5,000

PLUGINS & THEMES:

30,000

CONTENT MARKETING LINKEDIN, INSTA, FB & WEBSITE

SEO: 20,000

INSTA: 45,000

IT INCLUDES GRAPHIC DESIGNING, VIDEO EDITING, SEO & SOCIAL MEDIA MANAGEMENT COST

FB: 45,000

LINKEDIN: 30,000

OTHER EXPENSES

CANVA PRO: 5,000

CAPCUT PRO: 5,000

GUEST POSTING:

15,000

BACKLINKS: 10,000

AUTOMATION: 15,000

PERFORMANCE MEASUREMENT

KEY PERFORMANCE INDICATORS (KPIs)

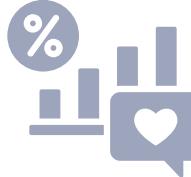
➤ GROWTH IN SOCIAL MEDIA FOLLOWERS

TARGET: 50,000 IN 3 MONTHS.



➤ INCREASE IN WEBSITE TRAFFIC

TARGET: 25,000 UNIQUE VISITORS EVERY MONTH.



➤ DONATION MILESTONE ACHIEVEMENT

TARGET: PKR 1,500,000 IN 3 MONTHS.



➤ ENGAGEMENT RATES

TARGET: 25% AVERAGE.



OPTIMIZATION PLAN

- CONDUCT WEEKLY REVIEWS OF PERFORMANCE METRICS.
- REFINED AD CREATIVES AND KEYWORDS BASED ON CTRS AND CONVERSIONS.
- ADJUST THE SOCIAL MEDIA CALENDAR AND CONTENT THEMES BASED ON AUDIENCE RESPONSE.

MONITORING TOOLS

➤ GOOGLE ANALYTICS

Track website performance.

➤ FACEBOOK INSIGHTS AND INSTAGRAM ANALYTICS

Assess social media reach and engagement.

➤ SEMRUSH

Analyze SEM campaign effectiveness.



1ST MONTH

- **SOCIAL MEDIA SETUP:**
Create profiles on key platforms and ensure consistent branding.
- **INITIAL POSTS:**
Share content introducing your brand and services to raise awareness.
- **BLOG LAUNCH:**
Publish the first blog posts to establish authority and drive traffic.

2ND MONTH

- **LAUNCH GOOGLE ADS:**
Set up targeted ads to drive traffic and raise visibility.
- **LIVE Q&A SESSION:**
Engage directly with your audience to build trust and interaction.
- **TESTIMONIAL VIDEO:**
Publish a video showcasing customer satisfaction for social proof.

3RD MONTH

- **CAMPAIGN OPTIMIZATION:**
Analyze data from ads and social media to improve performance.
- **Thank-You Video for Donors:**
Create a video thanking donors and showcasing the impact of their contributions.



FINAL RECOMMENDATION

EXPECTED OUTCOME

WEBSITE

EXPECTED OUTCOMES

- ✓ Development of a visually appealing and user-friendly website with optimized performance and hosting.
- ✓ Ensured mobile responsiveness and seamless functionality to support ad campaigns.
- ✓ Improved site experience to convert leads from SEM and social platforms into actionable results.

SOCIAL MEDIA MARKETING

EXPECTED OUTCOMES

- ✓ **AWARENESS:** Reach approximately 62,500–200,000 people across LinkedIn, Instagram, and Facebook.
- ✓ **ENGAGEMENT:** Generate 37,500–1,25,000 interactions (likes, comments, shares).
- ✓ **FOLLOWERS:** Gain 25,000–75,000 new followers across platforms.
- ✓ **CAMPAIGN IMPACT:** Stronger presence, enhanced brand recall, and higher interaction rates through targeted ad campaigns and regular posting.

SEARCH ENGINE MARKETING

EXPECTED OUTCOMES

- ✓ **GOOGLE SEARCH ADS:** Drive high-intent traffic to the website with PKR 1,50,000.
- ✓ **YOUTUBE ADS:** Increased views, engagement, and leads with PKR 50,000.
- ✓ **IMPACT:** Enhance discoverability for targeted keywords and boost brand visibility in search results and video platforms.

CONTENT MARKETING

EXPECTED OUTCOMES

- ✓ **CONTENT CREATION:** INVEST IN PROFESSIONAL GRAPHICS, VIDEO EDITING, SEO-OPTIMIZED BLOG POSTS, AND SOCIAL MEDIA MANAGEMENT.
- ✓ **PLATFORM-SPECIFIC IMPACT:**
 - **LINKEDIN:** IMPROVED B2B ENGAGEMENT AND LEAD GENERATION.
 - **INSTAGRAM & FACEBOOK:** ENHANCED POST AESTHETICS AND INCREASED SHAREABILITY.
- ✓ **OUTCOME:** MORE ENGAGING AND HIGH-QUALITY CONTENT TO ATTRACT, NURTURE AND RETAIN AUDIENCE INTEREST.

OTHER TOOLS & EXPENSES

EXPECTED OUTCOMES

- ✓ Subscriptions to essential tools (e.g., Canva Pro) for efficient content creation.
- ✓ Automation tools to streamline processes, saving time on repetitive tasks.
- ✓ Backlinks and minor SEO investments to improve search engine rankings.

FUTURE RECOMMENDATION

TIPS FOR FUTURE MARKETING

INVEST IN VIDEO MARKETING

- ✓ Focus on creating engaging short-form videos for Instagram Reels, YouTube Shorts, and TikTok.
- ✓ Use live streams, tutorials, and product demos to build trust and connect with your audience.

STRENGTHEN SEO AND CONTENT MARKETING

- ✓ Focus on high-quality, SEO-optimized content like blogs, case studies, and infographics.
- ✓ Publish content consistently and address audience pain points to drive organic traffic.

LEVERAGE DATA AND ANALYTICS

- ✓ Use tools like Google Analytics and social media insights to track campaign performance.
- ✓ Continuously optimize ad targeting, content strategies, and budget allocations based on data.

DIVERSIFY SOCIAL MEDIA PLATFORMS

- ✓ Expand your presence to emerging platforms like TikTok or Threads to reach new demographics.
- ✓ Experiment with different ad formats (carousel, video, or retargeting ads) to maximize engagement and conversions.

EMBRACE MARKETING AUTOMATION

- ✓ Automate repetitive tasks such as email marketing, social media scheduling, and lead nurturing using tools like HubSpot or Mailchimp.
- ✓ This saves time and ensures consistent communication with your audience.

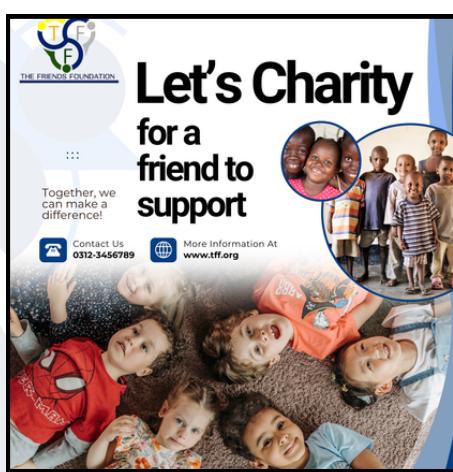


DYNAMO
DIGITAL MARKETING

SOCIAL MEDIA CALENDAR



THE FRIENDS FOUNDATION





DYNAMO
DIGITAL MARKETING

**THANK YOU
FOR
READING**

The Friends Foundation

**PREPARED BY:
MAHANOOR SAEED**