

# Marketing Plan

Additional recommendations

Public Relations: Pitch relevant media outlets in Philadelphia about expertise and success stories. This can

Analytics and Tracking: Utilize website analytics tools like Google Analytics to track website traffic, user beh

Content Repurposing: Repurpose blog content into various formats to maximize visibility and engagement.

## Budget allocation

Content Creation: \$50/month is a good starting point.

Social Media Design: \$25/month is a good starting point.

Paid Social Media Promotion: Test with \$25/month and adjust based on results.

SEO Tools: Consider allocating a small budget for ongoing SEO tools or consultations (optional for the initial phase).

Client retention

Description: 'Develop a quarterly email newsletter: Share valuable content updates, industry news, and client testimonials to keep clients engaged and informed.

Ongoing Consultations: Provide ongoing phone or video consultations to past clients, offering additional support and advice as needed.

Content marketing

Focus: Organic Focus and Paid Amplification

Monthly Blog: Publish 2-3 engaging blog posts with high-quality visuals (valuable and relevant to target audience)

Content Examples: + '[Church Name] Doubles Attendance with Engaging Social Media Strategy (success story)

Paid Social Media Promotion: Consider allocating a smaller portion of the budget to promote high-performing organic content

Executive summary

This marketing plan outlines a comprehensive strategy to establish the freelancer as a leading non-profit m

## Industry networking

Description: Build Credibility

Activities: + Attend 2 local non-profit events or conferences per quarter (maintain industry awareness). + Co

Marketing goals

Increase Brand Awareness: Achieve 1,000 website visitors per month within 3 months (measurable).

Generate Client Inquiries: Secure 5 qualified inquiries from non-profit organizations within 3 months (specific)





Search engine optimization

Description: Long-Term Growth

Keyword Research: Identify long-tail keywords that non-profits in Philadelphia might be searching for (e.g.,

Optimize Website Content: Integrate these keywords naturally throughout the website and blog content to in

Social media engagement

LinkedIn: + Weekly Posts: Share industry news, thought leadership articles, and success stories with relevant

Facebook: + Weekly Posts: 'Inspiring Stories: Share success stories from past clients highlighting positive c

## Target audience

Churches: Focus on faith-based outreach programs and community engagement.

NGOs: Highlight expertise in fundraising, advocacy, and international development campaigns.

Universities: Showcase ability to promote student services, alumni relations, and research projects.