

A guide to marketing on the Central Coast for Not for Profits



Introduction

Marketing in the Not For Profit sector comes with a number of unique challenges, together with hurdles that are common to all marketing and promotions work.

Uniquely, we are often charged with achieving region-wide outcomes for vulnerable community groups, yet our grant funding rarely includes a line item for the realistic cost of achieving region-wide awareness.

Like all marketing, our role is firstly to make consumers (users, participants, etc) aware of our product or services, and secondly to convince them to select our particular product or service over another alternative when the time comes to purchase or participate

Not surprisingly, those with the biggest budgets are best able to stand out from the white noise that is the constant stream of marketing messages. For those with little to no budget, navigating the space can be difficult – with no clear place to get started or marketing channel to focus on.

The guide that follows provides some tools & information to help you get started with your marketing activities. We've also included some tips and tricks to consider based on our own experiences.

For information and assistance:

The CCCC

T: [02] 4333 4401

E: rdo@thecccc.org.au or marketing@thecccc.org.au

Our Marketing & Event Support Services are a social enterprise within Community Council, and not part of our Dept Communities and Justice funded services. We generally work on a (very reasonable!) hourly rate, or a fixed fee for grant-funded individual projects / events.



Newspapers

There are a number of different newspapers that operate on the Central Coast. The best thing about them is that they are local and free. Community news and information about the region forms the bulk of the content for these newspapers and publishers are always looking for newsworthy local stories.

Newspapers generally offer a wide range of advertising options that suit any budget or campaign

Some general tips about advertising in newspapers

Think about the following points when booking a newspaper advertisement. It is OK to ask the sales representative about these things too

- Where will the publication be delivered to?
- Where will the advert be placed within the publication? Generally placement within the first 10 pages is recommended
- Ask for a right hand side page placement (bottom placement if the ad does not take up the entire page) as the eye naturally travels from left to right when viewing a page with text
- Can the publisher create artwork for you and is this included in the cost of the booking?
- If the publisher cannot create artwork, do you have access to someone who can create a professional looking advert for you?
- Are you able to provide the final advert artwork in the format and size requested by the publisher? Many publishers will not accept certain file formats or artwork that is not high resolution. Anything submitted in a word or powerpoint file will generally not be accepted.
- If you are advertising an event or if your advert has newsworthy content, it is worth creating a press/media release that can also be submitted to the newspaper. The publication may also have a community news section where listings can be placed for free
- Does the publisher offer discounts for multiple bookings?
- How will you measure the success of your advertisement? Can you include a "call to action" that is unique to that advert? Examples include "present this ad for a free gift" or "mention this ad when booking for free transport".



Newspapers

Central Coast Express Advocate

Owned and operated by NewsCorp Ltd, published on a Thursday and delivered to over 120,000 homes and businesses on the Coast. With local content ranging from news, lifestyle, entertainment, dining, health and sport it is a well-known and prominent publication. In addition to this, the publication has a digital edition and social media presence through its Facebook and Twitter accounts.

For advertising enquiries
Phone – 02 9288 3507
nswadvertise@news.com.au

Tips!

Advertising in the Central Coast Express Advocate is not cheap but its circulation and readership outweighs other publications. It's important that you talk with a sales representative about what you want to achieve so that you are getting the best bang for your buck. Don't be afraid to haggle! You may very well be able to get a discount given you are a Not for Profit. As a rule of thumb, we would not recommend advertising at a size less than ¼ of the page.

Ducks Crossing Publications

Ducks Crossing publish three newspaper publications in 3 distinct geographical regions on the Central Coast with total distribution of 100,000 newspapers per month

- Peninsula News – Published every second Monday with content targeted towards the southern Central Coast
- Coast Community News – Published every second Thursday with content relating to the Gosford area
- Wyong Regional Chronicle – Published every second Tuesday. This newspaper is distributed and targeted to the Wyong area

For advertising enquiries
Phone – 4325 7369
Email – sales@duckscrossing.org
or editorial@centralcoastnews.net

Tips!

These publications are geographically targeted to specific regions on the Central Coast. If you want to communicate your services or an event to a geographical area, you'll know that you'll be reaching people who live or work in the area. Ducks Crossing offer special advertising rates for Not for Profit organisations. Further information can be found [here](#)

Magazines

On the Coast Publications

On The Coast publications provides the Central Coast Community with up to date, topical and informative content through 2 publications. Each magazine is produced bi-monthly with a distribution area from Lake Munmorah/Morrisset in the north to Umina in the south.

- On the Coast - Families – targeted at families
- On the Coast - Over 55s– targeted at over 55s

For advertising enquiries

Website - <http://onthecoastpublications.com.au>

Phone - 4325 3393

Central Coast Business Review

Published monthly, the Central Coast business review contains everything you need to know about business on the Central Coast. Reach of approximately 20,000 local business people.

For advertising enquiries

Website - www.ccbusinessreview.com.au

Phone – 4367 0733

Email - edgaradams@ccbusinessreview.com.au

B2B With a Twist/Work Stay Play Magazine

Produced seasonally 4 times a year, Work Stay Play magazine focuses on Central Coast specific content – from events, interviews with local community members and all things “work, stay, play” Printed copies of the magazine are distributed to various businesses, high traffic areas (such as cafes and tourist areas) and homes throughout the Central Coast. Digital editions are also available.

Advertising and membership options are available. See website for details.

Website - www.b2bwithatwist.com.au

Phone - 4392 8550



Radio

There are a number of radio stations that operate on the Central Coast. Whilst most of the popular stations form part of a national network, their content still remains local. On top of this, those who listen to the radio, generally do this habitually e.g. in the car to and from work, in the office or worksite. Below is a list of radio stations that operate on the Central Coast

2GO 107.7FM

Part of national Southern Cross Austereo Network with a community focus. Advertising packages available. See www.southerncrossaustereo.com.au for details

For community announcements, contact the news desk on 4304 5303 or email gos-news@sca.com.au

SeaFM 101.3FM

Part of national Southern Cross Austereo Network. Mixture of national and local content. Advertising packages available. See www.southerncrossaustereo.com.au for details

StarFM 104.5

Part of the national Nova Entertainment group. Contact StarFM directly for advertising opportunities www.star1045.com.au/contact-us-advertising

CoastFM 96.3

A Central Coast Community radio station run by volunteers. Cost effective sponsorship opportunities available. See www.coastfm.org.au for details

RadioFive-O-Plus 93.3 FM

A Central Coast community radio station run by volunteers geared towards an older demographic. Cost effective sponsorship opportunities available. See www.fiveoplus.com.au/promote for further details

ABC Central Coast 92.5 FM

Part of the ABC national network. Advertising opportunities are not available, however there is a focus on localised issues/topics

Rhema FM 94.9

A Christian community radio station. Broadcast throughout the Central Coast into the Port Stephens area. See www.rhema.cc for advertising options

Today's Country94one 94.1 FM

A volunteer operated Central Coast based community radio station playing country music. Sponsorship packages available. See www.todayscountry94one.com/sponsorship/ for further details



Bus

Advertising on buses can be an effective way to get your message out to those who use public transport, or more importantly – those who travel in their cars. Bus routes typically follow high traffic road ways so this form of advertising has the potential to reach many “eyes”

There are a number of different advertising format options to choose from

- Full wrap – the entire bus is wrapped in your advert
- Super side – the majority of the side of the bus is covered in your advert
- Bus back – the entire back of the bus is covered in your advert. This is a good option to go with as it can create good exposure to those drivers who may be sitting in stationary traffic (traffic lights etc)

Bus advertising on the Central Coast is managed by a 3rd party provider. Contact Go Transit Media directly to enquire

Go Transit Media Group
Ph - 1300 468 726
www.gotransit.com.au

Outdoor

Outdoor advertising can be a terrific way to get your message out to the community if it is used correctly. Generally it is best to use outdoor as a way to support other advertising channels that you may be using to promote your organisation. Keep these things in mind when considering outdoor advertising;

- Simple messaging – try to limit the number of words you use. Try for less than 6 if possible. Passers-by will generally only get a few seconds to read your message
- Ensure your text is big enough to read – the bigger the better
- Avoid direct message response. Including phone numbers or web addresses is generally not recommended
- Directional information i.e. “turn right 500 metres” is great to use if a billboard is situated near your organisation. (You will notice that this is done very well by brands like McDonalds on Highways)
- The more locations the better. A singular billboard or bus shelter is generally not going to create the awareness you are after.

Generally, outdoor advertising is not a cheap medium to use. A billboard on a major road may cost thousands of dollars per month (or even week) to advertise. Whilst it can be an extremely effective way to get expose your organisation to the masses, use it as a supporting element in your marketing campaign efforts.



Outdoor

Contact the following organisations for any outdoor advertising enquires

oOh! Media

oOh! Is a national supplier of larger format billboards. They also manage billboards in shopping centres throughout the Central Coast

Web – www.oohmedia.com.au

Phone - 1300 791 989 (national number)

Adshel

Adshel is a national supplier of outdoor format advertising – particularly bus shelters and street furniture. A good option to consider if you are targeting those who catch buses.

Web – www.adshel.com.au

Phone – 02 8425 7200

Email - contact@adshel.com.au

APN Outdoor

APN is a national supplier of billboards, digital billboards and transit advertising.

Web – www.apnoutdoor.com.au

Phone - 02 8569 3000

Claude Outdoor

Claude Outdoor offer billboard and bus shelter advertising options, as well as IdentiLites (small format advertising positioned above street signs on main roads and intersections)

Web – www.claudeoutdoor.com.au

Contact – Scott Tyler

Phone – 1800 177 392

Email – scott.tyler@claudeoutdoor.com.au

Central Coast Community Banner Stands

Central Coast Council have a number of community banner stands available for hire within the old Gosford LGA. It is an excellent way to promote your event or service in an outdoor format. There is specific criteria that needs to be met to use this service. Please contact Central Coast Council for further details.



Free online listings

Have an event that you need to promote? Consider these websites who offer free event listings

- www.cc365.com.au
- www.weloveourcentralcoast.com.au/addyourevent.html
- playinginpuddles.com.au/submit-an-event/
- www.star1045.com.au/across-the-coast
- thecccc.org.au/community-events/ (to submit an event email admin@thecccc.org.au with details, flyers etc)

Event spaces

Thinking of holding an event as a part of your marketing activities? There are lots of different event spaces that you can hire on the Central Coast – from outdoor open spaces to private conference rooms.

The Central Coast Council has a range of spaces available for hire. Refer [here](#) for information on hire of community halls, sports grounds and outdoor open spaces.

Other venues to consider include

- Local surf clubs
- RSLs and Recreation clubs (particularly good for larger events, and may offer discounts through ClubGrants)
- Hotels and resorts
- Function and conference centres

Some things to consider when planning an event;

- If your event is being held outside, do you have a wet weather alternative?
- Is the venue easy to get to for your guests?
- Is the venue easily accessible for mobility impaired guests or those travelling with prams/ other aids?
- Have you allowed sufficient time for set up and pack down of your event and who will help you? (some venues offer an event planner/manager who can assist you with this)
- Is there a limit on the number of guests who can attend your event? Do guests need to RSVP?
- Do you have a sufficient number of staff or volunteers who can help you on the day?
- Do you have sufficient facilities for rubbish collection/removal
- Are there enough toilet facilities available for the expected number of guests?
- Do you have public liability insurance (for public areas and council facilities)
- Is there an evacuation plan?
- Do you have a run sheet detailing the schedule for the event?



Social media

Social Media is a great tool to use to engage with your audience – provided you are strategic with how you use it. What are you aiming to achieve by using social media? How does it fit into your overall marketing strategy? What does success look like? Defining your social media goals is important.

According to Hubspot, Not for Profits typically use social media to do the following

- Share News
- Create Brand recognition
- Education – about an issue, a cause or the mission of the organisation
- Fundraise
- Recruit volunteers
- Donor Recognition
- Employee recruitment

Source - <https://www.canva.com/learn/social-media-for-nonprofits/>

Creating your strategy

To help form your strategy, think about the following components

Target audience – who are you wanting to target and speak to? Is it a certain demographic, or are you wanting to target a wide range of people in a geographical region? Establishing a target audience will help inform your organisations online “persona”

Channel selection – Where do your target audience spend the majority of their time on social media? Facebook is the most popular platform but do your audience spend time on Instagram, Twitter or even LinkedIn? Be sure to pick one or two social media platforms and focus on them.

Content – What are you going to say? When are you going to say it? Who are you going to say it to? Is it meaningful and will it add value to your brand and the person who is reading it?

Be consistent – have a consistent tone of voice. Remember that what you post isn't from you personally, it's from your brand.

Create a plan and stick to it. We create a calendar for other aspects of our organisation so social media shouldn't be any different. Posting a few times a day and then not posting for weeks or months creates inconsistencies for your audience

What type of content do you want to use? Do you have high quality pictures or videos to use?



Social media

Engagement – What type of content will open up a conversation with your audience? Can you invite feedback or ask your audience to share their own story? Can you encourage your audience to share your brand story with their friends and family? Motivate your audience to get involved.

Measurement and ROI - Measurement and return on investment (both time and \$) is important to consider for social media. Have you achieved your goals through social media? E.g. if your goal was to increase awareness of your organisation among your target audience, have you seen an increase in followers or likes and shares in posts.

Paying for social media

Social media can be a cost effective tool for promotion but it isn't always free. Whilst it is free to set up a page for your organisation, platforms like Facebook can control who does and doesn't see your posts. People who interact with your organisation (by liking and commenting on your posts) are more likely to see your posts, however if your goal is to raise awareness and increase your message "reach" then you will need to fund this activity.

There are a number of different ad types available across the differing social media platforms and picking an appropriate ad type can get confusing.

Take a look at this guide for a summary of differing ad types offered on Facebook - <https://adespresso.com/guides/facebook-ads-beginner/facebook-ads-types/>



eNewsletters

If you have an existing database of individuals who use your service or want to keep up to date with information from your organisation, an eNewsletter or eDM (electronic direct mail) is a perfect way to directly interact with them. Whilst printed newsletters are still useful, creating an online version ensures that you are delivering information to those who you may not always get to interact with face to face.

There are many eNewsletter apps available that can be purchased (usually charged at a monthly rate), however there are a few free applications that you can use. One of the most popular is detailed below

MailChimp is a popular marketing automation application that is free provided you have

- Up to 2000 subscribers
- Send less than 12,000 emails per month

The great thing about MailChimp is that it is so easy to use! Simply;

- Load your mailing list into MailChimp
- Set up an email campaign
- Chose a templated layout from the list provided
- Populate the fields with your information and pictures
- Send your email

Monitoring and reports

One of the most valuable and powerful aspects of MailChimp is its ability to track and report on the performance of your email campaign. You can view how many subscribers have opened the email (or not opened it), people who have unsubscribed, bounce rates or number of 'click throughs'.

Tips

- You should only add an individual to your subscriber list with their permission!
- Make sure your list is "clean" before you upload it to MailChimp – remove duplicates, out of date email addresses and those who have previously requested to be removed from your list.
- Preview and test before sending – MailChimp offers a preview mode so that you can view how your campaign will look on both desktop and mobile. You can also send a test email to your own email address
- Create effective subject lines that grab the attention of your subscribers. The great thing about MailChimp is its ability to test subject lines through it's A/B testing tool
- Be consistent and create a schedule. Map out how often you are going to send your email campaigns so that your subscribers know when to expect communications from you.
- Studies show that Tuesdays are generally the best day to send email campaigns
- There are so many ways that MailChimp can be used for your organisations marketing efforts. The above information is just scratching the surface! If you are interested in learning more about email marketing, there are many resources available online, or come and talk to the CCCC.



Earned media - PR

Public Relations (PR) is a fantastic way to get your brand and offering out into the community. Whilst PR is generally free (in that you don't have to pay for an advertisement in a publication) it does need to be earned! Here are some tips to get you started.

Create an effective press/media release

The traditional way to get your message out to the media is to create a press/media release. The media use the information in press releases to form the basis of their articles. If the information you are providing isn't newsworthy and is poorly structured, then a journalist is unlikely to 'pick up' your story.

Keep the following points in mind when creating a press release

- Include an interesting and descriptive headline that will catch the reader's attention.
- Write in easy to understand language. Avoid jargon and acronyms that people outside of your industry may not understand.
- Write in the third person. Avoid the use of "I" or "We" (unless it's a direct quote)
- Get to the point quickly. Aim to answer the Who, What, When, Where, Why and How in one to two paragraphs. Your information should be relevant and informative.
- Include quotes that can 'humanise' your story. – these can be from a representative, someone from the community or the recipient of a service.
- Create an effective final paragraph. You might like to detail how your project or event may impact on the community long term e.g. "the proceeds from the event will be used to deliver new youth focused programs on the Central Coast"
- Create a call to action to finish off your release. If you are holding an event, tell people how they can buy tickets or register.
- Attach a photo. A visual aid can help tell your story. Ensure that you seek permission from any people who are featured in the photo
- Include a "boiler plate" at the bottom of the release. It is a separate piece of information and summarises who your organisation is and what you do. Your organisation may have already created something like this for other marketing materials.
- Include contact information so journalists know who to contact if they want more information.



Earned media - PR

Make things easy for the journalist!

- When sending your press release via email, copy and paste your release directly into the body of the email rather than just attaching it. You want to make it as easy as possible for the journalist to read your information.
- If you do attach a copy of your press release, use a word document format. PDFs are not suitable as copying and pasting text is difficult.
- Any photo attachments should be in .jpg format. The photo should be press quality (300dpi) and no larger than 1-2MB. Give your photo a descriptive name e.g. "Central Coast White Ribbon Breakfast 2017", rather than "image1234"
- Give the journalist enough lead time. Aim to send your release 10-14 days in advance. Be aware of publication dates and deadlines.
- Follow up with a phone call. Most journalists have a contact number where you can reach them. Even if they don't answer, leave a message.

Create an angle

Even if you don't have anything that you deem to be 'newsworthy', create an angle. For example, a national well recognised campaign such as White Ribbon helps to raise awareness of domestic violence. If your organisation offers victim support programs, using a national campaign as leverage is a great way to provide commentary of the issue at a local level.



Other tips!

Surveys

Surveys are an effective way to collect data, ask questions and gain feedback from your clients and the community. They can also serve as an effective measurement tool to help identify areas of improvement for future programs and events.

If possible, try using an online survey tool such as Survey Monkey. These online tools are easy to use, usually free (although there are paid options that offer more features) and can automatically collate responses for you. In addition, people can easily access your survey via a web link that can be sent by email.

Survey Monkey have developed a concise resource for writing good survey questions You can view the resource [here](#)

Case Studies

Case studies can be a great marketing tool to use and an effective medium to tell a story about your organisation. It can also be a concise way to demonstrate the effectiveness of your programs using real life examples and can be a nice addition to your website, brochures or social media.

There are many different case study formats. Regardless of the format used, they should have a basic structure to them. The below is a simple structure to follow

- Title – Keep it short and catchy
- Summary/Overview – Give a brief overview of what the problem or challenge was and how your service provided the solution
- Problem/challenge – Go into depth about what the problem or challenge was for your client or the community. For example your client may have faced a particular barrier to gaining employment or those in the community may not have been able to access a service
- Solution – Explain how you addressed the problem for your client/community. What actions did you take?
- Results – Discuss how the client/community is now better off as a result of your actions. If you have statistics or other evidence to back up your results, include these too.
- Call to action - At the bottom of the case study, include information about how readers can contact your organisation

Infographics

Infographics are a fantastic way to visually represent often complex information or data that you want to share with your audience in an 'easily absorbable' way. Infographics are generally bright and engaging and are far more likely to leave an impression on the reader than lots of copy.





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