A simple guide
to marketing

communitycatalysts®

unlocking potential effecting change

COMMUNITIES
CARE

Contents

community**catalysts**®
unlocking potential effecting change

Aims of this marketing guide

● Aims of this marketing guide

This booklet offers a guide to some of the ways you can market your business or community enterprise and what you offer.

COMMUNITIES CARE

It will look at:
- Business cards, posters and flyers.
- Websites.
- Google and other online listings.
- Social media.
- Paid advertising.
- Word of mouth.
- Local directories and listings.

About
Community
Catalysts

● About Community Catalysts

Community Catalysts is a social enterprise working across the UK to make sure that people who need care and support to live their lives can get help in ways, times and places that suit them.

We help people to set up small community enterprises offering care and support - creating a real choice of attractive and sometimes quirky, local options.

We work closely with community groups, public sector, and other voluntary and private sector organisations.

Visit our website for more details:
www.communitycatalysts.co.uk

Your
marketing plan

● Your marketing plan

A 'marketing plan' is simply the set of actions you will take to tell others about your business or community enterprise.

You won't need to do everything in this guide – choose which methods will work for you and the customers you want to find.

Who are your customers?

Your customers are the people who will buy or benefit from what your business or community enterprise offers.

Think about:

- Where you might find your customers.

- What marketing tools you'll need to help you reach more customers.

● Making your information accessible

Whatever form of communication you use, make sure the words and language are easy to understand for your target audience and keep the text clear.

Always avoid using industry jargon and abbreviations.

Choose a suitable size for text - 18pt size for a heading and a minimum of 12pt size for body text. You will want to use larger font sizes for posters.

Break up large amounts of text with bullet points or quotes to make it easier to read.

Consider using a good quality image to help put your message across.

Think about whether you need to use alternative formats such as Easy Read or large print or provide materials in a variety of languages. You can find Easy Read images to use at www.photosymbols.com.

To make sure your website is suitable for your target audience, use an accessibility checker tool such as www.webaccessibility.com.

● Online digital training – get the skills you need

Free training is widely available to help you get started or learn more about a particular subject.
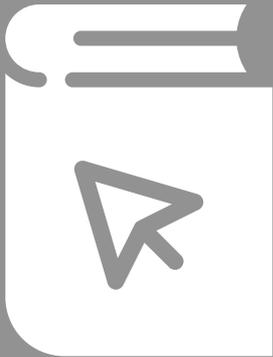
Google offers really useful online training courses, especially if you are thinking about using paid ads or developing digital marketing. The sessions are free and available at anytime.

Go to:
www.learndigital.withgoogle.com/digitalgarage/

YouTube hosts a wide range of videos from lots of different creators and may be a useful resource to you. You could try searching for things like 'marketing tips' or 'getting started on social media'.

Go to:
www.youtube.com

Business cards, flyers and posters

Business cards, flyers and posters

**Printed marketing material can be an excellent communication tool.**

Business cards are easy to carry around to pass on your name and contact details.

Flyers and **posters** offer more space for images and additional information. Small flyers can also be useful for events or short-term promotions.

When making flyers and posters think about where you will put them and make them a suitable size – some venues have leaflet holders, others may have noticeboards. Notice boards can get crowded so make sure your design stands out and your heading is visible!

Getting materials printed

Check out your local print design companies or try online companies, such as Solopress, Vistaprint or Instantprint. These can often give an instant quote, offer fast delivery and they all have useful templates to help create designs.
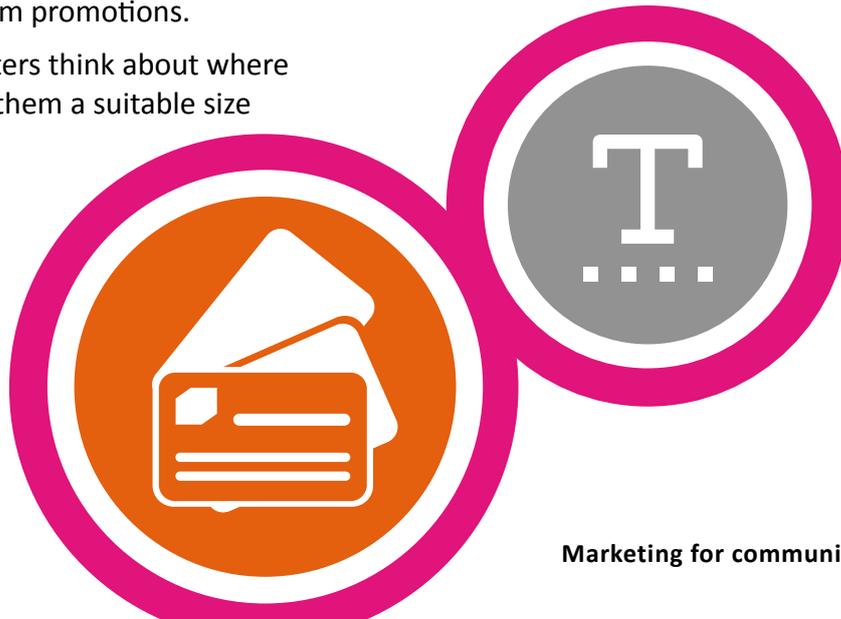
● What to say – be true to you!

Your business or community enterprise is small and unique, and that's why it's great - make sure your potential customers know that! Avoid trying to sound like a big company. Don't be afraid to introduce yourself, explain why you are passionate about what you do, and what skills and experience you have to offer.

Consider using the second person. Talking about 'you and yours' will help you connect more with your potential customers:

- 'You can try it for free' might be more persuasive than 'free taster session'.

- 'I can help you or your loved ones with washing, cooking or cleaning' might be more personal than 'help available with washing, cooking or cleaning'.

Sell the benefit and not the product:

- 'Feel great after a relaxing yoga class' helps someone understand the benefit better than 'we have a weekly yoga class'.

- 'I can support you to keep your house the way you want it' is friendlier the simply saying 'help with household tasks'.

While a good design is important, it doesn't need to be complicated. The key thing is that your materials tell people what you offer.

Going the DIY route

You might have some skills already or know someone who can help.

The popular online tool, Canva, is easy to learn and can help you make original designs for your cards, posters, flyers, presentations, social media content and websites. There are plenty of templates and tutorials.

The basic version is free for everyone. Non-profits can also apply for free access to the Pro version which has extra features.

Visit www.canva.com to sign up.

Calling in the experts

If you would rather pay someone to do your design and artwork, you can hire freelance graphic designers from sites such as www.fiverr.com, www.freelance.com and www.peoplebythehour.com. You will still need to give clear instructions about what you require.

Local printing businesses may also be happy to quote to create a design for you – and you may want to build a relationship with them as a local enterprise.
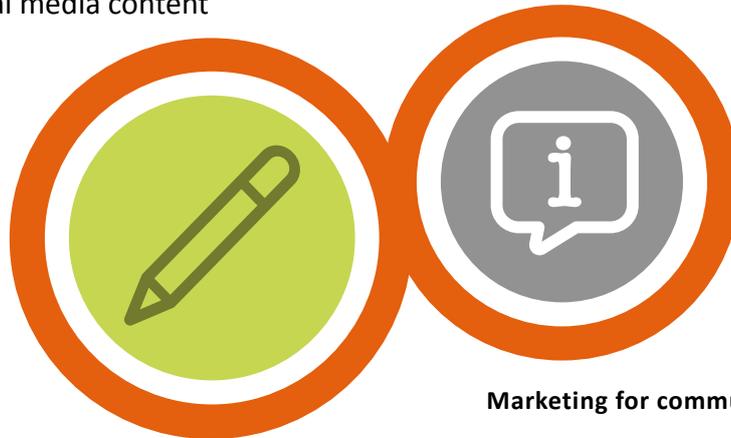
How to make a simple flyer

Flyers can be a cost-effective marketing tool for any business or community enterprise.

Top tips

- Keep information clear and simple, keep the details brief and to the point – too much text can turn readers off.

- Have a clear, relevant headline that stands out, in a large font. If you could only tell people one thing about your service – what would it be? That's your headline!

- Use a clear typeface or font and make sure the colour has good contrast against the background.

- Use only good quality images and make sure you have permission to share them from anyone shown in a photo. Using a nice picture of yourself smiling can help you show how local and friendly your service is. If you do not have any suitable photos of your own you can find royalty free stock images at www.pixabay.com or www.unsplash.com – make sure you check the copyright rules of individual images before you use them.

Top tips continued

- Stick to two or three main colours. www.pinterest.co.uk is a useful source of colour palettes, as is www.coolors.co.

- Include details about the next step you want people to take e.g. 'join now' or 'call me to book your session'.

- Check the details: have you included information such as your contact details, the area you cover, what you offer, website and social media links.

- Spell check! Ideally ask someone else to double check – it is easy to miss simple errors.

Websites
and alternatives

Websites and alternatives

A basic website can help people find out all they need to know about your business or community enterprise.

Like the artwork, you can create your own or hire in some help. Costs vary considerably and it depends what you need your website to do. You'll also need to think about how often your website will need updating and who will do this.

There are other ways to be online if you do not want to have a website.

Using Google business listings, Facebook business pages or directory listings like **Small Good Stuff** can also help you to show up in online searches.

Small Good Stuff

Community Catalysts runs Small Good Stuff which is an online directory that links people who need a bit of care and support with other local people who might be able to help. You can list your business or community enterprise on Small Good Stuff for free.

Visit www.smallgoodstuff.co.uk to sign up.

● Setting up your own website

If you want to set up your own website there are several ways to do this:

A free hosting service

You can set up a website for free on sites such as Wordpress, Google sites, Wix and Mailchimp.

A paid hosting service

The above sites also offer paid options which can be more complicated but give you access to more features, such as a personalised website address. Paid options are also available from GoDaddy, IONOS and Squarespace.

Pay an expert

You can also hire an expert to build a bespoke website for your business or community enterprise. It is advisable to approach a few different companies for quotes before going ahead.

Content

You should think carefully about the content you want to use on your website. You might want to add images and a logo if you have one, alongside your text.

● Google business listing

Google is the most popular search tool for people looking for local businesses and services.

You can add your business or community enterprise to Google even if you don't have physical premises for people to visit. You can also choose to hide your address on the listing if you use your home address as your business address.

Start by going to:
www.google.com/intl/en_uk/business

You will be asked to fill in your details and website if you have one.

Then follow the instructions to add in your other details and verify your address. There is no charge to be listed but there is the option to use targeted paid advertising.

Local directories and listings

Have a look around at local online directories to see where else you could be listed.

Getting a listing on a local directory could be an effective way to reach the right people. Don't forget to search in neighbouring counties, depending on where you are based and the geographical area you cover.

There may be local initiatives trying to connect a business or community enterprise like yours with people looking for care or support.
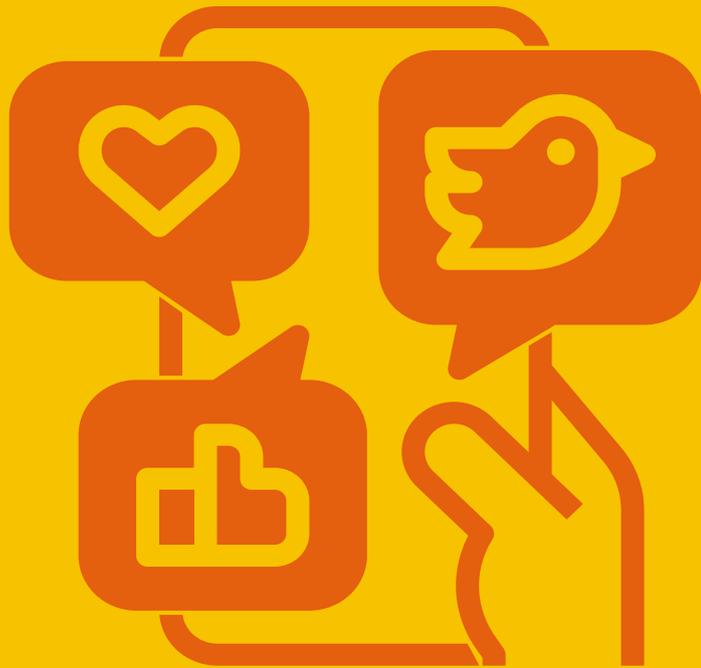
If you offer more targeted help, think about Carers' groups, patient clinic notice boards, support groups and local branches of national charities.

Local authority websites may be another option. They will often signpost to local businesses and community enterprises and be able to offer a directory listing or website link.
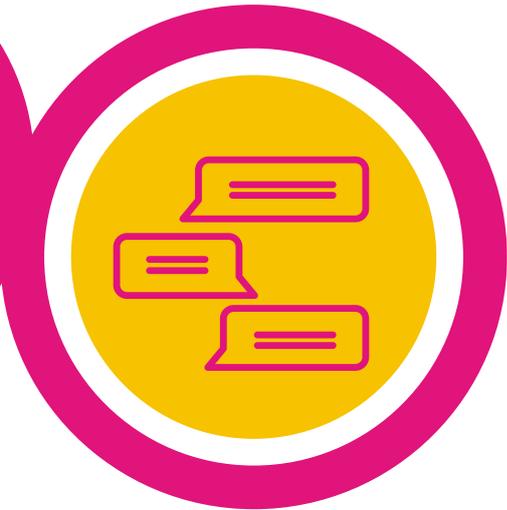
Social media platforms

Social media platforms

Social media platforms can be great marketing tools to grow your business and connect with potential customers.

There are many popular platforms to choose from, including: Facebook, Instagram, Twitter, TikTok and LinkedIn.

Tips

- Pick one or two platforms which will be useful to your business or community enterprise. Which platforms do you like that your customers use?

- Set boundaries, don't feel you have to respond 24/7.

- Be consistent, post on a regular basis. It does not have to be every day or even every week, but you don't want your account to look like it is never used.

- Keep business and personal accounts separate.

- Be professional but also human. Your posts are a chance to connect with your audience.

- Engage with your followers and share others posts if they are relevant to your audience.

What is a Facebook group?

A Facebook group allows people who share an interest to chat to each other. Facebook groups can focus on anything – from a local town, to beauty tips, to a TV series or a hobby. You can join a group as a profile and sometimes as a business page.

What is a Facebook business page?

A Facebook business page is different to a personal Facebook profile. The Facebook page functions like a mini-website for your business or community enterprise.

There are lots of features on a Facebook page, including:

- The ability to list the things your business or community enterprise offers.
- Data about how well your posts and videos perform.
- The facility to create an online shop.
- The facility to promote events easily.
- Paid advertising functions.
- A button for customers to use to call you directly, visit your website and more.

Facebook - further help and tips

To set up a business page you will need to set up your personal profile first. If you don't have one, go to www.facebook.com and select create an account. Facebook will take you through the set-up process for a profile. You will then need to create your business page.

You can do this from your profile or visit: www.facebook.com/business/pages/set-up

The business page name should match your business or community enterprise name.

Some things to note are:

- Anyone can view the content of a page, without having a Facebook account.
- You will need to manage the page though your personal profile. People who look at your Facebook page will not see your personal profile unless you want them to.
- Quality is better than quantity on Facebook. Posting the most relevant material less often is better than trying to share too much.

- Different people can manage your page by connecting their personal Facebook profile to it, with your permission. This means that if you have colleagues or friends who want to help you, you can add them as page 'administrators' and they can help with things like creating posts and replying to comments.
- Make sure your page clearly states what you offer and how to get in touch. You can 'pin' a post to the top of your page as an introduction to your business or community enterprise.

- Search for local Facebook groups and post on them as your page or point people from the groups to your own page so they can find out more about what you offer. Make sure you read the group rules about posting as a business.

- Let your personality shine! Don't be afraid to post in your own voice – you don't need to sound overly formal. You may want to share photos of yourself so potential customers can put a face to your name.

- Choose a page username – this username will then appear in the browser address for your page, making it easier to direct people to your page. e.g. www.Facebook.com/ExampleUserName

- Look at how your Facebook page works on your mobile phone, as most people looking at it will be using a mobile phone to view it.

● Other social media platforms

You can use Instagram to share photos and videos. It can be linked to your Facebook account so content is posted to both platforms at the same time.

Tik Tok is a video sharing social media platform and is widely used by the 18-25 age group. The most popular content is shared and viewed by thousands, but trends quickly move on.

LinkedIn is a professional networking site based on your CV. You can join networking groups, share news from your own network and connect with other professionals.

YouTube is a video sharing platform. It can be useful for finding ideas or training. You can also share your own videos on there. It's another way for your business or community enterprise to be found.

Twitter allows you to connect with people and share short messages called tweets. You can also add images and short videos to your tweets. You can set up a list of people to follow, otherwise it can get very 'noisy' trying to keep up. See if there are local Twitter users who offer a 'local hour' – this is usually one point in the week when lots of businesses and community enterprises jump on and share each other's content.

● Hashtags

Adding hashtags to your posts can help other people to find your content. Hashtags are used to group specific topics, events, themes or conversations. For example, adding a hashtag such as #ShopLocal to your post means that people who search for or follow this hashtag may find your post.

If you only use very popular hashtags, your content is less likely to be found as you'll be competing with lots of other people talking about the same thing. Try to include very specific hashtags in your posts about your offer and your local area, alongside more popular hashtags.

● Tagging

You can tag another account or user on social media to alert them to your post. You need to use the @ symbol, followed by their account name or 'handle' e.g. @CommCats. When you tag someone in a post they receive a notification to make it easy for them to respond. Tagging can be useful for sharing content easily and building your connections. You can also tag images.

Summary

Use a tag (@) to notify an individual or other businesses about your post and add a hashtag (#) or two so people can easily find your content when they search for a particular topic.

Using paid ads
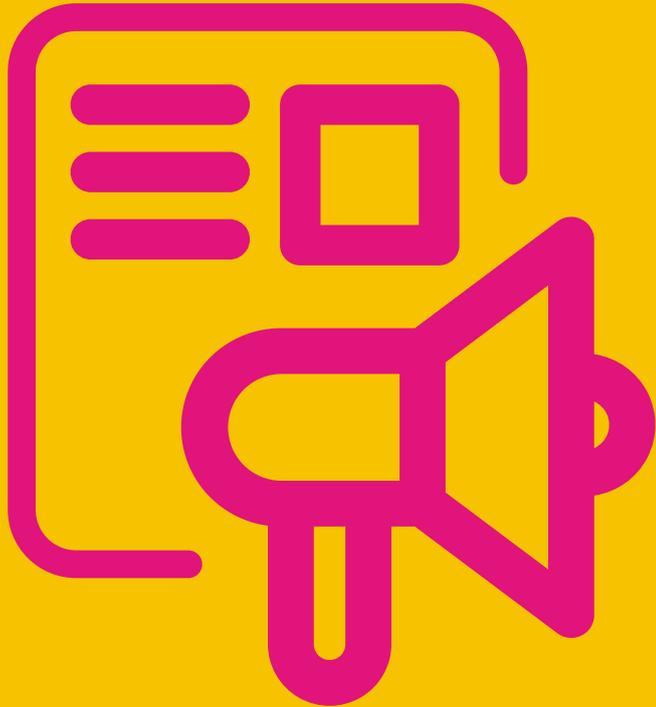
● Using paid ads

If you have the budget, then paying for advertisements could help boost your business or community enterprise.

You can create online ads through Google and all the social media platforms. You can select an audience to reach and set a budget. You need to have a specific goal in mind before you begin and make sure you use the analytic tools to check how successful your campaign is. You can turn your campaigns on or off as needed.

Local advertising could also be an effective way to reach your potential customers. Find out what publications there are covering your local area – this might be newsletters, newspapers or parish magazines.

Try local community websites too as they often sell advertising space.

Other places to spread the word

Events – keep a look out for ways to support, collaborate and network. You could have a stall, sponsor a prize, give a talk to other professionals or a local group or join local networking sessions. Don't forget to have your printed marketing materials ready to hand out!

Word of mouth – encourage feedback from your supporters and customers. Use the best testimonials and quotes across all your marketing materials. Add quotes to printed brochures and share posts on your social media accounts. Remember to make sure you have permission from people before you share their testimonials and quotes.
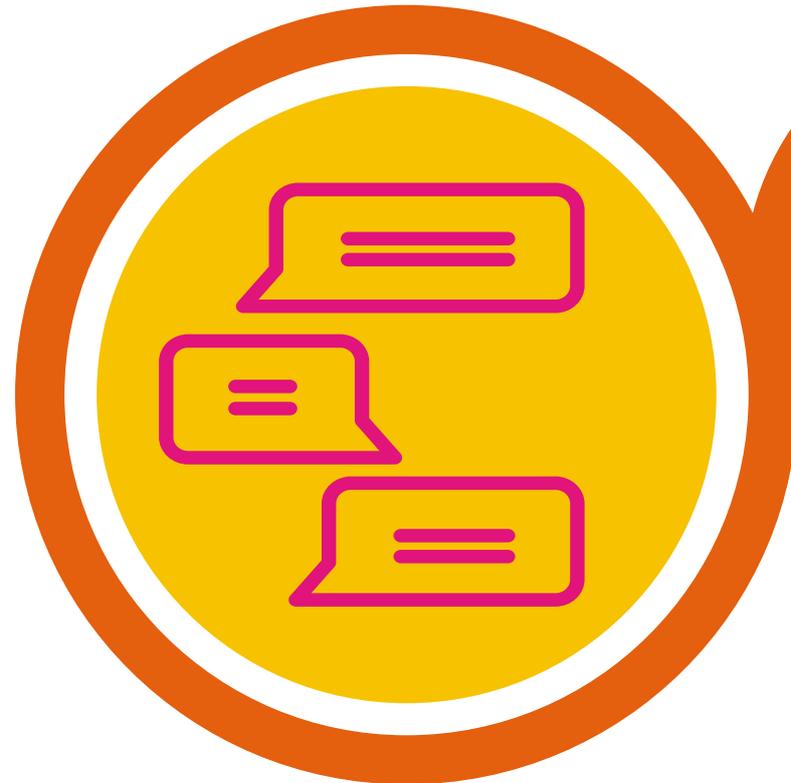
The legal bit – quotes and stories

It is important to consider the legal and ethical implications of using stories or quotes from the people you support or their families, especially when marketing your business or community enterprise.

Make sure you have gained written permission, as per General Data Protection Regulation (GDPR), from the person if you wish to use their story or to quote something they have said or written about your business or community enterprise. This is important across all media, including your website, posters, social media, flyers etc.

GDPR is a regulation that governs the way you can use, process, and store information about other people.

For more information about GDPR visit: www.ico.org.uk

Facebook friend

Someone who you connect with via your personal profile on Facebook. You can see each other's personal profile.

Facebook group

A Facebook group allows people who share an interest to chat to each other in a forum.

Facebook page

A public page on Facebook which works like a mini-website. You can share information about your business or community enterprise and what you offer through this page. People can follow your page to keep up to date with your news.

Facebook profile

A personal profile page which you need to set up in order to set up a Facebook page. You can set your security settings up so that information on your profile can only be seen by you.

Flyer

A small leaflet advertising an event or product.

Follower

Someone who follows your account on social media. They can see posts you share and information on your profile.

Handle

The username of your social media account. It is usually preceded by @ e.g. @CommCats for Community Catalysts' Twitter account.

Hashtag

A word or phrase preceded by a hash sign (#), used on social media websites and applications to identify digital content on a specific topic.

Jargon

A word or sentence that does not make sense to most people. Many of the words in this dictionary are examples of jargon if you do not immediately understand them.

Marketing

The promotion of products, services or your business or community enterprise.

Networking

The act of contacting others to exchange information and develop professional contacts.

Social media

A website or application that people use to interact, for example Facebook. Social media typically encourages people to get in contact with a wide range of other people via the internet.

Tagging

When you include someone's social media 'handle' in a post to encourage them to look at the post.

Tweet

The name for a post on Twitter. Twitter posts are unique in that they can be no longer than 280 characters.

Marketing for community enterprises

Content produced in partnership with:

Silver Cloud
Design and Marketing

Designed by:

iD
CREATIVE DESIGN
idcreativedesign.co.uk

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