

Is Your Non-Profit Missing the 7 P's of Social Marketing?

For non-profit leaders, marketing is essential to the organization's mission. However, many marketing managers focus efforts on fundraising, rather than the marketing opportunities overall for things like branding, community engagement, and volunteerism.



Social marketing may be used to increase the effectiveness of your programs and activities, which are the foundation of why the organization exists in the first place.

Rather than focusing on sales or fundraising in the organization's social marketing efforts, consider how you plan to change your community's behavior. When doing so, consider the same marketing elements that traditional and commercial marketers use, including these seven topics.

Tip: The social marketing mix for non-profits may need to be adjusted to take into account unique factors, such as the products, services, and environments in which the organization operates.

The 7 P's

1. **Product:** Promote the product/service benefits based on the target audience's core values. When it comes to social media, people congregate toward topics of interest. So, if your organization is something that inspires or causes the visitor to have a connection, then it's more likely he/she may follow and share your information.
2. **Price:** When it comes to budget, focus on the social and emotional costs rather than hard dollars. Figure out how to reduce the action needed by your staff, as much as possible, and make it easy and stress-free to perform the behavior. For example, creating a content calendar once per month and posting it using a scheduling tool like [HootSuite](#), frees up a person's time each workday. Instead they can check the platform once daily or several times per week.
3. **Place:** How and where can people perform the behavior you seek? Do you offer online donation and easy-to-complete registration forms on your website? Are there [Facebook](#) events they can view and share? You have a small window of time to get your message through to the audience. Go where the audience is.

Is Your Non-Profit Missing the 7 P's of Social Marketing?

4. **Promotion:** Consider your demographic and psychographic criteria. How is it best to reach them, in their own language? Do the research needed to define the best online tools to reach out to your various audiences.
5. **Publics:** Take into account all the people who may impact the program's success, including internal and external publics. Staff, the BOD, volunteers, and community members are all part of your publics. You may also have co-sponsors or sister/brother organizations that are part of your publics. Remember to include them in all your efforts so they may also share your good news.
6. **Partnerships:** Organizations with similar goals, target audiences, interests, and resources are great resources to help spread the word. When you align your organization with other organizations and companies that believe in the same thing you do, then your networking web just increased in size. Develop a collection of organizations you may want to tap when it comes to social sharing and how you can collectively address your communities.
7. **Purse Strings:** Be creative and proactive in seeking funding for campaigns from corporate partners, foundations, donations, and government agencies. Look for [online grant agencies](#) that specialize in offering non-profits marketing grants.

What questions do you have about leveraging social marketing in your organization's marketing effort? Post your question in the comments section.

Additional Resources

- [How to Leverage Pinterest for Your Small Biz, Non-Profit, or CPA Firm](#)
- [9 Digital Marketing Tips to Help You Reach Your Goals](#)
- [7 Google for Nonprofits Tools That Will Change Your Cause Marketing Forever](#)
- [Google and YouTube for Nonprofits](#) (grants, free online advertising)
- [Facebook for Nonprofits](#)

Need Help?

Penheel Marketing assists non-profits with their marketing efforts, including strategy, content development, measurement, and reporting, and social media profile development. [Contact us](#) if you need help.