



Center for Women and Families
Marketing Plan 2019

The Center's Brand

The brand should focus on your mission of helping anyone who has been a victim of abuse or neglect. It should convey a feeling of trust and approachability. By focusing on this, donors will know The Center's mission and will be more willing to help The Center prosper.





Brand

Color

#351945

Social Media



The Center for Women and Families



@thecenteronline



@thecenteronline

1

Recruit Donors

Showcasing the impact The Center has on people would make donors more eager to donate. Ways for the to donate online should be available as well.

2

Recruit Volunteers

Posts need to show the value of volunteers in The Center's work and should end with a call to action for volunteers.

3

Update Stakeholders

Social media should be used to keep current donors, volunteers and other stakeholders up to date on The Center's activity.

Best Practices for Social Media

- Brand post together by using consistent hashtags. Events can have specific hashtags.



- Add a call to action at the end of each post to donate or to volunteer. It can increase brand interaction.

- Encourage individuals to share posts and to use the hashtags.



f Facebook

Best times for nonprofits to post:

Wednesday

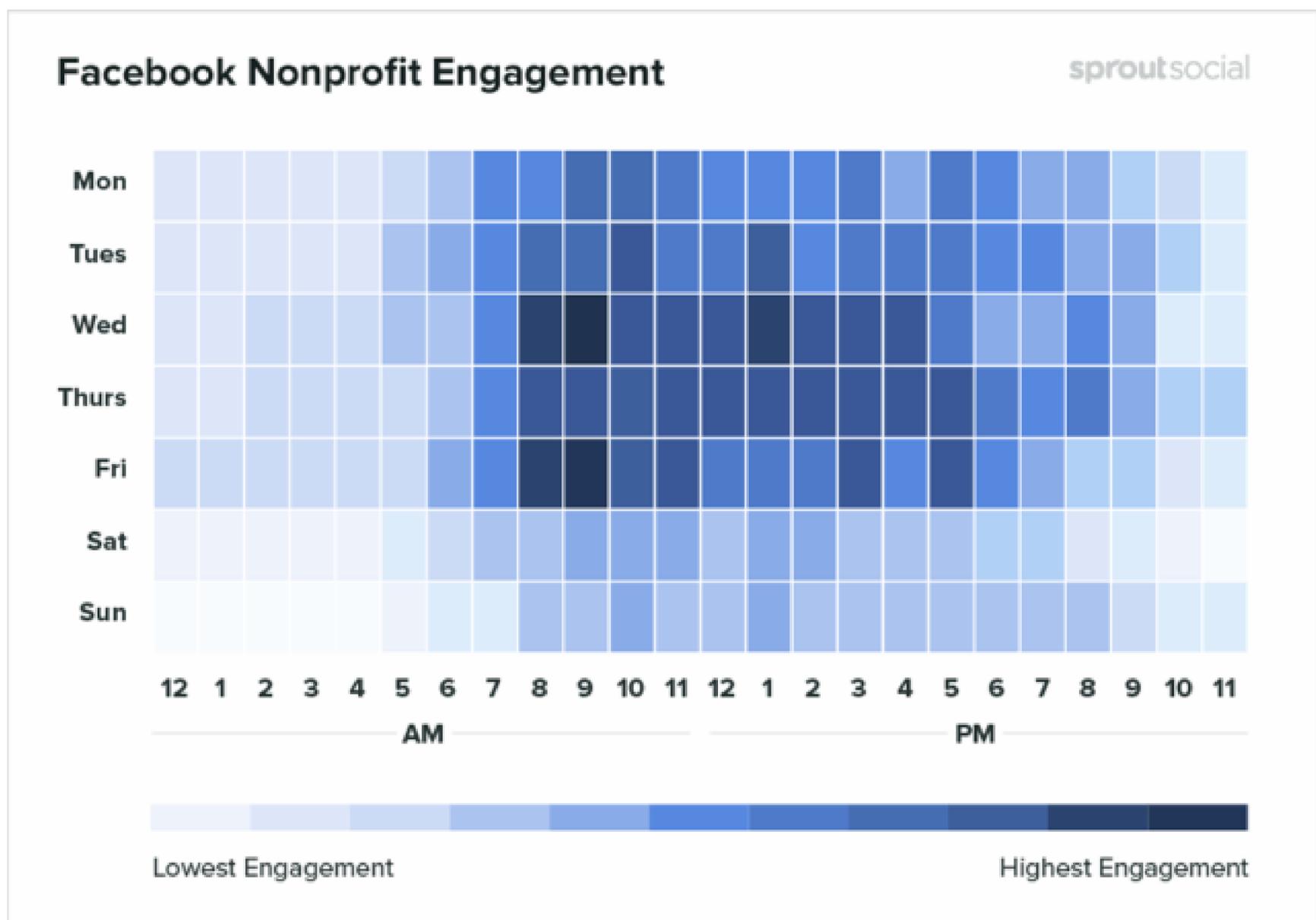
8 to 9 a.m.

Thursday

10 a.m.

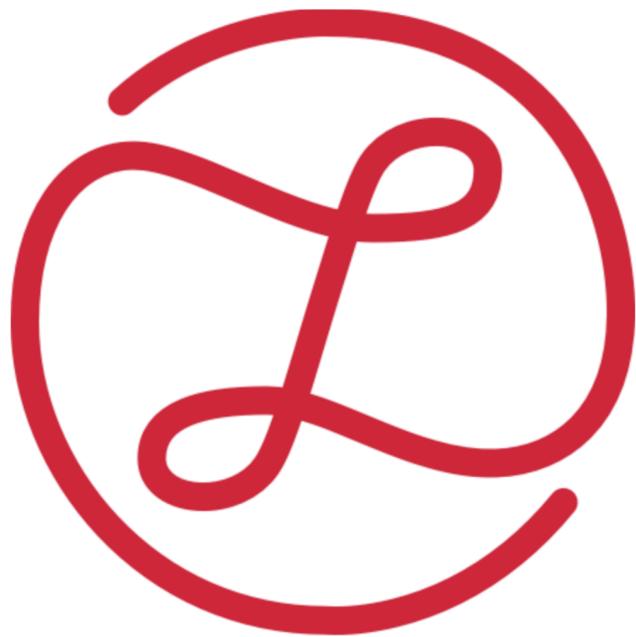
Friday

8 to 9 a.m.



Top Companies to Maximize Search Engine Optimization

One Thing Marketing



Louisville Web Group

Lewis SEO Louisville



Benefits of Utilizing a Search Engine Optimization Company



Search engine optimization (SEO) companies make it easy for users to focus on building their missions while being accessible and easy to find on the World Wide Web. The Center can benefit from utilizing an SEO company because The Center will be more accessible when searched and volunteers, donors and people seeking help will be able to find The Center faster and easier.