Marketing your Enterprise

Welcome and Introductions

Things to consider before we begin

Managing your Image...

Community First Yorkshire

EUREKA!
the national children's museum

innocent

GREENPEACE

THE BODY SHOP

THE BIG ISSUE

eden project

allwyn

Divine
CO-OWNED BY COCOA FARMERS

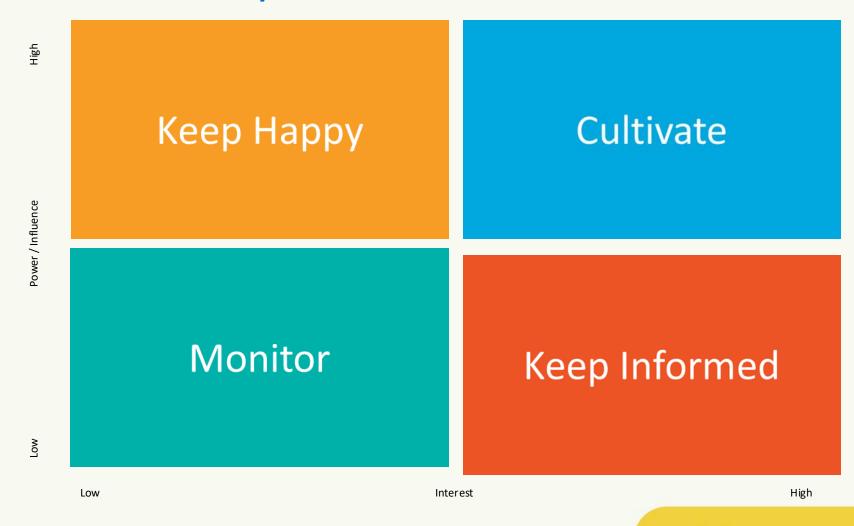**Helping communities thrive**

Stakeholders / Partners

- Make a list of possible stakeholders. What categories do they fall into?

- How would you go about identifying potential partners? List the things you would look for.

Activity Time –
5 mins

Helping communities thrive

Stakeholders and partners

High

Power / Influence

Low

	Keep Happy	Cultivate
	Monitor	Keep Informed

Low   Interest   High

Communication

Stakeholder

Message

Channel

Organisational Aims

Helping communities thrive

Understanding Your Audience

What unites and divides our audiences?

Brand Value

Consistency in Brand

Helping communities thrive

Data

- Capture and Conversion

Helping communities thrive

Content

"

- Creating Valuable Content

- Removing Inaccessible Language

Community First Yorkshire

Helping communities thrive

SIEVE Content

- Simplicity – Cutting back images, text, links, etc. to make content as easy as possible to glance at.

- Inclusivity – Removing inaccessible language.

- Engage – Call to action. How to convert people. How do you go from what you've said to being worth something. Leads: message / purchase / sign up / volunteer

- Value – What purpose does this serve? Is it adding value?

- Emotion – How does the user feel after engaging? Bored, excited, inspired.

Social Media

- Social Media Algorithms

- Tools: Canva? + Link / Wix / Adobe Express

- Scheduling: Buffer / Meta Suite (Groups)

- Value of each Channel

- Abandoning irrelevant channels

Social Vision

Community First Yorkshire

Over to you!

Soc Ent Support

Contact us at:
communitysupport@communityfirstyorkshire.org.uk

Sign up to receive our newsletters here:

Sign up for our funding portal here:

York and North Yorkshire Combined Authority

York & North Yorkshire GROWTH HUB

NORTH YORKSHIRE COUNCIL

Funded by UK Government

Helping you thrive

See you next time 😛

Paul Kilgallon

paul@participateprojects.org.uk