



Owned Media

Digital Marketing

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Business Description:

Impact Spectrum

Impact Spectrum is a newly established creative agency dedicated to empowering social impact organizations through innovative communication and marketing strategies. Our focus is on leveraging storytelling, people-centered design, and digital marketing to amplify the voices and missions of nonprofits and social enterprises. By creating tailored marketing solutions, we aim to help these organizations effectively communicate their impact, engage their audiences, and achieve their goals.

At the core of our agency is a steadfast commitment to driving positive change. We recognize the transformative power of storytelling in fostering connections and inspiring action. Our human-centered approach ensures that the narratives we craft prioritize the needs and experiences of the communities we serve, fostering empathy and relatability—essential components in driving social change.

Mission

Impact Spectrum's mission is to transform the way social impact organizations communicate their stories and engage their stakeholders. Our mission is encapsulated in our positioning statement: "Creating impact with every story we tell." By focusing on creativity and strategic thinking, we empower our clients to create meaningful change in their communities and beyond.

This positioning statement emerged from a comprehensive exploration of our core values and the unique challenges faced by our clients. By emphasizing "creating impact," we affirm our dedication to helping organizations achieve their missions effectively. We believe that each organization has a unique story that deserves to be told, and we are dedicated to amplifying those voices through authentic and compelling narratives that resonate deeply with audiences.

Target Audience

Impact Spectrum primarily targets social impact organizations, including:

Nonprofits looking to enhance their communication strategies

Social enterprises aiming to build brand awareness and customer engagement

Foundations and grant-making organizations seeking to communicate their missions effectively

Corporations focused on corporate social responsibility (CSR) initiatives

Current Market Position

As a new player in the creative marketing space, Impact Spectrum is positioned to capitalize on the growing demand for specialized marketing services within the social impact sector. The market is increasingly recognizing the importance of storytelling and effective communication in driving social change, creating a favorable environment for Impact Spectrum's innovative approach.

Research and Analysis SWOT Analysis for Impact Spectrum

Strengths

Innovative Approach: Impact Spectrum offers a unique blend of storytelling and digital marketing, setting it apart from traditional agencies that may not specialize in social impact.

Expertise in Social Impact: The team consists of professionals with a background in nonprofit work, enabling a deep understanding of the challenges and needs of the target audience

Flexibility and Agility: Being a new agency allows Impact Spectrum to adapt quickly to market changes and client needs, offering tailored solutions without the constraints of established processes.

Weaknesses

Limited Brand Recognition: As a new agency, Impact Spectrum lacks established brand equity and recognition compared to competitors with longer histories.

Resource Constraints: With a small team and budget, Impact Spectrum may face challenges in executing large-scale campaigns or competing for high-profile clients initially.

Dependence on Key Personnel: Relying heavily on a few key team members may pose risks in terms of capacity and knowledge retention.

Opportunities

Growing Demand for Social Impact Marketing: The increasing importance of CSR and social responsibility among businesses opens new avenues for Impact Spectrum to attract clients.

Partnerships and Collaborations: Collaborating with established nonprofits or social enterprises can enhance Impact Spectrum's credibility and expand its network.

Digital Transformation: With the ongoing shift toward digital communication, there's an opportunity to develop innovative digital marketing solutions tailored to social impact organizations.

Threats

Intense Competition: The creative marketing landscape is competitive, with numerous agencies vying for the same client base, including well-established players with more resources.

Economic Uncertainty: Economic downturns can impact funding for social impact organizations, potentially leading to reduced marketing budgets and client acquisition challenges.

Rapid Technological Changes: Keeping up with technological advancements in digital marketing may require continuous investment in training and tools.

Customer Analysis



Demographic Profile



Age Range:

Impact Spectrum's target audience primarily comprises professionals aged 25–55 years. This range includes emerging leaders as well as seasoned executives who have significant experience in their respective fields.



Job Roles:

The audience includes key decision-makers within nonprofits and social enterprises, such as:

Executive Directors: Oversee organizational operations and strategic direction, playing a crucial role in decision-making regarding partnerships and services.

Marketing and Communications Directors: Responsible for crafting the organization's message and managing branding and outreach strategies.

Program Directors and Managers: Manage specific initiatives and programs, often seeking marketing support to effectively communicate their impact.

**Education Level:**

Many individuals in this demographic hold at least a bachelor's degree, with a considerable number possessing advanced degrees in areas such as social work, public policy, nonprofit management, or business administration.

**Geographic Focus:**

The target audience is concentrated in urban and suburban areas where nonprofits and social enterprises thrive, particularly in regions known for philanthropy and social impact initiatives. (British Columbia, New York, Toronto, Abuja, Washington DC, Nairobi, Cape Town etc)

Psychographic Profile

**Core Values:**

The target audience is values-driven, with a strong commitment to making a difference. Key values include:

Social Justice: A commitment to equity and inclusion for marginalized groups.

Environmental Sustainability: A focus on practices that promote ecological responsibility.

Community Empowerment: Prioritizing initiatives that engage and uplift local communities.

**Motivations:**

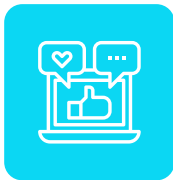
Professionals in this audience are motivated by a desire to effect positive change and often seek innovative solutions that enable them to communicate their impact effectively. They are driven by a passion for their causes and aspire to elevate their organizations' visibility and effectiveness.



Mindset and Aspirations:

The target audience exhibits a growth mindset, continually seeking opportunities for learning and improvement. They are interested in exploring new ideas, tools, and resources that can enhance their marketing and outreach strategies.

Behavioral Profile



Digital Engagement:

The target audience is highly engaged with digital content and actively consumes information from various sources. They follow industry leaders, organizations, and relevant content related to social impact and marketing.

Example: They may read articles on platforms like Medium, subscribe to newsletters, or listen to podcasts focusing on nonprofit marketing strategies and social entrepreneurship.



Social Media Usage:

Members of this audience are active on social media platforms such as LinkedIn, Twitter, and Facebook. They use these platforms to share insights, network with peers, and follow discussions related to their interests.

Example: On LinkedIn, they might participate in groups focused on nonprofit management or social impact marketing, engaging with content that aligns with their values and mission.



Information-Seeking Behavior:

This audience actively seeks out information on best practices, innovative solutions, and case studies that can help them enhance their marketing efforts. They are likely to attend industry conferences, webinars, and workshops to gain insights from experts.

Example: They might attend events like the Nonprofit Technology Conference to learn about the latest trends and technologies that can support their organizational goals.



Decision-Making Process:

The decision-making process for selecting marketing services often involves thorough research and evaluation. Key steps in this process include:

Researching potential partners: They look for agencies that align with their values and mission.

Evaluating past work: They assess case studies and testimonials to determine the effectiveness of the agency's services.

Consulting with stakeholders: Input from team members and board members is often sought to ensure consensus on the choice of service provider.

Example: A nonprofit may shortlist Impact Spectrum based on positive client testimonials and relevant case studies demonstrating successful campaign strategies in the social impact sector.



Pain Points & Challenges

Limited Resources: Many nonprofits and social enterprises operate with constrained budgets and limited staff. They often require cost-effective solutions that provide significant value.

Need for Effective Communication: These organizations often struggle to articulate their impact and connect with their audience effectively. They seek innovative approaches to storytelling and brand messaging to enhance their outreach efforts.

Staying Current: The rapid evolution of digital marketing and social media trends can be challenging for organizations to keep up with, necessitating support from knowledgeable partners.

Competitive Landscape Overview

Understanding the competitive landscape is crucial for Impact Spectrum as it develops its Owned Digital Marketing Strategy. By recognizing the strengths and weaknesses of direct and indirect competitors, as well as market trends, Impact Spectrum can effectively position itself in the social impact marketing space. Leveraging storytelling, enhancing its social media presence, and emphasizing sustainability will be key components of Impact Spectrum's strategy, allowing it to create meaningful connections with clients and communities while driving awareness and engagement.

Direct Competitors



Established Creative Agencies

Established creative agencies are a significant competitive force in the marketing landscape. These agencies, while offering a broad range of marketing services, may not specifically focus on social impact initiatives. However, they often possess extensive resources, experienced teams, and established client relationships. For example, agencies like Fenton, Purpose, Ogilvy and BBDO have a long-standing reputation for delivering high-quality marketing campaigns. They can allocate significant budgets for market research, creative development, and media buying, which enables them to execute comprehensive marketing strategies that attract large-scale clients. For Impact Spectrum, the challenge posed by established agencies lies in their ability to deliver integrated marketing solutions that encompass various channels, including traditional media, digital advertising, and social media. These agencies often have a sophisticated understanding of consumer behavior and access to advanced analytics tools, making it challenging

for newer organizations like Impact Spectrum to compete on equal footing. Additionally, their existing relationships with high-profile clients can create a barrier for entry in securing impactful partnerships.

Boutique Agencies

Boutique agencies specialize in niche markets within the nonprofit sector, offering tailored services that align closely with the unique needs of their clients. Agencies such as Hawthorne Strategy and GMMB focus on specific areas like grant writing, advocacy campaign strategy, or community engagement. These firms often operate with a smaller, more agile team, allowing for personalized service and quick adaptability to clients' needs. For Impact Spectrum, boutique agencies present both a challenge and an opportunity. While they have a deep understanding of the nonprofit sector and can often deliver specialized services at competitive rates, Impact Spectrum can differentiate itself by offering a holistic approach that combines innovative storytelling with

strategic marketing solutions tailored specifically for social impact organizations. Highlighting the unique aspects of Impact Spectrum's offerings, such as storytelling, community engagement, and data-driven strategies, will be crucial in attracting clients who are looking for a comprehensive service provider.



Indirect Competitors

In-House Marketing Teams

An increasing number of nonprofits and social enterprises are establishing in-house marketing teams to handle their marketing and communication needs. These teams can provide organizations with greater control over their messaging and campaigns while reducing the cost of outsourcing. As organizations like The Nature Conservancy or Habitat for Humanity build their marketing capabilities, they can create tailored marketing strategies that align closely with their mission and values. For Impact Spectrum, the rise of in-house marketing teams poses a significant challenge. To compete, Impact Spectrum

must clearly demonstrate the added value of its services, such as specialized expertise, access to industry insights, and the ability to deliver innovative solutions that in-house teams may not have the resources to execute. Building partnerships with organizations to supplement their in-house efforts can also be a strategic approach for Impact Spectrum.

Freelancers and Consultants

The freelance market has seen significant growth, with many individual marketing professionals offering their services at competitive prices. Freelancers can provide personalized attention and flexibility, making them an appealing option for budget-conscious organizations. Platforms like Upwork and Fiverr enable organizations to connect with freelancers specializing in various marketing services, from content creation to digital strategy. For Impact Spectrum, freelancers present both a competitive threat and an opportunity for collaboration. While individual consultants can provide similar services at lower costs, Impact Spectrum can differentiate itself through its holistic approach to social impact marketing and its commitment to community engagement. Additionally, establishing a network of freelancers as collaborators can enhance Impact Spectrum's service offerings and flexibility, allowing for scalability based on project needs.

Market Trends



Increasing Emphasis on Storytelling in Marketing

The marketing landscape is increasingly prioritizing storytelling as a means to connect with audiences on a deeper level. Consumers are more likely to engage with brands that convey authentic narratives and demonstrate a clear purpose. For Impact Spectrum, leveraging storytelling in its owned digital marketing strategy can foster emotional connections with target audiences, highlighting the social impact of its clients and the unique stories that drive their missions. Developing case studies, client testimonials, and narrative-driven content can enhance Impact Spectrum's brand presence and establish it as a thought leader in the social impact space.

Growth of social media as a Primary Communication Channel

Social media continues to dominate as a primary communication channel for brands, enabling

organizations to reach and engage with diverse audiences effectively. Platforms like Instagram, Twitter, and Facebook have become essential tools for sharing content, building communities, and driving awareness of social causes. For Impact Spectrum, maintaining an active and engaging presence on social media can enhance brand visibility and provide a platform for amplifying client messages. Creating a content calendar, utilizing user-generated content, and employing strategic partnerships with influencers in the social impact space can further enhance Impact Spectrum's reach and engagement.

Rising Interest in Sustainability and Social Responsibility among Consumers

There is a growing consumer demand for brands to demonstrate social responsibility and sustainability. Consumers are increasingly choosing to support organizations that align with their values and contribute positively to society. For Impact Spectrum, this trend provides an opportunity to position itself as a partner for organizations that prioritize social impact and sustainable practices. By highlighting clients' efforts to create change and showcasing Impact Spectrum's commitment to ethical marketing practices, the agency can attract clients who are eager to communicate their social responsibility initiatives.



Website Strategy

Objectives for the Website

Brand Awareness:

Establish Impact Spectrum as a thought leader in social impact marketing with a focus on storytelling.

Lead Generation:

Capture contact information from visitors to build a potential client database.

Resource Hub:

Serve as a comprehensive resource for nonprofits and social enterprises seeking marketing insights and solutions.

Key Features and Functionalities

Homepage: Engaging hero section that reflects the positioning statement, highlighting Impact Spectrum's mission to create impact through storytelling. Include calls-to-action (CTAs) for visitors to explore services or resources, such as "Discover Our Services" or "Download Our Free Guide on Effective Storytelling."

Service Pages: Detailed descriptions of services, emphasizing how each service contributes to impactful storytelling and social change, complemented by case studies and testimonials like "See How We Helped Nonprofit Increase Engagement by 150%."

Blog Section: Regularly updated content focusing on storytelling in marketing, featuring articles such as "Top 5 Storytelling Techniques for Nonprofits."

Resource Center: Downloadable guides, templates, and whitepapers that provide value and encourage email sign-ups, such as "The Ultimate Guide to Nonprofit Storytelling."

Contact Form: Easy access to a contact form for inquiries, along with a calendar feature for booking consultations.

Content Plan

Types of Content

Blogs: Weekly articles on topics like “The Power of Storytelling in Nonprofit Marketing.”

Videos: Monthly content showcasing client testimonials, behind-the-scenes insights, and tips on effective storytelling, such as “Watch Our Client Share Their Impact Story.”

Infographics: Quarterly visual summaries of key data or trends in the social impact space, like “Storytelling Statistics: Engaging Your Audience.”

Frequency:

Blogs: Weekly

Videos: Monthly

Infographics: Quarterly

Topics

October: “The Power of Storytelling in Nonprofit Marketing.”

November: “Measuring Your Marketing Impact.”

December: “Building Your Brand in the Nonprofit Sector.”



UX Considerations

Site Architecture: A clear, hierarchical structure allowing users to navigate easily between service offerings, resources, and contact information.

Navigation: Intuitive menus with dropdown options for services, resources, and an about us section, such as “Our Services,” “Case Studies,” and “Blog.”

Mobile Responsiveness: A responsive design ensuring optimal user experience on mobile devices, with fast loading times and easily accessible content.

Sitemap and Wireframes



Below are sample wireframes for the main sections. Each wireframe would contain a simple representation of content placement.

Homepage Wireframe

Header: Logo, Navigation Menu (Home, About, Services, Blog, Resources, Contact).

Hero Section: Mission statement, strong CTA (e.g., "Explore Our Services").

Feature Area: Quick links to key services and testimonials.

Recent Blog Posts: Snapshot of the latest posts.

Footer: Social media icons, newsletter signup, contact info.

Services Page Wireframe

Header: Same as Homepage.

Service Overview: Brief descriptions of each service with clickable "Learn More" links.

Case Studies: Showcases successful client work.

Contact CTA: Link to a consultation form.

Blog Page Wireframe

Header: Blog Categories (Storytelling, Marketing Tips, Case Studies).

Blog Listing: Each post title with a brief preview and "Read More" link.

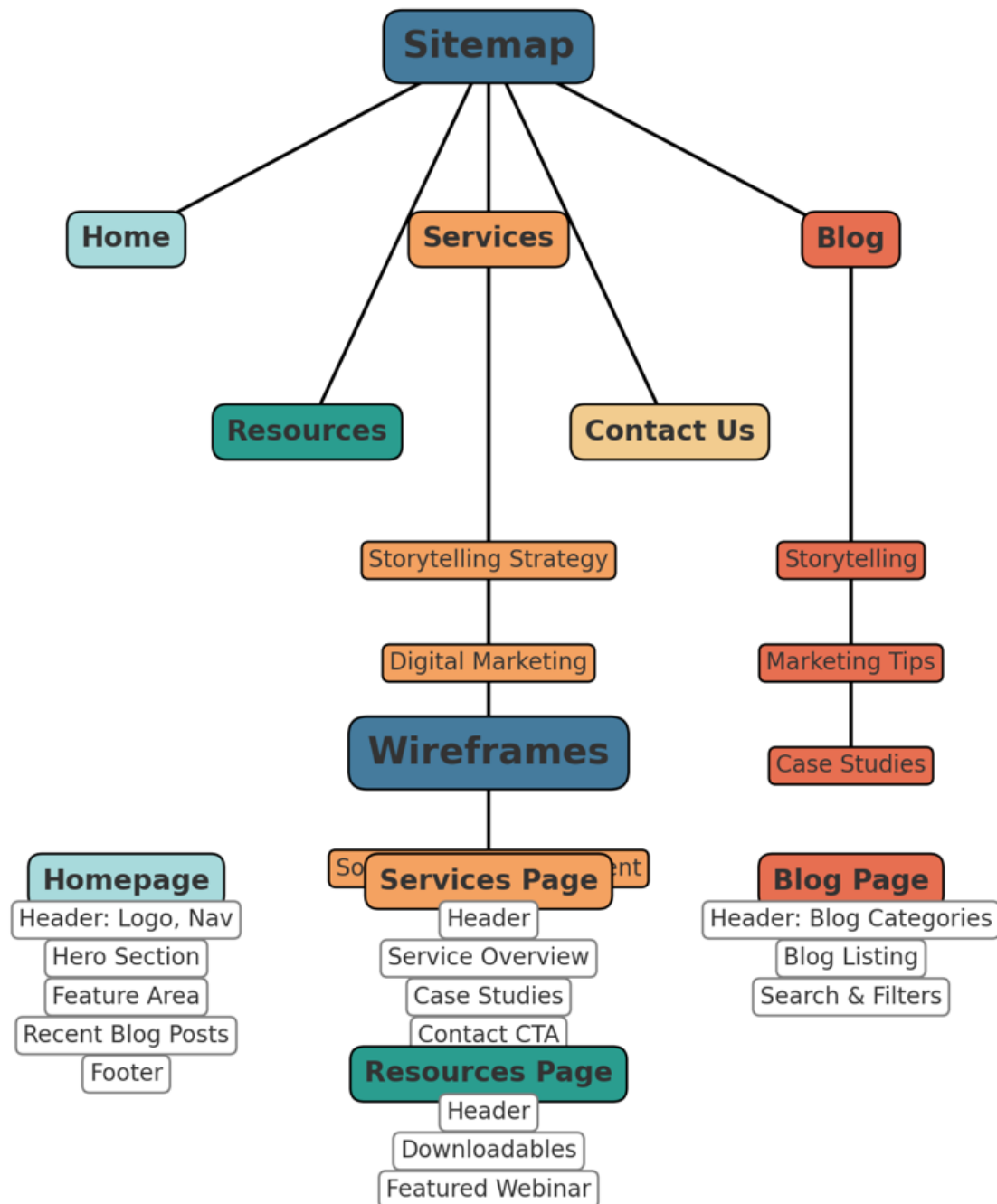
Search and Filters: Option to filter by category or search for topics.

Resources Page Wireframe

Header: Simple, with "Resources" prominently displayed.

Downloadable Section: List of guides, templates, and e-books with download links.

Featured Webinar: Link to upcoming or recent webinars.



Content Strategy

Content Objectives

Engagement: Foster a community of engaged professionals in the nonprofit sector through valuable and relevant content, emphasizing storytelling's role in social impact.

Authority Building: Position Impact Spectrum as a trusted source of information and solutions for social impact marketing.

Types of Content

Blogs: In-depth articles on storytelling strategies in marketing, such as “How to Craft a Compelling Narrative for Your Cause.”

Videos: Tutorials, case studies, and testimonials illustrating storytelling's impact, including “How We Helped a Local Charity Tell Their Story.”

Infographics: Visual summaries of storytelling techniques and social impact statistics, like “5 Steps to Effective Nonprofit Storytelling.”

Webinars: Interactive sessions on the importance of storytelling in nonprofit marketing, such as “Join Our Webinar: The Art of Storytelling for Nonprofits.”

Content Calendar Outline

Frequency:

Blogs: Every Tuesday

Videos: First Thursday of each month

Infographics: Last Friday of every quarter

Webinars: Bi-monthly on Thursdays

Topics:

January: “Crafting Compelling Stories for Nonprofits.”

February: “How to Measure the Impact of Your Stories.”

March: “Branding Through Storytelling: Best Practices.”

Content Distribution Channels

Website: Hosting all original content.

Social Media: Sharing content across LinkedIn, Twitter, and Facebook, with posts like “New Blog Alert: Check Out Our Latest Insights on Storytelling!”

Email Newsletters: Highlighting recent content and inviting readers to engage, for instance, “This Month’s Top Storytelling Tips in Our Newsletter.”

Content Calendar

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
 Social Media							
 Podcast							
 Post							
 Episode							
 Video							
 Case Study							
 Email							
 Interview							
 Newsletter							
 Product							
 Infographic							
 Quiz or Poll							
	1	2	3	4	5	6	7
	User Generated Content	New Blog Alert	Informative Tweet	Engaging Post	Video	Collaborated Content	Fun Fact
	Instagram, Facebook	Website, LinkedIn	Twitter	Facebook, TikTok	Instagram, LinkedIn	Blog post, LinkedIn	TikTok, Instagram
	8	9	10	11	12	13	14
	User Generated Content	New Blog Alert	Informative Tweet	Engaging Post	Webinar Reminder	Infographic	Fun Fact
	Instagram, Facebook	Website, LinkedIn	Twitter	Facebook, TikTok	LinkedIn, Facebook	Instagram, LinkedIn	TikTok, Instagram
	15	16	17	18	19	20	21
	User Generated Content	New Blog Alert	Informative Tweet	Engaging Post	Video	Collaborated Content	Fun Fact
	Instagram, Facebook	Website, LinkedIn	Twitter	Facebook, TikTok	Instagram, LinkedIn	Blog post, LinkedIn	TikTok, Instagram
	22	23	24	25	26	27	28
	User Generated Content	New Blog Alert	Informative Tweet	Engaging Post	Webinar Recap	Infographic	Fun Fact
	Instagram, Facebook	Website, LinkedIn	Twitter	Facebook, TikTok	LinkedIn, Facebook	Instagram, LinkedIn	TikTok, Instagram

Email Marketing Strategy

Goals for the Email Marketing Campaign

- Increase engagement with the target audience by providing impactful storytelling insights.
- Drive traffic to the Impact Spectrum website and specific service pages, like “Learn More About Our Storytelling Services.”
- Nurture leads through valuable content and resources

Methods for Growing the Email List

- Offering downloadable resources (e.g., whitepapers, e-books) focused on storytelling in exchange for email sign-ups, such as “Download Our Free E-Book on Storytelling Techniques.”
- Implementing exit-intent pop-ups on the website to capture visitors before they leave, offering a “Free Resource Guide” in exchange for their email.

Types of Email Campaigns

Newsletters: Monthly updates featuring the latest blog posts, resources, and industry news related to storytelling and social impact, including “In This **Month’s Newsletter:** Storytelling Success Stories!”

Promotional Emails: Announcements about webinars, new services, or special storytelling-focused offers, like “Join Our Upcoming Webinar on Effective Non-profit Storytelling.”

Frequency and Content of Emails

Frequency:

Newsletters: Monthly

Promotional Emails: As needed (approximately 6 emails per month)

Content Examples:

- Monthly newsletter highlighting a successful case study of storytelling in a nonprofit context, such as “Case Study: How We Helped XYZ Charity Tell Their Story.”
- Promotional email inviting subscribers to a free webinar on effective storytelling, like “Register Now for Our Free Webinar on Storytelling Techniques!”

Social Media Strategy



Social Media Objectives

- Build brand awareness among nonprofit professionals, emphasizing the importance of storytelling in social impact.
- Drive traffic to the website and increase engagement with storytelling-related content.

Target Platforms

LinkedIn: For professional networking and sharing industry-related content focused on storytelling.

Twitter: To engage in real-time discussions and share quick storytelling insights.

Facebook: To connect with a broader audience and share community updates.

Types of Content and Posting Frequency

Types of Content:

- Educational posts sharing tips on storytelling, like “Tip of the Day: How to Start Your Story.”

- Client testimonials and success stories, such as “Hear from Our Clients: How Storytelling Changed Their Impact.”
- Infographics visualizing the impact of effective storytelling, for example, “The Benefits of Storytelling for Nonprofits.”
- Event announcements and live updates, like “Join Us Live: Storytelling Webinar This Thursday!”

Posting Frequency

LinkedIn: 3 times a week (Monday, Wednesday, Friday)

Twitter: Daily (engaging in conversations and sharing content)

Facebook: 2 times a week (Tuesday and Thursday)

Engagement Strategies

- Actively responding to comments and messages within 24 hours.
- Running monthly polls or Q&A sessions focused on storytelling in marketing, such as “What’s Your

Biggest Challenge in Storytelling?”

- Collaborating with influencers in the nonprofit sector for co-hosted content or events, like “Join Us for a Live Discussion with [Influencer Name] on Storytelling!”

SEO and SEM Strategy

SEO Goals

Increase organic traffic to the website by optimizing for storytelling-related keywords.

Improve search engine rankings for relevant terms associated with social impact and marketing.

On-page and Off-page SEO Tactics

On-page SEO:

- Optimize website content with keywords such as “impact storytelling,” “nonprofit marketing,” and “creating impact through stories.”
- Use meta tags, alt tags, and descriptive URLs that highlight storytelling themes, for example, “/nonprofit

–storytelling-techniques.”

Off-page SEO:

- Build backlinks through guest blogging on reputable nonprofit websites and forums discussing storytelling, such as “Guest Post: The Importance of Storytelling in Nonprofit Marketing.”
- Collaborate with other organizations to share resources and links that lead back to Impact Spectrum’s website.

SEM Tactics

- Implement paid search campaigns targeting keywords related to storytelling and nonprofit marketing, such as “storytelling for nonprofits” or “effective nonprofit marketing strategies.”
- Use retargeting ads to engage visitors who previously interacted with Impact Spectrum’s website, inviting them to explore services or resources.

Analytics and KPIs

- Track organic traffic growth using Google Analytics, focusing on keywords driving visitors.
- Measure the click-through rate (CTR) of paid search ads and adjust campaigns based on performance.
- Analyze conversion rates from website visitors to leads generated through storytelling-related resources.

eCommerce Strategy



Purpose:

While Impact Spectrum doesn't currently offer products or services through eCommerce, implementing an eCommerce strategy in the future can open up opportunities for selling resources, templates, and digital products to support social impact organizations. As Impact Spectrum grows, it could add a dedicated online store to make resources more accessible and generate additional revenue streams.

eCommerce Goals

Revenue Generation: Generate additional income by selling downloadable resources, guides, and templates that align with Impact Spectrum's mission, such as Storytelling Templates for Nonprofits or Brand Strategy Guides for Social Enterprises.

Thought Leadership and Accessibility: Position Impact Spectrum as a thought leader in the social impact sector by providing accessible, low-cost resources that smaller nonprofits or startups can use to enhance their storytelling and marketing.

Lead Generation: Use downloadable products as a way to capture leads by requiring users to enter their contact information, building a pipeline for potential clients interested in higher-level services.

Paid Search Campaigns (If Applicable)

Google Ads: Run targeted Google Ads promoting specific resources (e.g., "Best Storytelling Templates for Nonprofits") to capture search traffic from users actively seeking these tools.

Social Media Ads: Use Facebook and LinkedIn ads to reach nonprofit professionals interested in marketing resources, with ad copy such as "Discover Our Essential Guide to Social Impact Storytelling

—Download Now!”

Retargeting Campaigns: Retarget visitors who interacted with the eCommerce section of the website but did not complete a purchase, offering them limited-time discounts or showcasing product benefits.

Key Features for eCommerce Platform

Digital Product Downloads: Enable seamless purchasing and downloading of products like templates, workbooks, and strategy guides.

Secure Checkout Process: Use SSL certificates and a reliable payment gateway like Stripe or PayPal to ensure secure transactions.

Product Recommendations and Upselling: Feature related resources on product pages, such as “Customers Who Downloaded This Guide Also Liked...”

Mobile App Strategy

Purpose:

While Impact Spectrum may not develop a mobile app immediately, planning for an app can align with future goals of expanding digital engagement and providing clients with on-the-go access to Impact Spectrum’s resources and services. A mobile app could help Impact Spectrum reach a wider audience, enhance user experience, and provide real-time interaction and updates for its clients and followers.

Mobile App Goals

Enhanced Engagement: Provide nonprofit and social impact professionals with on-demand access to Impact Spectrum’s content, tools, and resources, strengthening engagement and brand loyalty.

Real-Time Updates: Deliver instant notifications on new resources, webinars, blog posts, or industry insights, ensuring that users stay informed.

Resource Hub: Serve as a convenient platform for accessing downloadable guides, video tutorials, and event registration in one location, reinforcing Impact Spectrum’s mission of “Creating impact with every story we tell.”

Mobile App Tactics

Content Hub: Organize resources by category, making it easy for users to find what they need quickly, such as Storytelling Tools, Brand Strategy Tips, and Social Impact News.

Push Notifications: Use push notifications for announcements of new blog posts, upcoming webinars, or resource releases. For instance, “Don’t Miss Our New Webinar on Nonprofit Storytelling!”

Community Forum: Incorporate a space where users can interact, ask questions, and share best practices, building a community around storytelling for social impact.

Paid Search Campaigns (If Applicable)

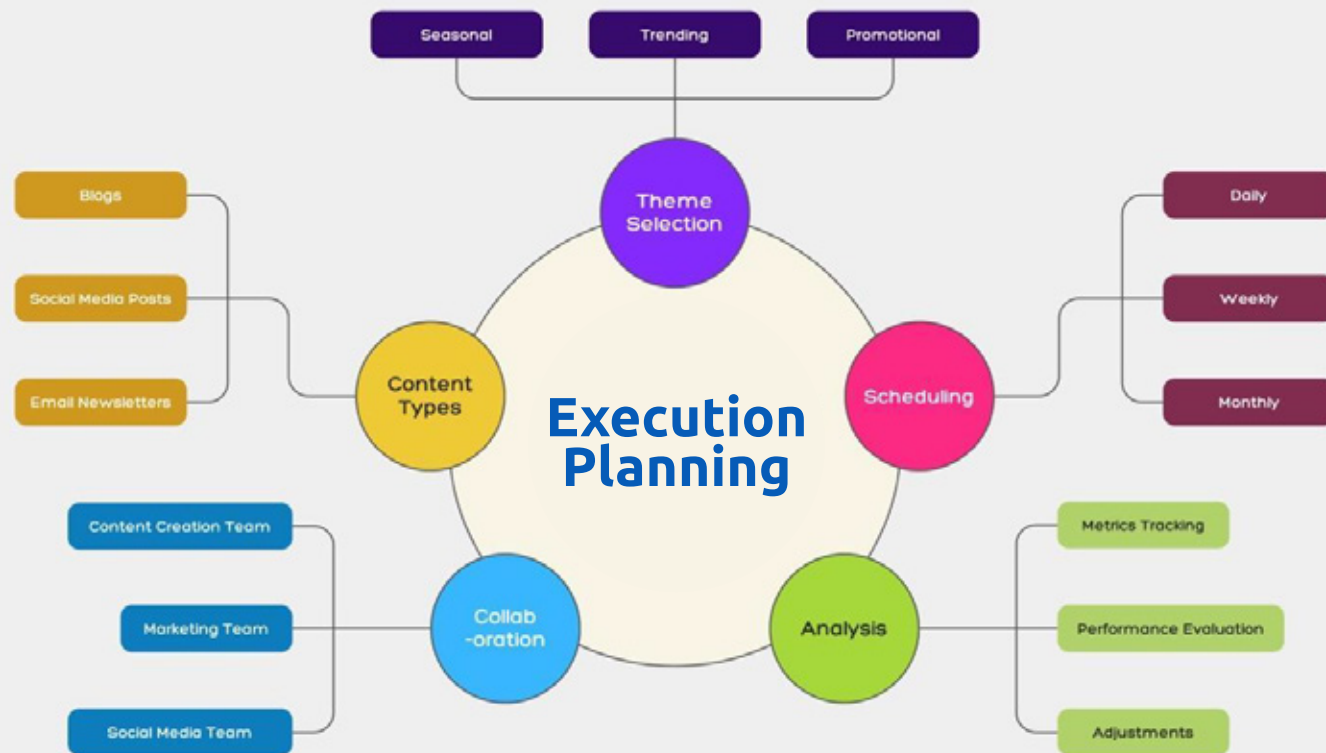
App Store Ads: Use Google and Apple App Store ads to increase visibility and downloads, especially for those searching for “social impact tools” or “nonprofit marketing resources.”

Social Media Promotion: Use LinkedIn and Facebook ads to target professionals in the social impact sector, encouraging them to download the app for resources on storytelling and marketing strategies.

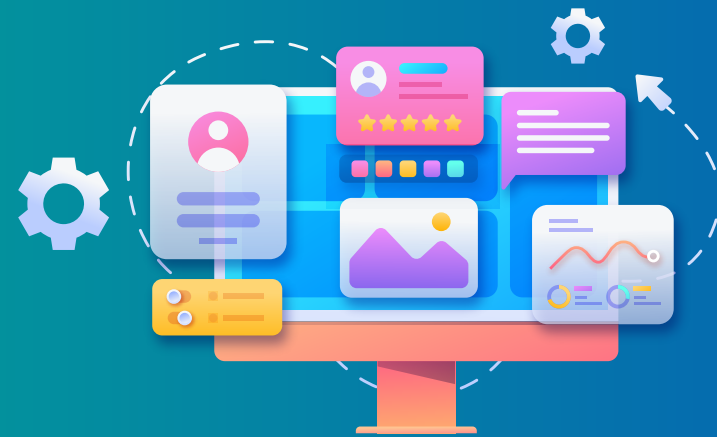


Execution Plan for Impact Spectrum

This execution plan provides a high-level visual overview, helping to contextualize each component of the strategy before diving into the specifics, ensuring a cohesive understanding of how theme selection, content types, collaboration, scheduling, and analysis interconnect.



Website Development and Management



Objectives:

Create a user-friendly website that serves as an informational hub, effectively communicates Impact Spectrum's mission, and converts visitors into leads.

Written Execution Steps

Phase 1: Planning and Structure (Weeks 1-2)

- Conduct a brainstorming session to determine website goals and core sections: Homepage, About Us, Services, Blog, and Contact Us.
- **Example:** Develop a sitemap guiding users seamlessly from the homepage to service pages and the blog.

Phase 2: Design and Content Creation (Weeks 3-6)

- Create wireframes, finalize design elements (fonts, colors), and ensure it reflects the brand's positioning statement: "Creating impact with every story we tell."
 - Write web copy that incorporates keywords like "nonprofit storytelling" and "social impact marketing."
 - **Example:** Homepage headline: "Empowering Nonprofits to Tell Stories that Make a Difference."
- ### Phase 3: Development and Testing (Weeks 7-10)
- Build and code the site, add forms for contact and lead capture, and test for mobile responsiveness.
 - **Example:** Test form submissions to ensure leads are captured in Impact Spectrum's CRM (Mailchimp).

Summary Table

Phase	Task	Tools	Duration
Planning	Define goals, create sitemaps	Google sheets	2 Weeks
Design	Develop wireframes, choose branding elements	Figma, Adobe Creative Studio	4 Weeks
Development	Build site, integrate CRM, test for usability	WordPress	4 Weeks

Content Strategy Implementation

Objectives:

Establish Impact Spectrum as a trusted resource in social impact marketing by regularly producing high-quality, relevant content.

Written Execution Steps

Phase 1: Content Calendar Development (Weeks 1-2)

- Create a 3-month content calendar with blog, video, and infographic topics. Coordinate with SEO Specialist to identify trending keywords.
- Example: Schedule blogs on topics like “5 Storytelling Techniques for Nonprofits” and videos showcasing client success stories.

Phase 2: Content Creation and Approval (Ongoing)

- Assign writers and designers to produce content,

optimize for SEO, and approve final drafts.

- Example: Produce an infographic titled “The Importance of Storytelling in Social Impact” to share on social media and the blog.

Phase 3: Content Publishing and Distribution (Ongoing)

- Publish and distribute content through email and social media, monitor engagement metrics.
- Example: Share a blog on LinkedIn titled “How Storytelling Drives Donor Engagement” to reach nonprofit professionals.

Summary Table

Phase	Task	Tools	Duration
Calendar Setup	Plan content topics, coordinate with SEO	Google sheets	2 Weeks
Creation	Write blogs, create videos, design infographics	Figma, Adobe Creative Studio	Ongoing
Distribution	Publish on blog, share on social media	Hootsuite, Mailchimp	Ongoing

Email Marketing Strategy

Objectives:

Grow and nurture Impact Spectrum's email list, providing valuable content and maintaining relationships with subscribers.

Written Execution Steps

Phase 1: List Building and Segmentation (Weeks 1-4)

- Implement forms on the website, segment the list by subscriber interests.
- Example: Create a downloadable Storytelling Guide as an incentive to capture email sign-ups.

Phase 2: Campaign Design and Automation (Ongoing)

- Set up welcome email sequences and design monthly newsletters.
- Example: Monthly newsletter includes top blog posts, a new resource announcement, and a CTA to sign up for an upcoming webinar.

Phase 3: Performance Tracking and Optimization (Ongoing)

- Track open rates and CTR to refine future emails.
- Example: If a resource announcement gets high engagement, create similar resources to offer each quarter.

Summary Table

Phase	Task	Tools	Duration
List Building	Create lead magnets, set up signup forms	Mailchimp	4 Weeks
Campaign Design	Write and automate welcome sequence, design newsletters	Mailchimp	Ongoing
Optimization	Track open rates, analyze engagement	Mailchimp Analytics	Ongoing

Social Media Strategy

Objectives:

Grow Impact Spectrum's social media following, build community engagement, and drive traffic to the website.

Written Execution Steps

Phase 1: Profile Optimization and Brand Voice Establishment (Weeks 1-2)

- Update profiles with consistent messaging and design elements.
- **Example:** LinkedIn profile bio: "Helping Nonprofits Tell Stories that Matter. #SocialImpact."

Phase 2: Content Planning and Scheduling (Ongoing)

- Develop a social media calendar to schedule 3-5 posts per week, aligning with blog topics and client stories.

- **Example:** Post a client success story every month on LinkedIn, featuring visuals and a quote from the client.

Phase 3: Engagement and Community Building (Ongoing)

- Respond to comments, share relevant industry content, and initiate nonprofit discussions.
- **Example:** Host a Twitter Q&A session titled "Ask Us Anything About Storytelling for Social Good."

Summary Table

Phase	Task	Tools	Duration
Profile Setup	Update profile bios and visuals	LinkedIn	2 Weeks
Content Schedule	Create social media calendar	Hootsuite	Ongoing
Engagement	Respond to comments, run Q&A sessions	Hootsuite Analytics	Ongoing

SEO & SEM Strategy

Objectives:

Improve search engine rankings and increase organic traffic to the website.

Written Execution Steps

Phase 1: Keyword Research and Content Optimization (Weeks 1–3)

- Identify relevant keywords like “nonprofit storytelling” and optimize website pages.
- **Example:** Optimize blog post titles, such as “Storytelling Tips for Nonprofits” to include key phrases.

Phase 2: Link Building and Off-Page SEO (Ongoing)

- Secure guest posts and backlinks from relevant sites.

– **Example:** Publish a guest blog titled “Using Stories to Drive Nonprofit Impact” on a reputable nonprofit website.

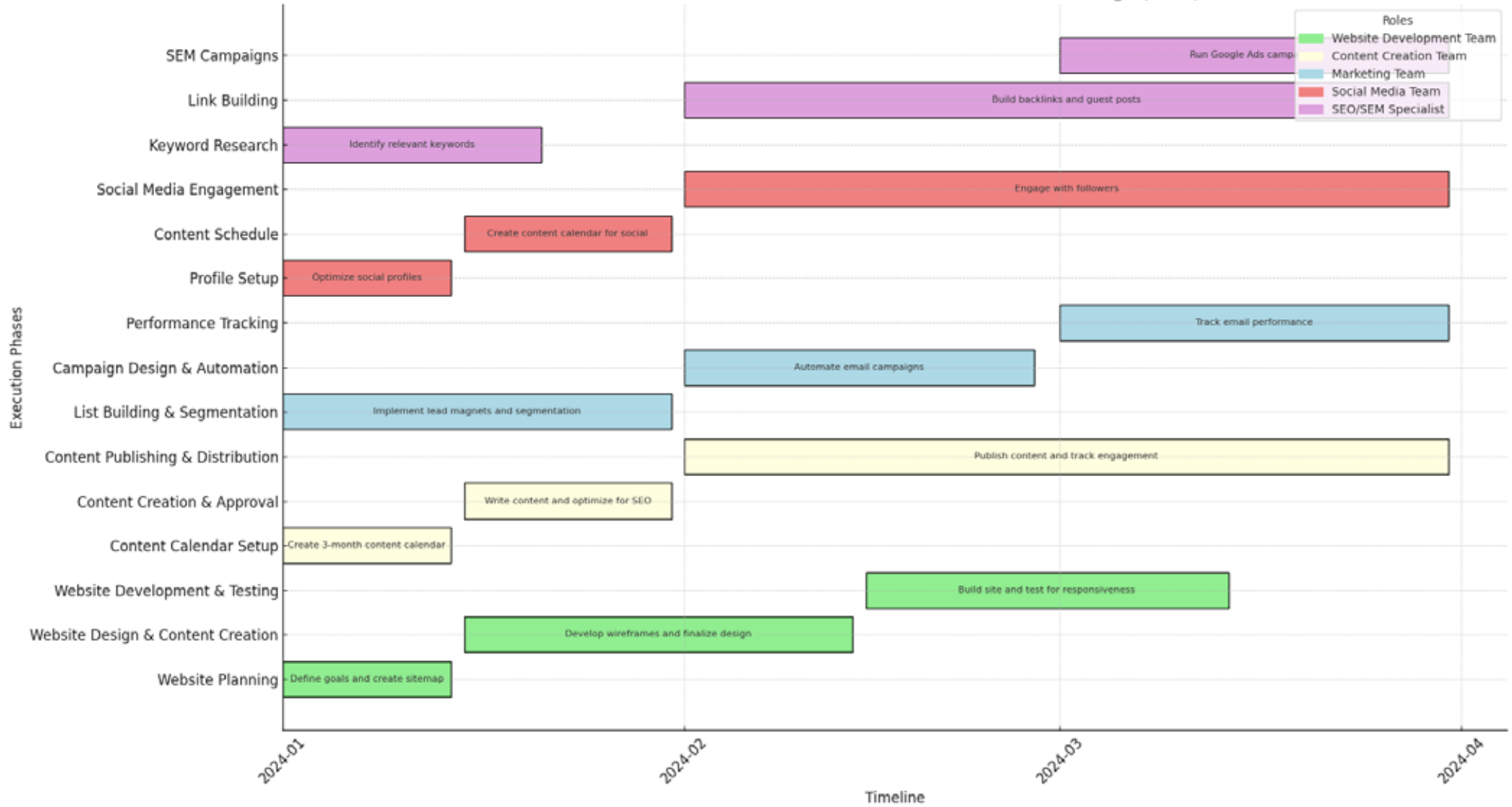
Phase 3: SEM Campaign Launch and Optimization (Ongoing)

- Develop Google Ads for keywords like “nonprofit marketing resources” and track performance.
- **Example:** Use ad copy like “Discover Essential Storytelling Techniques for Your Nonprofit.”

Summary Table

Phase	Task	Tools	Duration
Keyword Research	Identify keywords, optimize content	SEMrush, Moz	3 Weeks
Link Building	Collaborate for guest posts and backlinks	Outreach tools	Ongoing
SEM Campaigns	Run Google Ads, monitor CTR and CPC	Google Ads	Ongoing

Detailed Gantt Chart: Execution Plan for Build With Range (BWR)



Measurement and Analytics Plan

Objectives:

Define how the success of each component of the owned digital marketing strategy will be measured.

KPIs for Each Strategy Component:

- **Website Performance:** Page views, bounce rate, conversion rate, average session duration.
- **Content Strategy:** Engagement rate (likes, shares, comments), content reach, and organic search traffic.
- **Email Marketing:** Open rate, click-through rate (CTR), unsubscribe rate, and conversion rate.
- **Social Media Engagement:** Follower growth, engagement rate, social shares, and referral traffic to the website.
- **SEO & SEM:** Keyword rankings, organic search traffic, click-through rate for ads, cost per click (CPC).

Tools for Tracking Performance:

Google Analytics: For website traffic, engagement metrics, and referral sources.

SEMrush / Ahrefs: For SEO performance tracking, keyword ranking, and backlink monitoring.

Hootsuite: For social media engagement and scheduling metrics.

Mailchimp: For tracking email marketing performance (open rates, CTR).

Google Ads: For SEM campaign metrics like CPC and CTR.

Reporting Schedule:

Weekly: High-level metrics overview for ongoing adjustments (traffic, engagement rates).

Monthly: Detailed report on each KPI, with insights for optimization.

Quarterly: Strategy review and performance summary to evaluate overall effectiveness and update targets.

Budget Outline



Objectives:

Allocate funds for content creation, tools, software, and strategy components.

Estimated Costs:

Content Creation: \$3,000 – Blog posts, videos, infographics, and case studies.

Tools and Software:

Google Analytics: Free (additional budget for premium if required).

Hootsuite: \$150/month for social media management.

Mailchimp: \$100/month for email marketing.

SEMrush/Ahrefs: \$120/month for SEO tracking.

Google Ads Budget: \$500/month for SEM.

Allocation of Funds:

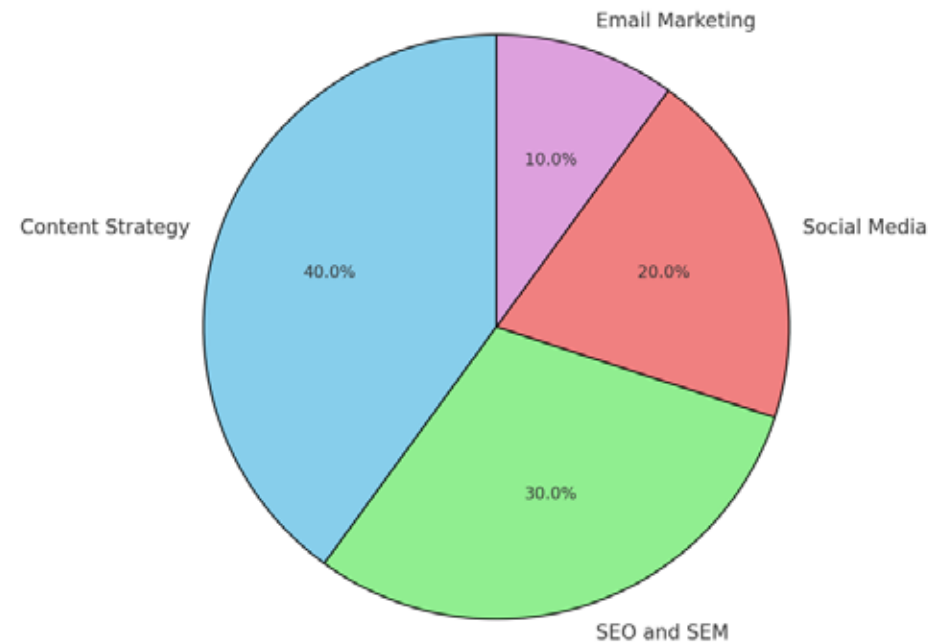
Content Strategy: 40% (including content creation and distribution).

SEO and SEM: 30% (SEO tools, paid ads budget).

Social Media: 20% (social media tools and promotions).

Email Marketing: 10% (software and campaign design).

Budget Allocation for Owned Digital Marketing Strategy



Conclusion

This owned media strategy forms the bedrock of an authentic and adaptable brand presence for Impact Spectrum. By investing in platforms we control—like blogs, social media, and newsletters—we can consistently share stories that resonate with our audience, nurturing engagement and inspiring meaningful action. Through intentional content planning, cross-functional collaboration, and a focus on data-driven insights, we're poised to evolve alongside our audience's needs. This isn't just a media plan; it's our blueprint for building lasting, impactful connections. As we grow, our approach ensures Impact Spectrum remains a voice of purpose and influence in a shifting landscape, reinforcing our commitment to "creating impact with every story we tell."