

Examine these 5 keys or each thing you market:

Audience:

- Who are you *really* trying to reach? Be as specific as you can about the target audience.

Message:

- What do you want people to do as a result of viewing your advertising? As a result, what message do you want to share?

Method:

- How do you intend to spread the message: print, social media, newspaper/radio, partner organization newsletters? community presentations?

Media / Assets:

- What specific assets will you use as a tactic for that method? What is the best match for your audience that also meets the other 4 criteria?

Metrics:

- What does success look like to you? Can you reasonably achieve success with the above 4 keys, or, do you need to tweak something?

Where can you free up time and money?

Time:

- When you evaluate each thing you're marketing against the 5 keys for marketing, what can you let go of in order to focus on something that will be more successful?
- Who can help you - volunteers? interns? other staff members?
- What partnerships can offer you resources?
- What can you do DIY instead of hiring others? Print materials using your own copier and paper stock?

Money:

- Where are you spending money where it's not necessary considering the 5 keys for marketing?
- How often do you need to spend the money you're spending on contractual services? Can you do some or all of the work yourself to cut down on costs?
- Are there less expensive ways to achieve the same goal?

QUICK TIPS FOR MARKETING WITH ZERO BUDGET

