

# MARKETING YOUR ORGANIZATION

## 5 TIPS TO HELP YOU GET STARTED

1

### DETERMINE YOUR TARGET AUDIENCE

Who are you trying to reach with your initiative? It's important to know who you are targeting before you make any other decisions regarding the course of your marketing plan.

2

### CREATE YOUR BRAND

Once you have a target audience, you should create a brand that appeals to them specifically. For example, Empowering Economics caters towards teenage girls, so we chose a soft pink color palette and made our blogs less formal and more relatable.

3

### CHOOSE YOUR PLATFORMS

Certain platforms are better suited for different ventures. If you want to go in the direction of a blog, for example, Quora and Pinterest are great marketing resources. If you want to create educational material, Youtube and Podcasts are something to look into.

4

### REACH OUT TO SIMILAR INITIATIVES

Networking will help you make great connections and grow your initiative. Keep reaching out to organizations with missions that align with yours, in order for both you and them to reach a greater combined audience.

5

### DEVELOP YOUR BRAND BY CREATING APPEALING POSTS

This is the fun part! You've reached the stage where you can create engaging posts that catch people's attention. Canva is a great resource for creating any kind of post and Colors is good for building a color scheme that you can fit all of your posts to.



@empoweringeconomics