

# Hello

Let's talk about building an  
effective brand for your charity

**Presented by... Matt**

on Wednesday 18 October

**me&you**

me&you

YOUR CREATIVE COMPANY



# About Us



Located in the heart of **Sevenoaks, Kent**, we collaborate with organisations of all shapes and sizes define and position their brand for **success**.





# Meet the team



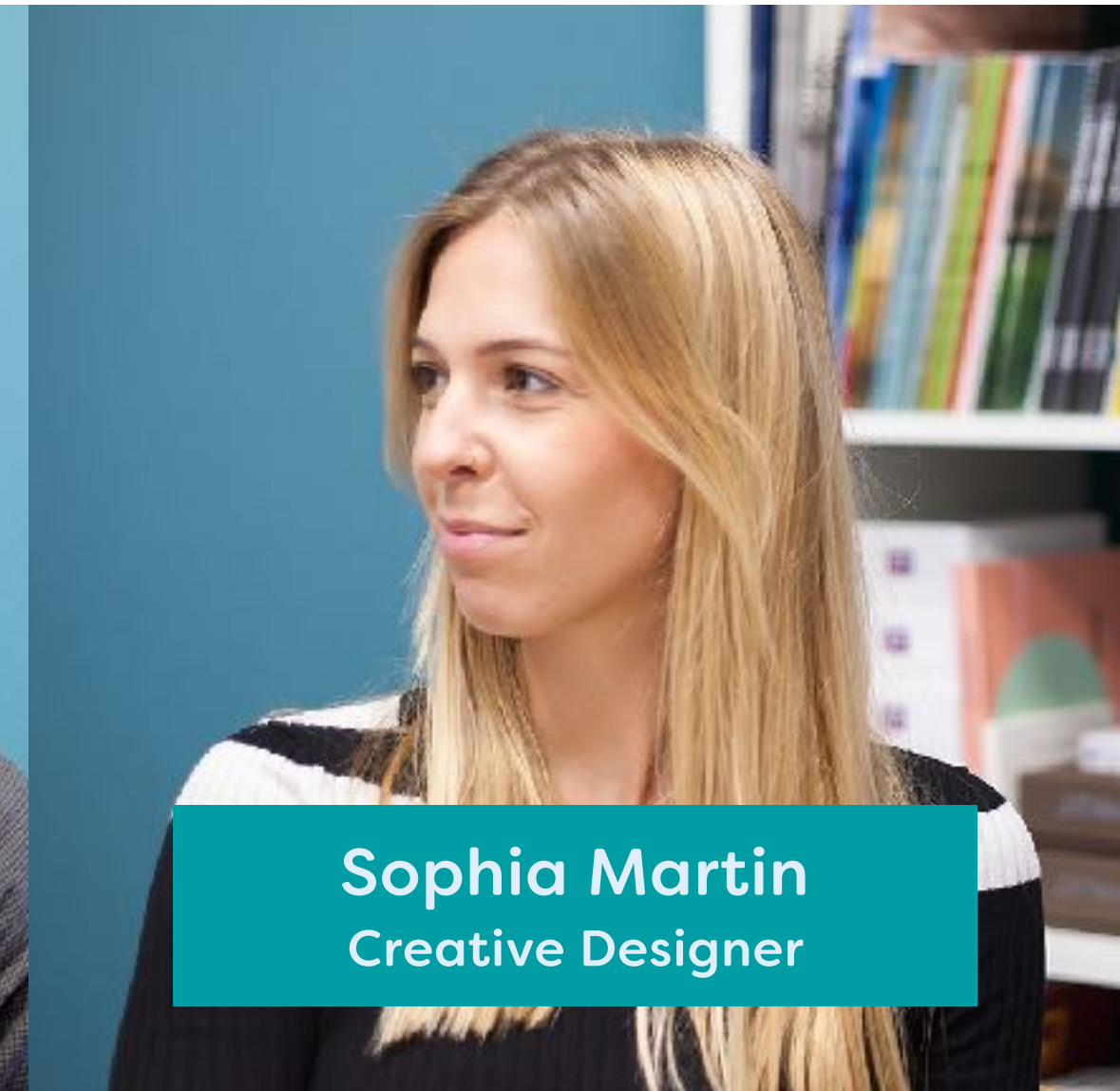
**It's all in the name :  
your team and ours  
working together  
collaboratively to  
achieve the results  
you want.**



**Matt Eamer**  
Founder



**Paul Purton**  
Creative Director



**Sophia Martin**  
Creative Designer



**Paul Evans**  
Finance Director



**Nick Fitzgerald**  
Creative Designer



**Jon Owen**  
Print Manager



# We care



**I'm passionate about  
empowering Charities  
to increase visibility and  
raise awareness.**





# Seminar Aims



Today's seminar is  
built around these  
key services



**Brand**



**Digital**



**Content**

# Seminar Aims



Why **branding** matters  
and how it can **improve**  
**communication.**



**Brand**

# Seminar Aims



The importance of  
**user experience** and  
how to attract the  
**right audience.**



**Digital**



# Seminar Aims



Keeping your brand  
activity **'alive'** and being  
**print smart.**



**Content**

# Seminar Aims



## Summary & Questions



**Brand**



**Digital**



**Content**



# Brand - Why does it matter?



**A brand is an emotional experience : it's what someone feels, sees and believes.**

# Brand - know your audience



**Ask: What does your  
Audience want to do?**

**Not: What do we want  
them to do?**



# Brand - know your audience



An example..







# Brand - know your audience



## Learning from Fred:

- Build your brand strategy around your audience
- Provide simple calls to action
- Ensure sign-up is easy
- Deliver engaging content

# Digital - All about User Experience

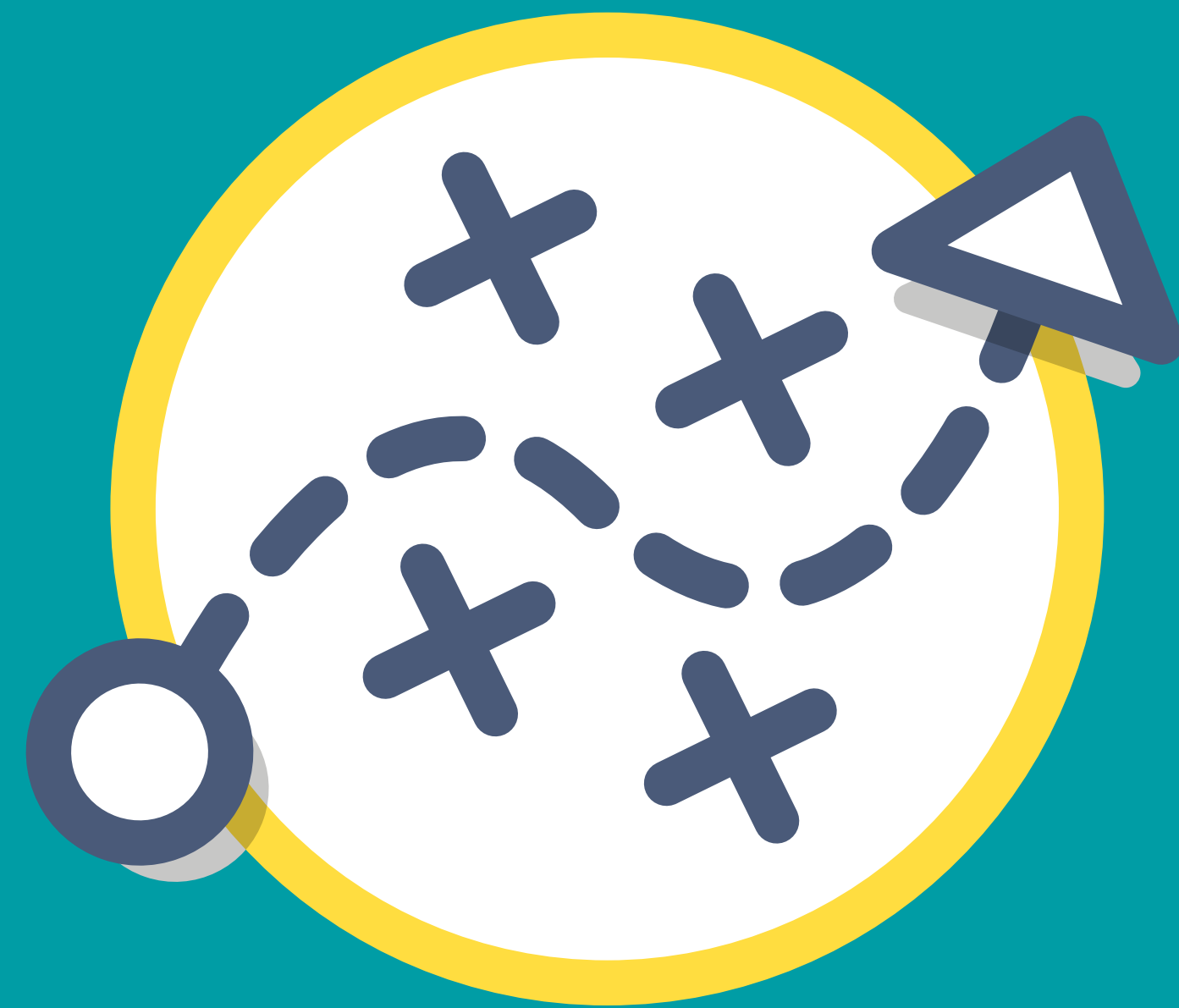


What is User Experience?

Everything your audience experiences when connecting with your charity.



# Digital - All about User Experience



Offer a brand focussed,  
immersive and  
authentic website.

# Digital - All about User Experience



An example..



## Website Check List

Great Website

☐

SEO Optimised

☐

Google Grants

☐

Branding

☐

Understand Audience

☐

Suitable Content

☐



# Digital - All about User Experience



Signs your winning online:

- Rich experience with clear signposting
- Everything is 'in brand'
- Full of personality
- Low audience effort

# Digital - All about User Experience



\$10k a month spend  
with Google Grants PPC

Free PPC Audit for  
charities from  
[searchseven.co.uk](http://searchseven.co.uk)



# Content - Stay Live



What's next?

We've only just begun...

# Content - Stay Live



Use short-run printing techniques and A/B Testing to identify what's working

# Content - Stay Live



Use the right platform  
rather than what's  
most in-trend.



# Content - Stay Live



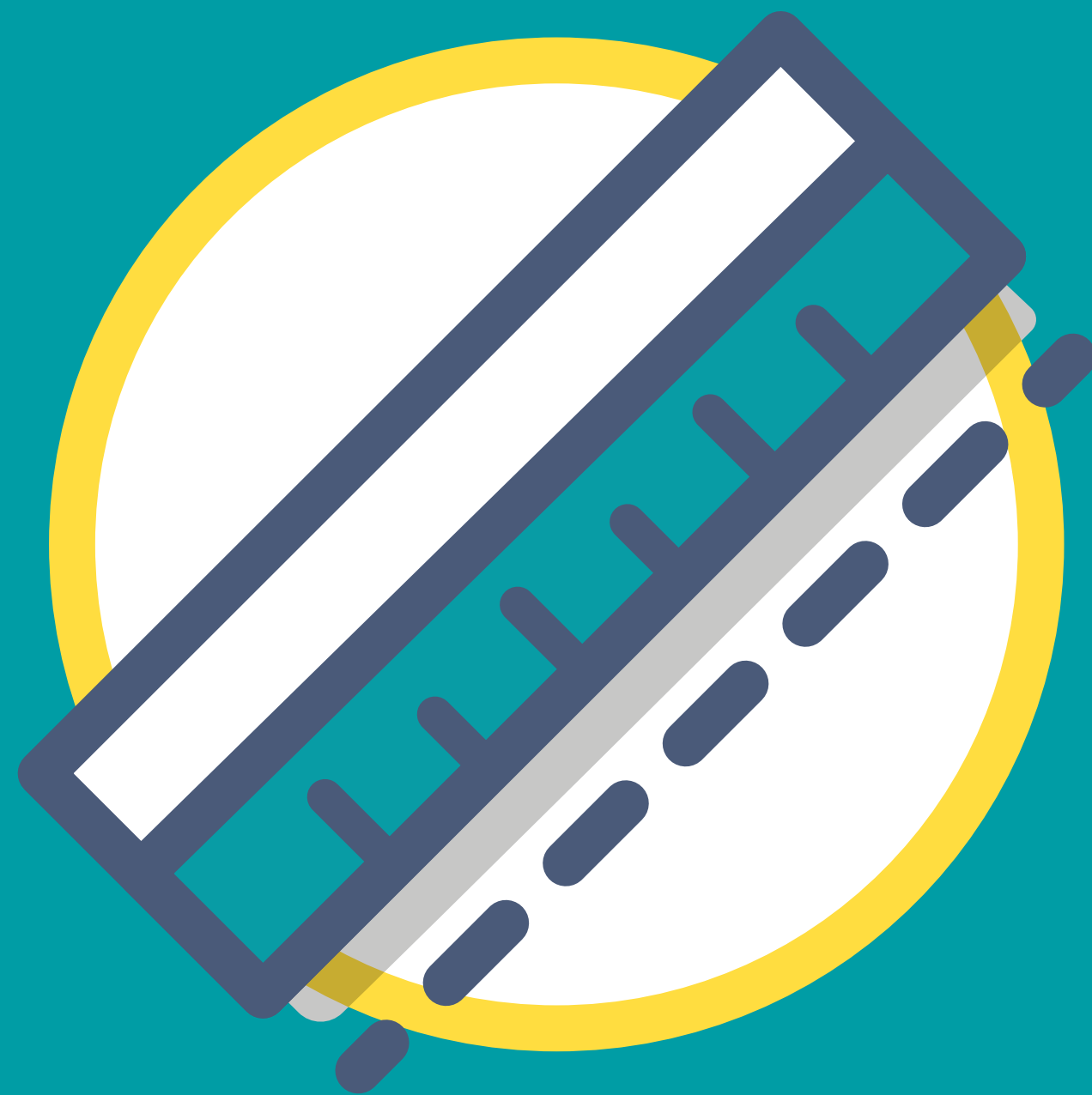
**67%**  
of people's online  
searches are driven by  
printed marketing\*

\* IPSOS US 2013



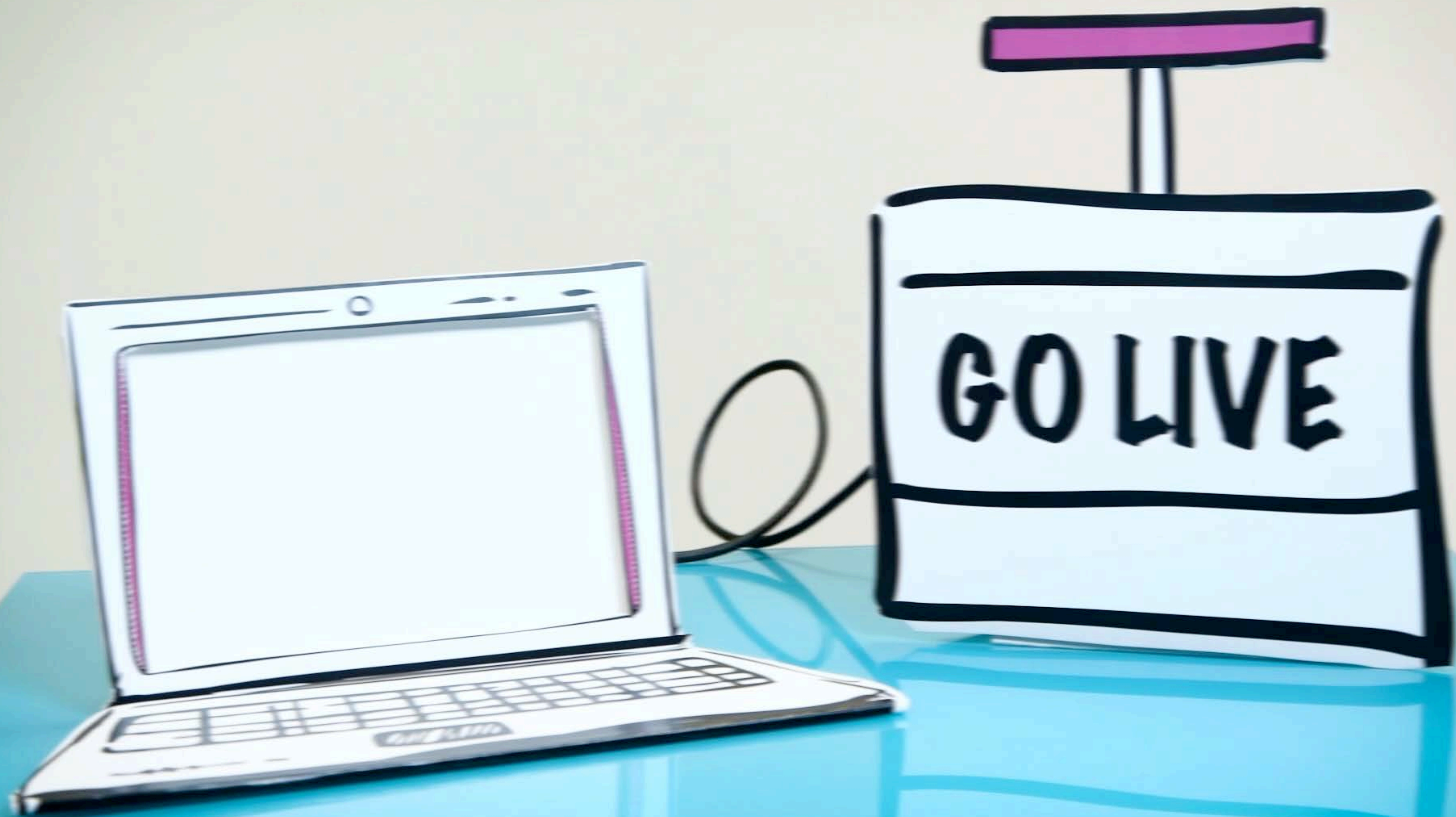
**10%**  
print discount for all  
registered charities from  
**[avenue-printing.co.uk](http://avenue-printing.co.uk)**

# Content - Stay Live

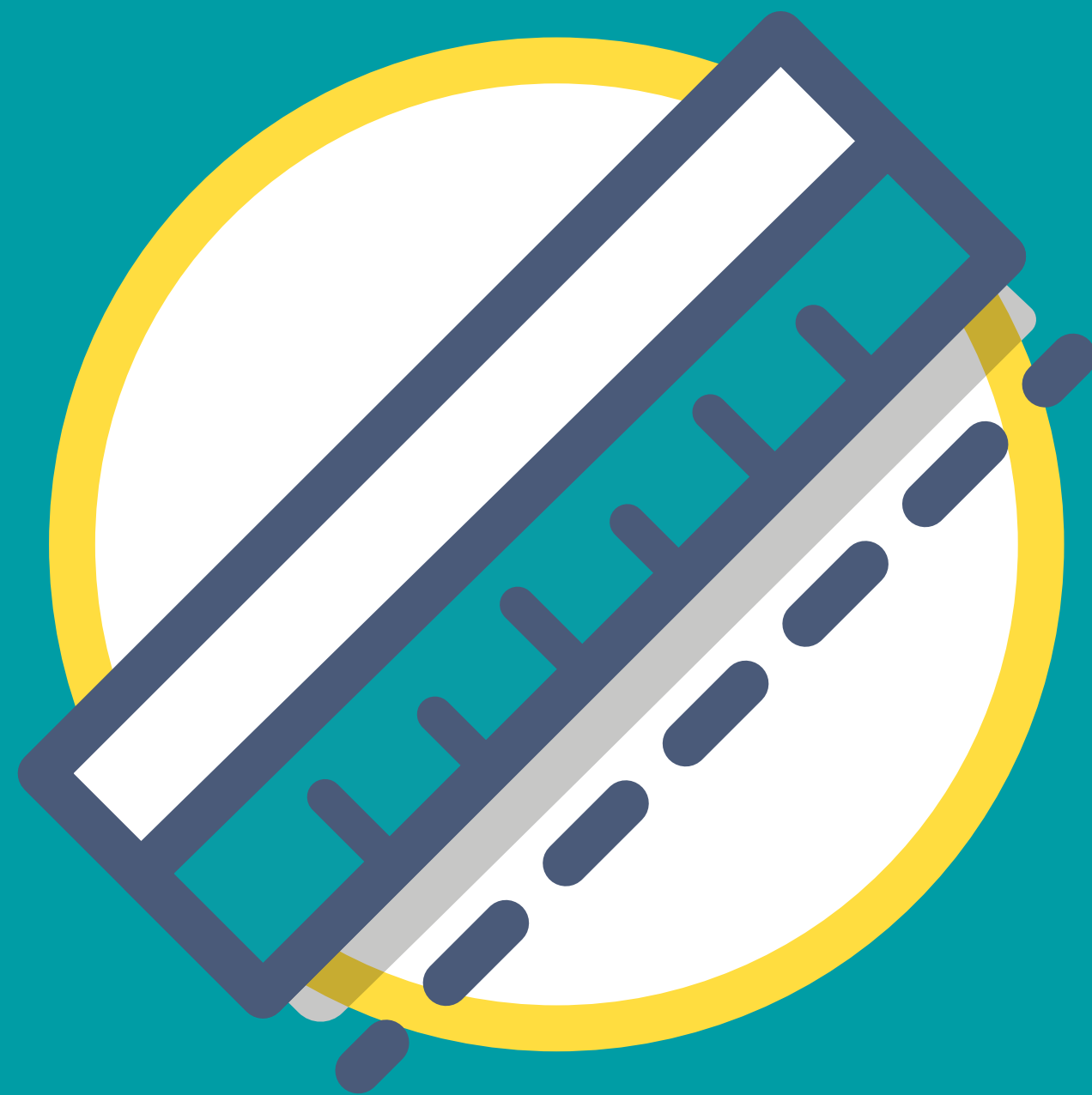


Effective marketing  
requires continual  
investment.





# Content - Stay Live



Stay Live by:

- Smart use of the *right* platforms
- Learning and adapting quickly
- Keeping content current

# Summary & FAQ's



**Brand**

Make sure you really understand what makes your audience 'tick'. Build your brand around that understanding.



**Digital**

Structure your online activities around user experience. Use branding and google grants to refine your digital presence.



**Content**

Go live and stay live both online and offline, keep true to your brand whilst allowing for effective and fresh topical content.



# Summary & FAQ's



**Brand**



**Digital**



**Content**

By doing all of this your audience will be more engaged, you'll **encourage loyalty**, and **increase** the likelihood of **raising the funds** your charity needs.

**Thank you**  
any questions?

**Presented by... Matt**

on Wednesday 16 October

**me&you**

# My contact details



email: [matt@meandyou.co.uk](mailto:matt@meandyou.co.uk)

direct: 01732 749 455

[www.meandyou.co.uk](http://www.meandyou.co.uk)