

Social Marketing - Part Art, Part Science and All Process

Resources and Links

In this challenging time of social funding cuts and fewer staff, a not-for-profit has to do more with fewer resources to become a successful marketing machine. Pulling together all the elements of a cohesive marketing program can be a challenge on your brain cells, analytical prowess and organizational skills. So many things to think about as well as get done and (usually) so little time. Marketing breaks the marketing challenge into 4 logical and sequential quadrants. Key messages are key, planning is paramount, better creative comes from knowledge and how (when it comes to launches) god is in the details.

Web Links:

- American Marketing Association: <http://www.marketingpower.com>
- Association of Fundraising Professionals: <http://www.afpnet.org>
- Canadian Marketing Association: <http://www.the-cma.org>
- CMA Ottawa Chapter: <http://www.cmaottawa.com>
- McGill Buckley Intercreative Marketing: <http://www.mcgillbuckley.com>
- The Institute of Media, Policy and Civil Society: <http://www.impacs.org/>