

BEM3069: Digital Marketing Plan for Farms For City Children



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Situation Analysis

Figure 1: TOWS Analysis

FARMS FOR CITY CHILDREN (FfCC)	STRENGTHS - Brand loyalty indicated through high levels of direct search - High engagement rate per follower on Instagram - Instagram accounts are set up for all 3 farms with a small following - Offers a variety of educational programs on 3 different farms	WEAKNESSES - Low website conversion rates - Limited reach through organic search - Unclear messaging and incentives on social media - Website visits don't transfer into donations or school visits
OPPORTUNITIES - Leverage user-generated content (UGC) media content created by members of the general public (Daugherty, Eastin & Bright, 2008). - Optimise social media presence. Social media can establish and raise brand awareness (Fanion, 2011). - Individuals in the UK generally have a positive attitude to helping charities. Trust in charities remains higher than in most other parts of society (Gov, 2022).	SO STRATEGIES - Encourage followers to create UGC and share their farm experiences and stories on social media platforms, amplifying brand awareness and engagement. - Showcase the diverse educational programs offered by FfCC on different social media platforms consistently to raise awareness and attract new supporters.	WO STRATEGIES - Optimise the website to its full potential using SEO strategies to attract new organic visitors to the site - Use social media platforms to drive traffic to the website and implement clear calls-to-action to improve conversion rates of donations. - Incorporate UGC into social media campaigns to provide authentic and engaging messaging that resonates with followers.
THREATS - Competition of other charities for donor attention - Cost of living crisis may reduce donations	ST STRATEGIES - Differentiate FfCC's messaging and content to stand out in a crowded fundraising landscape. - Create diverse and compelling content on Instagram and Facebook to maintain interest and involvement from supporters. - Emphasise the importance of supporting educational initiatives during times of economic hardship, leveraging FfCC's loyal supporter base.	WT STRATEGIES - Enhance website messaging and incentives to effectively communicate FfCC's mission and value proposition, standing out in a competitive landscape. - Strengthen social media campaigns to maintain engagement and support, even during periods of economic uncertainty.

Objectives

1. Achieve an increase in online donations by 20% within the campaign period. This will be measured by tracking the total donation amounts processed through the FfCC website and comparing them to previous years donation amounts. To achieve this, the campaign will implement compelling social media marketing and targeted advertisement to encourage donations, ensuring alignment with the organisation's objectives. This must be achieved by the end of the 8-week campaign period.
2. To increase the email click-through rate to the donation page by 35% within the 8-week campaign period, this can be tracked through the click-through rates on PAYG and Google Analytics leading to the donation page and can be compared to the previous email campaigns. Achieving this will involve implementing compelling email content and calls-to-action that encourage recipients to click through to the donation page. This objective aligns with FfCC overarching goal of driving donations and enhancing engagement with the donation scheme. I aim to accomplish this increase by the end of the 8-week campaign period.
3. Increase Instagram followers on the main FfCC page by 15%. This will be measured by tracking the number of followers using Instagram insights before and after the campaign. To achieve this, the campaign will implement engaging content and interactive challenges to attract new followers, enhancing the brand visibility and engagement on Instagram. This objective aims to be attained by the end of the 8-week campaign period.

Strategy

Segmentation

To create a segmentation analysis for Farms for City Children (FfCC), I will begin by leveraging data on FfCC's Meta Current Audience. This data provides valuable insights into the demographics and preferences of the existing audience, serving as a foundation for the segmentation strategy. Firstly, I'll examine the demographic variables such as age, gender, and geographic location of FfCC's current Facebook and Instagram followers. This will allow me to understand the composition of the audience and identify any notable trends or patterns.

Figure 2: Table utilising data adapted from FfCC Meta Current Audience (2024)

Age Range	% of Women Followers (Facebook)	% of Men Followers (Facebook)	% of Women Followers (Instagram)	% of Men Followers (Instagram)
18-24	1.9%	0.9%	3.2%	1.7%
25-34	12.1%	3.4%	18.7%	4.7%
35-44	23.2%	4.8%	27%	6.8%
45-54	22.4%	4.1%	17.5%	4.2%
55-64	14.1%	2.9%	9.4%	2%
65+	7.9%	2.3%	3.2%	1.6%

The 35-44 age range stands out as the most popular and engaged segment across both Facebook and Instagram. It's evident that this demographic is active and receptive to FfCC's content and therefore, the segmentation strategy will be strategically positioned towards this age group to maximise engagement and effectiveness. Moreover, geographical analysis from the FfCC Meta Current Audience (2024), indicates that London holds the highest engagement rates on both Facebook (6.4%) and Instagram (14.1%), with other towns and cities holding notable engagement levels. Understanding these demographics will be pivotal in tailoring the campaign strategies to effectively target and engage with FfCC's current audience.

Figure 3: Segmentation Table

Segmentation Variable	Description	Examples
Demographic	- Age: 35 – 44 years old - Income level: Middle to high income - Education Level: Higher education	- Professionals in their prime career years - Managers, executives, professionals - Graduates, postgraduates
Geographic	Urban areas	London and other major cities and towns in UK
Behavioural	- Philanthropic behaviour: Donors or supporters of charitable causes - Digital engagement: Active on social media sites such as Instagram and Facebook - Part of online communities	- Regular contributors to charities, volunteers - Social media bloggers, online and offline activists
Psychographic	- Values and beliefs: Prioritise social causes, education, and community engagement - Lifestyle preferences: Appreciate networking events, educational and social experiences	- Environmental activists, advocates for youth empowerment - Attendees of charity & social events

By focusing on FfCC's currently engaged segment, it is possible to devise a more targeted approach to effectively reach them. The insights derived from the digital audit revealed that conversions to donations were limited. Therefore, there's an opportunity to introduce a new and innovative digital campaign aimed at effectively converting this engaged segment into donors. Furthermore, as this audience is already engaged, it is possible to assume that this age range of individuals will be the most interested and easy to target externally.

Targeting

In the targeting section of my STP process, I leveraged Facebook ADS Manager (Meta, 2024) to estimate the size of my target segment. Utilising Facebook ADS is particularly relevant as my campaign aims to utilise these ads effectively. Based on my segmentation analysis, I carefully selected specific criteria to refine my segment size. For instance, I focused on individuals based in the UK within the age range of 35 - 44, as this demographic showed significant engagement with FfCC's content. Additionally, I incorporated behaviour targeting, such as users who have been active on mobile devices for at least 25 months, to ensure relevance and reach. Furthermore, I narrowed down the audience by including individuals with household incomes in the top 25-50%, aiming to target financially capable individuals who are likely to contribute to FfCC's objectives. By using these criteria, I was able to estimate the size of my target segment accurately and optimise my campaign's effectiveness. The results stated that the estimated audience size is of 2,100,000 – 2,400,000 and serves as a valuable metric for gauging the reach and potential impact of the campaign.

Positioning

This strategic positioning process aims to effectively position FfCC as both a trusted authority and an inclusive and accessible organisation in the eyes of the segment. By doing so, FfCC can foster a perception of credibility, expertise, and reliability, while also emphasising its commitment to inclusivity and equal opportunities for all children. This strategic approach is geared towards creating a positive change and achieving the outlined objectives made previously, ultimately driving engagement, growth, and support for FfCC's mission and initiatives to create an organisational fit. Shown below using (Aaker,1997) ‘Five Dimensions of Brand Personality’, is the way in which FfCC is currently perceived and how it aims to be perceived in the eyes of the segment after the digital campaign. Due to the lack of data available, this process is based on reasonable assumptions.

Figure 4: Five Dimensions of Brand Personality

Five Dimensions of Brand Personality	FfCC currently Viewed	FfCC viewed after the campaign
Sincerity	Genuine commitment to providing educational experiences for children from urban areas.	Trusted authority in rural education and youth empowerment, known for its sincerity and dedication to its cause.
Excitement	Offers unique and immersive experiences to children.	Inspires curiosity and a sense of adventure, sparking excitement for learning and exploration.
Competence	Long-standing track record and expertise in delivering educational programs on farms.	Recognised as a competent and reliable organisation, known for delivering high-quality and impactful programs.
Sophistication	Emphasises the quality of its programs and professionalism of its staff.	Viewed as sophisticated due to the enriching and transformative nature of its experiences.
Ruggedness	Connected to the outdoors and agricultural environments, offering authentic outdoor experiences.	Evokes feelings of resilience, toughness, and adventure, appealing to those seeking authentic outdoor experiences.

Persona

This persona encapsulates the characteristics, preferences, and behaviours of an individual whom the campaign aims to engage with through the digital campaign, with the ultimate objective of boosting donations for FfCC.

Figure 5: Persona

Name: Sarah Taylor Age: 39 – most engaged age group is 35 – 44 as discovered in the FfCC Meta Current Audience (2024) insights Occupation: Marketing Manager Demographics: - Gender: Female - Location: London, UK – most engaged location is London as discovered in FfCC Meta Current Audience (2024) - Income: Middle to high income bracket	
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Background	Sarah is a busy marketing professional living in London. She is passionate about social causes and believes in giving back to the community. As a parent of two young children, she values education and outdoor experiences that enrich their learning and development. People with children may feel more empathy for appeals to help the needy, especially when the object of charity is children (Einolf, 2017).
Goals and Motivations	• Sarah wants to make a positive impact on society and support organisations that align with her values, such as education, youth empowerment, and environmental sustainability. • She seeks meaningful experiences for her family, including educational trips and opportunities to connect with nature. • Sarah is interested in staying informed about social issues and contributing to causes that resonate with her.
Challenges	• Balancing work responsibilities with family life leaves Sarah with limited time for research and decision-making. • She wants to ensure that her charitable contributions are making a tangible difference and are aligned with her values. • Sarah may be cautious about donating to unfamiliar organisations and prefers to support trusted and reputable charities.
Personality Traits	• Empathetic: Sarah cares deeply about the well-being of others and is empathetic towards those in need. • Driven: As a marketing professional, Sarah is proactive and driven to achieve her goals. • Tech-savvy: Sarah is comfortable using digital platforms and social media to stay informed and engaged with causes she supports. Those aged 25-44 are significantly the most likely group to donate to charity online and via text (CAF, 2017). • Community-minded: Sarah values community involvement and seeks opportunities to contribute to the betterment of society.
Key Touchpoints	• Social Media: Sarah actively engages with social media platforms like Facebook and Instagram to stay informed about social issues and connect with like-minded individuals and organisations. As of June 2023, 49 percent of social media users in the United Kingdom were aged between 30 to 49 years (Statista, 2023). • Online Communities: Sarah is part of online communities focused on parenting, education, and philanthropy, where she seeks advice, shares experiences, and discovers new opportunities to support charitable causes. • Networking Events: Sarah attends networking events and charity fundraisers in London, where she can meet other professionals, learn about social initiatives, and explore opportunities for collaboration and support.

Strategic Decisions

Considering the insights gained from my STP analysis, I've determined that implementing Ansoff's Matrix (1957) with a strong emphasis on market penetration is the most appropriate course of action for my digital campaign plan. The market penetration approach I plan to take involves intensifying efforts within FfCC's existing markets to increase donations. It's the most suitable process for my campaign because it gives leverage FfCC's current strengths and resources, such as the social media following and existing donor base, to drive immediate results and achieve the objectives. By doubling down on market penetration, I aim to deepen the engagement with the current audience, encouraging more interactions, donations, and support. This approach capitalises on the familiarity and loyalty of the existing supporters, making it an efficient way to drive growth. Whilst doubling down on this segment, I also plan to extend the market presence by positioning the campaign towards the persona.

Additionally, I plan to implement direct response marketing as part of the strategy. As stated by Chaffey & Ellis-Chadwick (1963) direct response marketing has a focus on sales activation, in FfCC case the objective of increasing donations. Regarding the campaign planned, this approach involves directly prompting the audience to act, such as making donations and signing up for emails. Through targeted messaging and compelling calls-to-action, I aim to elicit immediate responses from the targeted audience, driving conversions and achieving the campaign goals. Overall, by combining Ansoff's Matrix with direct response marketing, I believe the campaign is strategically positioned to maximise the impact and achieve significant growth in social media engagement, and donations for FfCC.

Value Proposition

“For busy urban professionals aged 35-44 who are passionate about rural education and youth empowerment but lack the time to volunteer. Who want to contribute to positive social impact and see the direct results of their donations. We offer convenient donation options and immersive farm experiences that provide insight into the transformative impact on children's lives. Instead of traditional charity donations with limited visibility. We deliver a tangible connection to the cause, allowing donors to witness first-hand the difference their contributions make in empowering future generations.”

Tactics

The 7Ps framework will serve as the framework for describing the digital campaign big idea and its alignment with FfCC's objectives. Initially conceived as the marketing mix with the classic 4Ps, McCarthy (1960) introduced the foundational elements, which later evolved with Booms and Bitner (1981) expanding it to encompass seven essential components. This comprehensive framework provides a structured approach to addressing key aspects of the marketing strategy, ensuring a holistic and integrated approach towards achieving FfCC's goals.

Product

By applying Kotler's (1967) theory of the 'Three levels of a product', to the product aspect of the 7Ps I can gain a comprehensive perspective on FfCC's newest offering for the campaign: the donation scheme. This approach allows me to grasp the core benefits, tangible features, and additional enhancements, ensuring that the scheme meets the diverse needs and preferences of the target segment.

Figure 6: Kotler (1967) Three Levels Of A Product

Core Product	• The core benefit offered by the donation scheme is simplicity and accessibility. It allows individuals with busy lifestyles who cannot volunteer to still make a meaningful difference in children's lives. By providing a straightforward donation process, the core benefit addresses the need for convenience and efficacy in contributing to a charitable cause. • Additionally, the core benefit extends to the emotional fulfilment and satisfaction derived from supporting a cause they believe in. Donors experience a sense of purpose and fulfilment knowing that their contributions directly impact children's lives and help provide them with valuable experiences on the farm.
Actual Product	• The actual product encompasses the tangible elements of the donation scheme, including the subscription amounts, donation methods, and payment options. It includes the specific tiers or levels within the donation scheme, allowing donors to choose the amount they wish to contribute based on their financial capacity and preferences. The options instil trust and credibility in the donation process linking to the future positioning aspect of FfCC. • Moreover, the actual product offers flexibility for donors who may not prefer a subscription-based model. They have the option to make one-time donations of any amount, providing versatility and accommodating various donor preferences.
Augmented Product	• The augmented product enhances the donor experience beyond the transactional aspect of giving. It includes support services such as automated chats and responses from FfCC, ensuring donors receive assistance and guidance throughout the donation process. • Furthermore, donors receive added value through personalised messages, monthly newsletters, and exclusive updates on the impact of their contributions. Higher donation tiers offer personalised recognition on the website and the opportunity for donors to have a plaque sent to them or dedicate a bench/farming equipment on the farm in their name. These incentives deepen donor engagement, foster loyalty, and create a memorable and personalised experience for donors. • Overall, the augmented product emphasises thankfulness and personalisation, transforming the donation experience into a meaningful and rewarding journey for donors. It goes beyond a simple financial transaction, nurturing relationships with donors and ensuring their continued support for FfCC's mission.

Promotion

The promotion aspect of the campaign strategically unfolds by initially sharing emotionally compelling content to connect with the audience on a personal level and establish resonance with FfCC's brand. Through interactive emotive storytelling content, the campaign engages followers in an enjoyable experience, gradually integrating calls-to-action as the campaign progresses. A story is a journey that will move the listener, and when the listener decides to go on that journey, they will feel something different and the result is persuasion or even an action (Aaker et al, 2012). By emphasising the emotional connection between FfCC and its audience and showcasing the positive impact of farm stays, the campaign builds trust and loyalty. As the emotional bond strengthens, the campaign prompts followers to take concrete actions, such as donating and effectively driving support for FfCC's mission. Based on the STP analysis, Facebook and Instagram will be the two core social media sites used in the campaign.

Social Media Marketing

Figure 7: Hero – Hub – Help Framework

Hero	Utilising storytelling marketing, the hero content of the digital campaign on FfCC's Instagram and Facebook platforms aims to evoke emotional connections and leave a lasting impact. As Aaker et al (2012) suggest, storytelling is a compelling tool that guides viewers
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	on a journey, eliciting varied emotions and ultimately persuading them to act. Drawing from both past campaign successes and relevant literature, this approach is deemed highly effective in capturing the attention of the target segment and fostering a profound connection to the charity's brand. Professional videography will be employed to capture and showcase compelling snippets of a typical day in the life of children on the farm. These video clips will effectively convey the transformative story of FfCC's typical programs. By immersing viewers in these authentic and emotive narratives, the campaign aims to deepen their emotional connection to FfCC's mission and motivate them to support the cause.
Hub	In the hub content strategy, daily challenges will be integrated into FfCC's Instagram and Facebook stories and posts, inviting users to participate in interactive games such as "find the sheep/cow/pig in this image." By offering engaging and entertaining activities, users are encouraged to return regularly for more interactive experiences. To further boost engagement, participants will be encouraged to share their results on their own stories using the hashtag #ffccfindtheanimal. These challenges not only foster a sense of community but also drive ongoing interaction with FfCC's social media platforms. Concurrently, within these competition posts, storytelling content will be seamlessly woven in to underscore the continuous need for support, thereby emphasising the significance of ongoing engagement and contributions.
Help	In the help content strategy, regular FAQ boxes will be featured on FfCC's Instagram and Facebook stories, providing users with the opportunity to engage and ask questions about the charity. Additionally, a detailed FAQ section will be available outlining the donation process with clear calls-to-action. This section will offer transparent and comprehensive information to potential donors, addressing any queries or concerns they may have. Furthermore, actionable steps for viewers to contribute will be highlighted, such as subscribing to the donation scheme, with a clear emphasis on the tangible impact their contributions will have on the lives of children. Through consistent storytelling and emotional engagement, the donation scheme transcends mere transactional involvement, offering viewers a meaningful opportunity to be part of a larger narrative of positive change.

Direct Response Marketing

Figure 8: Direct Response Marketing Strategies

Marketing Strategy	Implementation Details
Targeted Email Campaigns	Crafted email campaigns tailored to existing supporters, integrating emotional storytelling and activities showcased on social media. Highlight impact of donations through compelling narratives and visuals. Encourage recipients to donate or join donation scheme.
Website Direct Response Tactics	Implement pop-up donation prompts and prominently displayed donation buttons on key website pages. Prompt visitors to donate in the moment. Enhance effectiveness of digital marketing efforts in promoting donation scheme and driving donations.
Facebook Ads	Leverage targeted ad campaigns to extend market presence beyond current audience. Reach targeted segment throughout UK. Expand reach and engagement. Utilise compelling visuals and persuasive storytelling messaging. Drive viewers to participate in donation scheme.

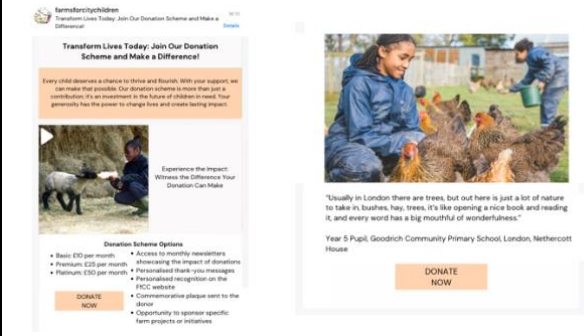
Housekeeping

Figure 9: Housekeeping Tasks

Housekeeping Task	Implementation Details
SEO Improvement	Using findings from the digital audit, enhance SEO on critical pages such as "About Us," "Contact," and donation pages. Optimise content and meta tags to boost visibility and organic traffic.
Donation Page Redesign	Revamp donation page to enhance user experience (UX) and increase engagement. Streamline donation process to make it more intuitive and visually appealing. Improve conversion rates and contribute to campaign success.

Figure 10: Examples of Social Media Content

Examples of Content (Created on Canva)	Description of Content
Facebook & Instagram Storytelling Content 	- Through dynamic visuals and expressive facial expressions, the video showcases the transformative experiences the child has had on the farm, highlighting the positive impact of FfCC's programs. - Scenes of the child engaging in educational activities and bonding with animals effectively convey the tangible outcomes that donations contribute to - The caption accompanying the video includes a heartfelt testimonial from the child - Authentic high quality video footage of a day in the life of a child on the farm, capturing genuine emotions of excitement and gratitude as they interact with animals and participate in farm activities.

Facebook Advert 	• Compelling visuals and graphics to grab the viewers' attention • Incorporating FfCC's branding elements to ensure recognition and credibility • Concise and compelling headline which communicates the message of the ad • Call-to-Action "Donate Now" that prompts viewers to act • Persuasive ad copy which highlights the value proposition and encourages users to engage with the ad • Imagery which resonates with FfCC's mission • Hyperlink directly to the donation page
Email Marketing Campaign 	• Compelling subject line which communicates the value proposition • Emotive video showcasing the transformative experiences of children evoking emotions and empathy • Clearly outlines the donation scheme • Includes prominent calls-to-action • Includes a testimonial from a child adding authenticity and credibility to the campaign • Web and mobile friendly

Price

For the donation scheme, the campaign will implement tiered levels to cater to varying donor capacities and motivations. The tiered structure will offer different price points, allowing donors to choose the level that aligns with their financial capabilities and commitment. The pricing tiers will be designed to provide flexibility while also encouraging higher contributions by offering additional incentives at higher levels as mentioned in Kotler's 3 level product model previously. This approach ensures inclusivity and accessibility while also maximising revenue potential and will be available via credit payments.

Figure 11: Price Points for Donation Schemes

Subscription Level	Price	Benefits
Basic	£25 per month	Access to monthly newsletters showcasing the impact of donations, personalised thank-you messages.
Premium	£100 per month	Access to monthly newsletters showcasing the impact of donations, personalised thank-you messages.
Platinum	£300 per month	Personalised recognition on the FfCC website, a commemorative plaque sent to the donor, and the opportunity to sponsor specific farm projects or initiatives.
Optional	Any £	Personalised thank-you message.

Place

The decision to conduct the actual donation process primarily on FfCC's own platforms is rooted in the need to uphold control over the user experience and preserve brand integrity. By keeping the donation process within the organisation's website, FfCC can ensure consistency in design, messaging, and overall user interface, thus enhancing trust and credibility among donors. The planned revamp of the donation page on the website further underscores this commitment to providing a seamless and intuitive process for users. For the target segment of 35-44, who are likely to value professionalism and authenticity, FfCC's official domain and professional layout will instil greater confidence compared to external websites. This strategy aligns with the segment's ideal view of positioning of FfCC and contributes to fostering trust in the donation process and the organisation.

People

To support the plan and deliver the donation scheme service effectively, various individuals and roles will play crucial roles in enhancing the campaign.

Figure 12: Staff Roles

Role	Responsibilities
Financial Staff	Managing donations and processing transactions.
Outsourced Media Agency	Produce high-quality videography and professional photography for campaign content.
Customer Service	Respond to inquiries regarding donations, address concerns, and ensure seamless donation processes.
Volunteers On The Farm	Capture authentic and organic farm experiences through photos, videos, and narratives, showcasing interactions and impact.
Farm Marketing Staff	Upload and manage marketing content for FfCC and the donation scheme on social media platforms, ensuring consistency and engagement.

Process

This digital campaign aims to ensure a seamless donation process and leverage digital techniques to enhance the customer journey, as well as demonstrating its professionalism and commitment to trustworthiness, aligning with the expectations of its target segment. The streamlined approach planned not only showcases FfCC's integrity but also instils confidence in supporters, reinforcing its position as a reputable and reliable organisation to support.

Figure 13: Process Aspects of the Campaign

Aspect	Description
Landing Pages	Optimised landing pages will provide clear and concise information about the donation scheme.
Online Accounts	Users will have the convenience of accessing online accounts, enabling them to manage their donations effectively. They can track their contributions, review payment schedules, and easily make adjustments, including cancelling if necessary.
Online Payments	Secure online payment options will be available for one-time or recurring donations.
Data Processing	Data collected during the donation process will be handled in accordance with legal regulations, ensuring compliance and user privacy. Users will have access to transparent terms and conditions, alleviating any concerns regarding data collection and have the decision to opt out of marketing/donation emails.
Integration with IT Systems	Integration with existing IT systems and platforms will ensure seamless data flow and operational efficiency.
Design Features	User-centric design features will prioritise intuitive navigation, visual appeal, and accessibility.

Physical Evidence

In the campaign, digital elements such as personalised thank-you emails, testimonials directly from the children on the farm, and stories highlighting the tangible outcomes of donations will be leveraged online. These digital artifacts will serve as tangible evidence of the positive impact the donors have made. By incorporating real stories and testimonials, the aim is to reassure donors that their support has truly made a meaningful difference in the lives of children. This approach will help mitigate any doubts or uncertainties donors may have, reinforcing their belief in the impact of their contributions and fostering trust in our organisation. Therefore, FfCC can effectively mitigate post-purchase dissonance and reinforce the value of donors' contributions, fostering trust and confidence in the brands mission.

Actions

Gantt Chart

The Gantt chart aims to illustrate the timeline and schedule of various tasks and activities within the digital campaign plan for FfCC. It provides a visual representation of when each task is planned to start and end, allowing for easy tracking of progress and deadlines

Figure 14: Gantt Chart

Task	Start Week	End Week		June				July				
			WC	3rd	10th	17th	24th	1st	8th	15th	22nd	Ends
Campaign Planning	03/06/24	16/06/24										
Creation of Hero Content	03/06/24	16/06/24										
Housekeeping Tasks	03/06/24	16/06/24										
Storytelling Hero Content Marketing Posts Start (Insta/Facebook)	17/06/24	28/07/24										
Weekly Social Media Challenges	17/06/24	07/07/24										
Introduction Of Donation Scheme on Socials	17/06/24	28/07/24										
Email Marketing Weekly Campaign Starts	01/07/24	28/07/24										
Direct Response Tactics Website Deployment	24/06/24	28/07/24										
Facebook Ads Launch	17/06/24	28/07/24										
Monitoring and Analysis	03/06/24	28/07/24										

Multichannel Experience

Figure 15: Multichannel Experiences

Multichannel Experience	Description
Social Media	Instagram was selected as one of the primary social media channels for this campaign because of its existing large follower base within the target demographic. Its robust targeting capabilities make it ideal for effectively reaching and engaging the desired audience. Additionally, the platform's features such as stories, posts, and reels offer ample opportunities to share emotive storytelling content, fostering a sense of community among users. Facebook was chosen as another key platform for content marketing because of its substantial existing follower base within the target demographic. Additionally, the campaign intends to utilise ads on Facebook, supported by statistics indicating its effectiveness as an advertising platform. With 1.39 billion monthly active users and a high adoption rate among social marketing companies, Facebook offers a significant opportunity to reach and engage the target audience (Rudolph, 2015).
Email Marketing	Tailored email marketing campaigns will be deployed to engage existing supporters and potential donors, delivering compelling messages and calls-to-action to encourage participation in the donation scheme. These campaigns will leverage emotive storytelling content similar to that used on other social media platforms but will be customised to resonate more directly with the recipients of the email.
Website	The main FfCC website will incorporate direct response tactics, including pop-up donation prompts and prominently displayed donation buttons, to encourage immediate engagement from visitors. These tactics will complement the

	planned SEO improvements, driving increased traffic to the site and enabling a wider audience to participate in the donation process.
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Budget

Figure 16: Budget Tasks

Task	Budget	Notes
Professional Videography	£1600	This allocation covers the cost of professional videography services for two full days of filming content at FfCC. The footage obtained will be segmented and edited into separate small clips tailored for various social media channels.
Professional Photography	£400	This budget is designated for one full day of professional photography, aimed at capturing high-quality, authentic images depicting real-life scenarios at FfCC. These images will be utilised across social media platforms and in email marketing campaigns to enhance engagement and authenticity.
Housekeeping	£0	In-house activities focused on enhancing SEO, improving user experience (UX), and refining landing page designs.
Facebook Ads	£2500	With a daily allocation of approximately £71.42, based on the total budget divided by the number of days of the planned campaign, and a Facebook CPC (Cost Per Click) ad cost of £0.70, the campaign could potentially generate an average of 102 clicks per day. Over the course of the 6-week campaign period, this budget could yield approximately 3,570 clicks.
Email Marketing	£480	Upgraded email marketing from Mailchimp to a Pay-As-You-Go (PAYG) model, where each email sent requires 1 credit. Purchasing 5000 mailing credits costs £120, and for 4 weeks of weekly email campaigns, the total expenditure amounts to £480.
Total	£4980	

Control

In the table below, key metrics linked to the objectives I stated earlier have been outlined:

Figure 17: KPI and Metrics for the Campaign

Aim	SMART Objective	KPI	Metrics	Data Source
Increase online donations	Increase online donations by 20% through the donation scheme by the 28/07/24 (end of the 8 week campaign)	• % of total donation revenue delivered through the scheme • % of number of donation scheme sign ups	• Donation amounts processed through the FfCC website • Average donation amount per donor • Number of new donors acquired through the campaign • CPA - Conversion rate of website visitors to donors • Donation retention rate • Donor scheme sign ups • Time spent on donation page	• Website analytics: Google analytics • Sales platform
Increase email click-through rate	Increase email click-through rate to the donation page by 35% by the 28/07/24 (end of the 8 week campaign)	• % of email Click – Through Rate (CTR) • % of conversion rate	• Email Click-Through Rate • Conversion Rate • Bounce Rate • Unsubscribe Rate • Engagement Rate • Email sign ups • Time to conversion • Number of sessions on donation page	• Customer Relationship Management (CRM) system • Website analytics: Google Analytics • PAYG analytics
Increase Instagram followers	Increase Instagram followers on the main FfCC page by 15% by the 28/07/24 (end of the 8 week campaign)	• Volume of reach • Engagement Rate (Likes, comments, shares)	• Engagement Rate reach and impressions • Profile Visits • Content Performance • Hashtag Performance • Audience demographics • UGC engagement	• Instagram Insights • Third party tools such as Hootsuite

Forecasting non-financial objectives:

1. By analysing the data from the FfCC Campaign Christmas (2023), FfCC found that the email campaign achieved a 3% click-through rate. Therefore, with the objective of increasing CTR by 35% it would be assumed that FfCC could have a CTR at the end of the campaign of **4.05%**
2. As of the 28/04/24 the Instagram follower rate is at 2,547. If FfCC have a 15% increase of Instagram followers, then it can be assumed they will have **2,929** followers at the end of the campaign.

Improving the email CTR by 35% suggests a higher engagement level with FfCC's promotional content, leading to increased traffic and conversions, thus enhancing donation opportunities. Similarly, a 15% increase in Instagram followers indicates a broader reach and heightened brand visibility, which can attract more potential donors and supporters, ultimately contributing to greater financial support for FfCC's objectives.

Financial Forecasting

Throughout the 8-week campaign duration, the donation scheme will remain active for 6 weeks to assess its effectiveness in achieving FfCC's donation increase objective. The tables below outline the strategies for each social channel to drive donations. While the donation scheme operates monthly and the donation scheme part of the social media campaign spans 6 weeks, I'll consider the revenue generated within a month to accommodate any potential contingencies.

Facebook Ads

Throughout the 6-week duration of Facebook Ad campaign, the allocated budget is expected to generate approximately 3,570 clicks. According to (Wordstream, 2024) the average conversion rate for Facebook ads is 9.21%

Figure 18: Facebook Ads Expected Revenue

Donation Scheme	Monthly Donation Amount (£)	Number of Clicks over 6 weeks	9.21% Conversion Rate	Total Monthly Revenue (£)
Basic	25	3750	345	8,625
Premium	100	3750	345	34,500
Platinum	300	3750	345	103,500

Email Marketing

Due to the budget available, the email marketing campaign will run weekly for 4 consecutive weeks. Based on previous data of 44 (3%) CTR of respondents on the Big Christmas Campaign and using the objective of an increase of 35% I will assume that the CTR will be 4.05% - 60 individuals per email. As this campaign will be running for 4 weeks, I will assume this results in 60 x 4 = 240 clicks from individuals. According to (Drexler, 2024) the average conversion rate for email marketing is 5%.

Figure 19: Email Marketing Expected Revenue

Donation Scheme	Monthly Donation Amount (£)	Number of Clicks over the 4 weeks	5% Conversion rate	Total Monthly Revenue (£)
Basic	25	240	12	300
Premium	100	240	12	1,200
Platinum	300	240	12	3,600

Return On Investment (ROI)

For each donation scheme:

Figure 20: Return on Investment (ROI)

Donation Scheme	Total Campaign Marketing Costs (£)	Total Social Media Marketing Revenue Forecasted over course of campaign (£) Facebook Ads & Email Marketing	Net Profit (£)	ROI (%)
Basic	4,980	8,925	3,945	79.24
Premium	4,980	35,700	30,720	616.47
Platinum	4,980	107,100	102,120	2049.40

The significantly high ROIs across all three donation schemes, reflect the campaign's success in driving donations and maximising returns relative to the marketing costs incurred. Regarding the relevance of ROI for individuals choosing a donation tier, it's important to note that the ROI represents the overall profitability of the campaign rather than individual donor contributions. Even though individuals may choose different donation tiers, the collective contributions from diverse donor schemes and individual donations contribute to the campaign's overall revenue and ROI. While it's assumed that individuals may choose one more popular tier of the donation scheme, the mixed choices between all three options contribute to a balanced revenue stream for the charity, reflecting a diverse donor base and ensuring sustainability. Thus, the high ROI signifies that the campaign is deemed profitable and effective in achieving its fundraising objectives.

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