



Marketing to stay strong and relevant – Share's experience

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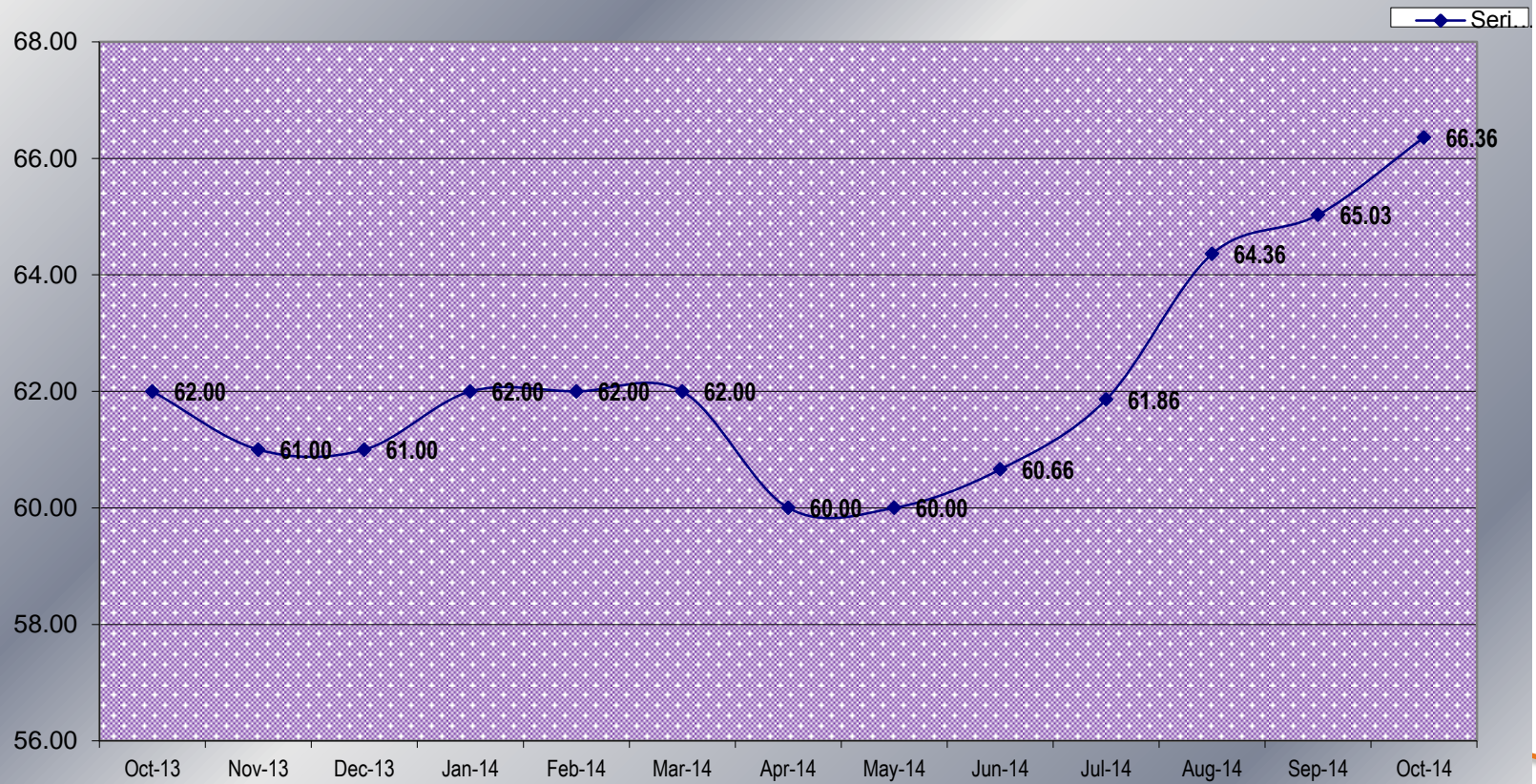
Background to Share

- ❁ Day services and training programmes for disabled adults
- ❁ Based in Wandsworth
- ❁ Working to spot purchase arrangements, not block contract *before* personalisation
- ❁ Funding streams reduced due to changes in employability area



The challenge....

Full time equivalent students July13- present



The 4 Ps – Marketing analysis

- ⚙️ Was our **PRODUCT** right?
- ⚙️ Was the **PRICE** right?
- ⚙️ Were we **PROMOTING** it appropriately?
- ⚙️ Were we **PLACING** our promotions in the right places?

Product – our training programme

- ❁ Was it transforming people's lives? Where was the evidence?
- ❁ Had we kept up to date with changing needs – eg more people in supported living?
- ❁ Were we using the right technology?
- ❁ Did our students and their families place as much importance on qualifications as we did?
- ❁ What else could we offer that people needed?



How do we get the answers?

- ❁ Open to constructive criticism – welcome all feedback
- ❁ Discuss in staff meetings
- ❁ Meetings with professionals are two-way
- ❁ Focus groups and meaningful consultation with students
- ❁ Annual carers' survey as well as student survey
- ❁ Good understanding of the competition – opportunities to stop, start, maintain or partner in new projects



Price

- ⚙️ What will the market bear?
- ⚙️ Carry out competitor analysis
- ⚙️ Understand your funding model
- ⚙️ Understand how you can develop a funding mix and augment personal budget payments

Promotion

- ❁ Our website was static and difficult to update
- ❁ Our branding was dull
- ❁ Our database was not well maintained
- ❁ We didn't have a strategic approach to outreach and marketing
- ❁ Our printed and digital materials were out of date





DOUBLE FACEPALM

FOR WHEN ONE FACEPALM DOESN'T CUT IT

DIY.DESPAIR.COM



Share

Where were we marketing?

- ❁ Who knew we were here?
- ❁ How could we increase our visibility?
- ❁ How could we attract more corporate and community support?
- ❁ Which boroughs should we be making aware of our services?

What helped?

- ❁ Offer of pro-bono help in rebranding – via Chamber of Commerce meeting
- ❁ Awards for All to rebuild website
- ❁ Looking at best practice and creating a vision of how Share could be if we were totally brilliant (away days, creative slots in team meetings, coaching conversations)
- ❁ Not being precious about job role
- ❁ Listening and acting
- ❁ Getting out and about
- ❁ Understanding political and social imperatives
- ❁ We're a very tight team!



What did we do?

- ✿ Rebranded with upbeat colours
- ✿ Developed new website with greater interactivity
- ✿ Developed online communications – newsletter via MailChimp
- ✿ Developed our programme in response to feedback and trends
- ✿ Got our social networking act together – mostly Facebook and Twitter
- ✿ Planned a series of outreach meetings
- ✿ Attended transition events
- ✿ Took up opportunities to exhibit or take part in markets
- ✿ Built relationships with corporate supporters eg M&S, Wholefoods, SDS
- ✿ Innovated – Go Anywhere, Do Anything; Planning for Wellbeing
- ✿ Improved efficiency re: follow-up
- ✿ Sharpened monitoring, reporting and action planning
- ✿ Timetabled in regular open sessions and marketing events
- ✿ Developed partnerships for innovation
- ✿ Staff had clearer objectives linked to organisational outcomes



Result?

- ❁ Numbers consistently rising
- ❁ Greater awareness, strong reputation
- ❁ More young people
- ❁ More people from outside Wandsworth
- ❁ Staff got a pay rise because our financial performance was strong
- ❁ Now looking to build, innovate, expand

Ongoing issues

- ❁ Not enough staff for marketing and fundraising
- ❁ Indecision re: strapline
- ❁ When capacity reached, need to make step change re resourcing
- ❁ Managing change – especially where we need to dramatically change what we do and how we resource it
- ❁ Which events are worth the time and effort?
- ❁ Managing information systems and getting the right ones for our needs
- ❁ Expanding our online community
- ❁ Preparing a detailed marketing strategy

What opportunities are there?

- ❁ Pilotlight – can help with strategic planning. <http://www.pilotlight.org.uk/>
- ❁ Training from FSI - <http://www.thefsi.org/>
- ❁ Link in with your Chamber of Commerce
- ❁ Ernst and Young
- ❁ Sign up for Charity Talks and leadership programmes at Cass Centre for Charity Effectiveness <http://www.cass.city.ac.uk/research-and-faculty/centres/centre-for-charity-effectiveness/whats-on/charity-talks>
- ❁ Use your CVS and the NCVO and LVSC
- ❁ Going to meetings – being visible
- ❁ Invite people to events – celebrate your success! Create a buzz



Thank you!

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