

How non-profits can build a sustainable digital marketing toolkit

Jaime Clifton, Director of Marketing & Communications

Monday, April 14, 2025



VICTORIA
FOUNDATION

Today's Agenda

- Digital marketing lifecycle
- How to build your digital marketing toolkit
- Components of this toolkit:
 - Website
 - Email Marketing
 - Google Ads
 - Paid Social Media
 - Organic Social Media
- Questions

First Steps in Building a Digital Marketing Toolkit is to determine:

CAPACITY

BUDGET

SKILL LEVEL

Digital Marketing Lifecycle



Components of a Digital Toolkit



Website



- Your website should function as the central hub for all your audience engagement
 - It's where you tell your story
 - Showcase your impact
 - Provide clear ways for visitors to get involved or access your services
- All digital marketing efforts should drive traffic back to your website, where users can take meaningful action and deepen their connection with your cause.

Value of Search Engine Optimization (SEO)



1. Increases visibility in search results
2. Drives more free, long-term traffic
3. Supports Google Ads Grant campaigns
4. Builds trust and credibility

Benefits of Email Marketing



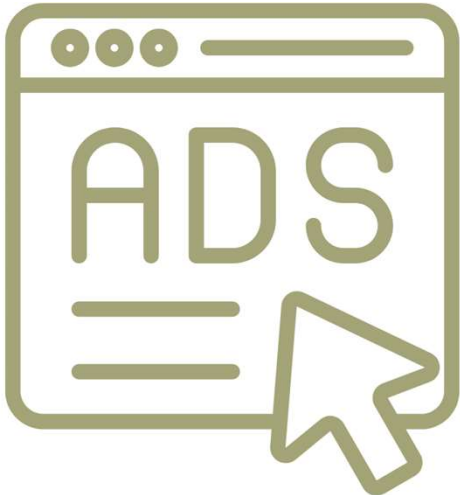
1. Generates traffic to your website
2. Increases awareness of your organization and maintains regular contact
3. Cost effective
4. Email marketing tools are easier to use than other digital marketing tools
5. You can personalize email campaigns

Google Ads Grant



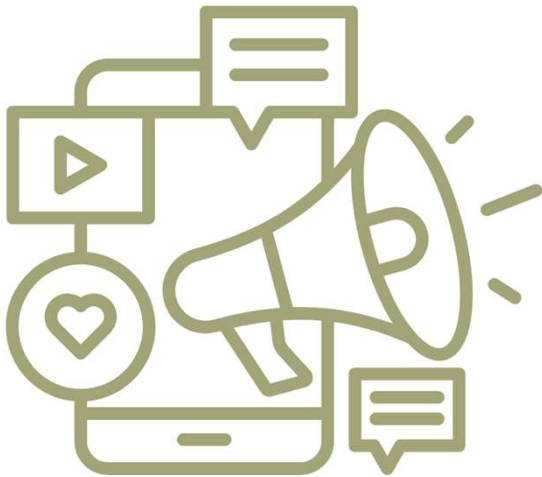
- The Google Ads Grant program provides eligible non-profits with free advertising credits to promote their missions and initiatives through Google Ads.
- These credits can be used to create text-based ads that appear in Google search results.
- The program offers up to \$10,000 a month of in-kind advertising.
- Effective for long-term, ongoing campaigns that raise brand awareness.

Paid Google Ads



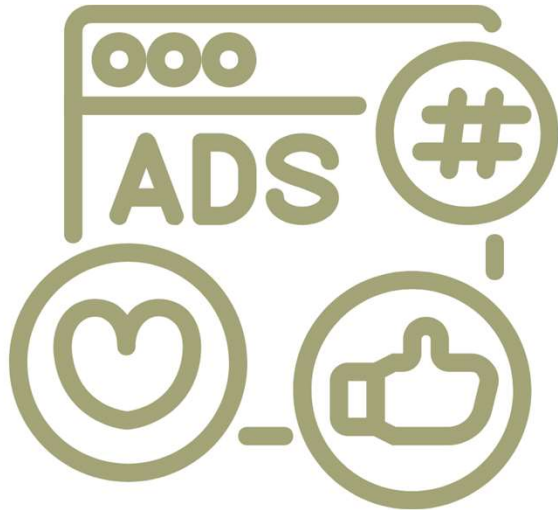
- Paid Google Ads generate quick visibility through high impact banner and visual ads across Google's vast network.
- They are ideal for time-sensitive campaigns that require rapid engagement with short-term goals.
- Pairing paid Google Ads campaigns with the Google Ads Grant is a great way to increase overall engagement

Organic Social Media



1. Tell real stories
2. Use strong visuals
3. Include a clear call-to-action
4. Post consistently
5. Keep it short and clear
6. Celebrate wins and share gratitude

Benefits of Social Media Ads



1. Increased visibility
2. Targeted outreach
3. Event promotion
4. Drives website traffic
5. Cost-effective marketing
6. Analytics and insights

Resources



- [Canva](#): free pro account for non-profits
- [Google Ads Grant](#)
- [Google Analytics](#)
- [Tech Soup](#)
- [Digital Charity Lab](#)
 - [Easy, Effective Google Ads for Non-Profits & Charities](#)
- [Yoast](#)
- Coursera – free subscription through Coast Capital
- [Mailchimp](#): non-profit discount
- [Hootsuite](#): 75% off for non-profits



TAKE VICTORIA'S 2025 VITAL SIGNS SURVEY
AND YOU COULD **WIN 1 OF 3 - \$100 GIFT CARDS**
TO COUNTRY GROCER

[GO.VICTORIAVITALSIGNS.CA/SURVEY/](https://go.victoriavitalsigns.ca/survey/)
Open until Friday, May 30th at noon

Questions

jclifton@victoriafoundation.bc.ca



VICTORIA
FOUNDATION