

NON-PROFIT  
ALL-INCLUSIVE 

# Topic 5

# SOCIAL MEDIA

# PAID ADS

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**MIROMIDA**



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# Purpose of advertising

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- Increase visibility
- Drive important issues
- Create awareness
- Engage more people in a movement
- Collect donations
- Mobilize people to act
- Invite to events



# ADJUST

Advertising should be in line with the non-profit organization's (movement's) mission, purpose and core values. Create content that not only sells but also informs and inspires. Nonprofits should use ads to build long-term relationships with their audiences.

# What target groups do you want to reach?

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**Donors**

**Members**

**Volunteers**

**Target  
groups**

**Beneficiaries**



# MESSAGE-MAP

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**Core message**

**Key points**

**Key points**

**Supporting points**

**Supporting points**

**Supporting points**

**Examples, facts, recommendations**

# CAMPAIGN PLANNING

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**Listening**

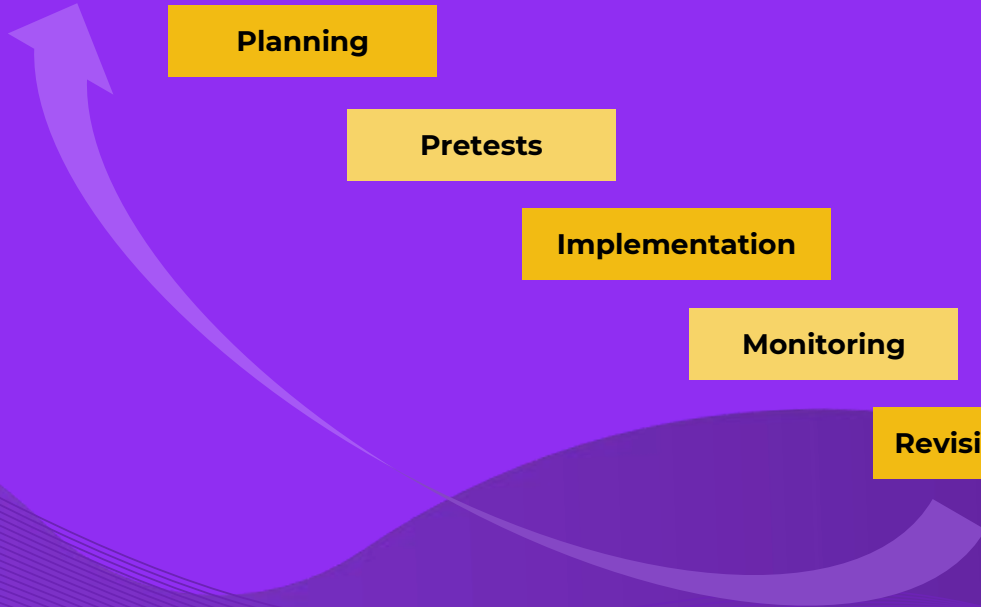
**Planning**

**Pretests**

**Implementation**

**Monitoring**

**Revision and reuse**



# META ADS OVERVIEW

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# CREATE A CAMPAIGN

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# ADJUST TARGET GROUPS

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# PREPARE ADS

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# ADJUST ONGOING CAMPAIGN

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# MEASURE RESULTS

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# THANK YOU!

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