



Marketing for Good

Connie's Weekly Newsletter

Working with a number of non-profit organizations over the years, I have often observed that most people want to do the right thing. It is, I believe, this desire to help which influences buyer behavior and indeed, motivates many to support an increasing number of causes. With the increasing criticism surrounding consumerism, it appears people are reacting by looking for reassurance that they are 'doing good' with every purchase they make. In a growing number of people this "good" manifests itself in their choosing, for example, electric cars over traditional combustion engine cars, cloth diapers over disposables, farmers markets over national grocery chains, and in adopting their animal companions instead of buying them. Ironically, the very multinational corporations which spawned this era of mass consumerism spend big dollars creating marketing campaigns designed to stimulate purchases by leveraging people's very desire to help.

That being said, non-profits hold a unique position in the market, which is something you need to take advantage of. Now more than ever, you have to sell yourself in a very competitive market place and it's important to know your audience. It's also time to look at new ways of marketing your organization, and not be discouraged by limited resources. The principles of marketing haven't changed; the four P's, Product, Price, Promotion and Place, still drive campaign development for organizations with seemingly limitless resources, and should inform yours also. Don't however, view marketing through the rigid lens of the past. Adapt the four P's to new channels and media including online, Facebook, YouTube and Twitter, and you can lower your marketing spend, broaden your reach and attract a younger audience.

As an example, I am sure someone has sent you a YouTube video recently. Why not use the same approach to reach your audience? What makes one video go viral and another gather "virtual" dust? The ingredients in this "viral recipe" - enjoyment, involvement, humor, edge - may sound familiar. Advertising agencies have always sought to create engaging advertising using these elements.

Panera Bread, the popular bakery and café, is a great example of a larger American company that has gone ahead and adapted these principles, fully incorporating all the major social media platforms into its daily marketing initiatives. YouTube videos can be viewed on the corporate site, as well as on their YouTube channel:

<http://www.youtube.com/user/panerabread?feature=watch>

Marketing campaigns are not only for announcing new menu options, Panera Bread has created the virtual community known as MyPanera to do that and so much more. The company gives back to the community through Operation Dough-Nation, involving the donation of unsold bakery items to local food banks, sponsoring local community events and participating in local fundraising efforts. Leveraging the power of 'doing good', Panera Bread consumers are faced with messages surrounding the themes of 'community' and 'giving back' with the promotion of MyPanera. You can learn more about this program here:

<http://mypanera.panerabread.com/>

Another example of a for-profit company that has taken on a similar approach would be the famous coffeehouse, Starbucks. Below you can view their YouTube channel, equipped with the latest video campaigns circulating the web as I write this.

<http://www.youtube.com/user/Starbucks>

Starbucks believes in corporate social responsibility and has really allowed that vision to help drive the business in recent years. The major coffee supplier clearly recognizes the role they play in the community, which is evident in their marketing efforts to date. Starbucks created a video highlighting their latest efforts involving sourcing local materials and craftspeople to create stores that are more environmentally friendly and economically sound. You can view the video here:

<http://www.starbucks.ca/responsibility>

Switching gears from for-profits to non-profits, Petango.com, already a hub for nearly 1M unique visitors a month, leverages YouTube to connect animal welfare organizations with adopters and supporters. Use your Petango postings to help connect your organization with your local audience by employing humor in to set you apart, and encourage people to share your videos with their contacts. The more robust your Petango profiles are, the more

engaging to your audience. While video is the best way to convey your message, don't neglect posting photos and descriptions. Here's a video example from the MaxFund Dog Shelter in Denver, Colorado:

<http://www.petango.com/Adopt/Dog-Chihuahua-Short-Coat-17807992>

Finally, I just have to share with you my own Lucy, starring in a video promoting adoption and sponsored by the Humane Society of Boulder Valley:

<http://www.youtube.com/watch?v=Gjr3lxncBLE>

No matter the message, spaying/neutering, pet identification, or proper pet care, find a way to engage your audience. Consider using humor to get your message across and highlight the "good" they can do with a 'call to action'. Like previously suggested, building a virtual community online will complement your traditional communications - just don't forgo the basics.

Did you know?

You could win a trip for two just for being a PetPoint partner! PetPoint's two contests, *PetPoint 2000* and *24PetWatch in Vitre 2013*, will each grant two lucky people from the winning organization a trip of a lifetime. [Click here](#) for contest updates and how you can participate.

Sincerely,

Connie Howard
Director Animal Welfare Relations
Pethealth Inc.

Office: 1-866-630-7387 ext 617

Mobile: 1-720-459-0959

Email: connie@petpoint.com