



Is it Time for Your Nonprofit to Hire a Marketing Coach?

What is a Marketing Coach?

For many nonprofits, experimenting with various marketing strategies without a seasoned marketing professional can be costly in both time and dollars. By engaging a Marketing Coach, you have the luxury of tapping into the extensive expertise and experience of a Marketing Director without having to fund a full time staff position.

Our Marketing Coaches are skilled professionals who work with you, one-on-one, to help you not only define your nonprofit's goals and objectives but create the right strategies and tactics to achieve them. Whether you want to increase awareness, expand your reach, or cultivate more donors, board members, volunteers or clients, we offer an affordable solution to meet all your organization's marketing needs.

Our Marketing Coach will help you:

1. Take an objective look at your nonprofit and how you are marketing it; what is working and what is not.
2. Write a Marketing Plan if you don't have one, or review your existing plan to make sure it is on target.
3. Identify your target audiences and flesh out your objectives for reaching them.
4. Create effective marketing strategies and tactics to reach your audience where they work, live, and play.
5. Develop a strong marketing action plan and timeline based on your goals, objectives, and budget.
6. Assess the best use of your limited marketing budget and the most effective ways to stretch it.
7. Determine which marketing tools are most effective for creating an integrated marketing strategy.
8. Develop the content and creative needed to tell your story effectively and motivate your audience to act.
9. Remain passionate, committed, and on track with your organization's most important mission.

Why NOW is the Right Time to Engage a Marketing Coach

We've all heard the cliché "There is no time like the present." In marketing, nothing could be truer. No matter how much marketing you've done, if you are feeling that you aren't moving in the right direction, or could be moving more quickly, now is the right time to engage a Marketing Coach. Sometimes a little guidance from an outside marketing specialist may be the single most effective thing you can do to take your nonprofit to the next level. Much like with any other type of coaching, a Marketing Coach will educate and train you, hold you accountable, and support you as you move forward.

If you are feeling overwhelmed, disillusioned, and confused as to what you should do next to create more awareness and generate more interest in your nonprofit, it is definitely time to engage a Marketing Coach. Your nonprofit deserves someone in its corner who is as passionate and equally invested in your success as you are.

Let Purple Duck Marketing Be Your Marketing Coach

At Purple Duck Marketing, we have been in the business of marketing, public relations and video production for more than fifteen years. That means as your Marketing Coach, we come equipped with the long-term experience, the tested arsenal of marketing tools that work, and the real life experience you need to succeed. As a Marketing, Public Relations, and Video Production agency, we also come to you with a diverse range of resources: from graphic designers, web designers, writers, search engine optimization specialists and electronic/direct mail providers to public relations and video production professionals. We can help you create any marketing or sales tools you may need. We know from experience that by having these resources available to you at any time, under the direction of your Marketing Coach, we can provide you everything you need for an integrated marketing strategy that saves you time and, most importantly, money!

How the Coaching Process Works

At Purple Duck Marketing, we know that you know your nonprofit best. Our job as your Marketing Coach is to help you clarify your goals and objectives, define your target market and then help you design the right tools and strategies to create greater opportunities for expanding your reach. In order to do this most efficiently and effectively, we have developed a simple phased approach (defined below). Some nonprofits we work with have already completed a few of these phases, while others are just starting to define their marketing plans. No matter where you are in the process, our job is to make sure that each phase is discussed, completed, and documented, to make sure you have the most effective written road map to get you where you want to go.

Phase 1 – Getting to Know You

To know where you need to go, as your Marketing Coach we need to find out everything about you and your nonprofit. This is the foundation of everything we do and we do it utilizing a formalized proven process. In Phase 1, here are the primary things we do with you:

1. Review existing Marketing Plan and marketing collateral.
2. Complete a customized Marketing Plan (new or revised).
3. Create a content source document to provide consistent messaging throughout your efforts.
4. Develop, create, or revise your marketing tools to make sure they are designed for your target market.

Phase 2 – Launching Your Marketing Strategy

Once the hard, but necessary, work is done, Purple Duck works with you to launch your marketing strategies and tactics based on your updated marketing plan. Whether you want us to manage some of the projects ourselves, or continue coaching you on how to manage them internally, our job is to ensure that you not only follow your plan but revise it when necessary for long term success and the greatest return on your time and investment.

Phase 3 – Ongoing Coaching

Perhaps the best part of having a Marketing Coach is that ongoing marketing help is just a phone call or meeting away. Whether you want to review your progress, redefine your strategies, expand your target market or services, or are facing a business challenge – we're here to help. With ongoing marketing coaching you will have the peace of mind of knowing your marketing efforts are always on track.

What Can I Expect to Pay for Marketing Coaching?

Purple Duck provides coaching at a highly discounted nonprofit rate of \$65.00 per hour. We require a minimum of 10 hours for our initial engagement. After the initial 10 hours have been depleted, we will work with you on an hourly basis as needed.

For more information call (678) 925-3582 or email info@purpleduckmarketing.com