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The Benefits of Social Marketing for Your Not-For-Profit

As budgets for not-for-profit organizations grow tighter, the need for social marketing has increased. Many not-for-profit organizations have already instituted a social marketing plan of some type, but if you're one of the few who has yet to take advantage of this opportunity, maybe it's time you saw for yourself just what free advertising through social media can do for your organization.

The first key tenant in marketing is that you must capture leads, communicate with those leads and then sell to them. Social media allows you to accomplish all three in an efficient and inexpensive manner. Social networking sites such as Myspace, Facebook, Twitter, Friendster, and LinkedIn have revolutionized the way many not-for-profit organizations communicate with their supporters; but to maximize the impact for your organization it's vital that you utilize these sites to their full potential.

The strength of the social networking sites is not in their potential as a direct fundraising tool, but rather as a marketing tool. By creating and maintaining a profile for your organization on any of the sites mentioned above, you provide your supporters with an opportunity to add you as a friend and remain up-to-date on all of your latest information, at no charge to you and in a more fun and interactive way than simply signing up for your mailing list. This allows you to get your marketing message out at a dramatically lower price and, not to mention, increase your sphere of influence.

Essentially, by increasing your network of "friends" or "connections" your link is added to the profiles of everyone who has asked to become your friend, or has approved your "friend" request. When executed properly, social networking sites are viral marketing at their best, putting your organization in front of hundreds of thousands of people from all over the country who may not have found you any other way.

For more information on how social marketing can benefit your organization, contact Scott Cote, Director of Practice Growth at 214-461-1467 or by email at scote@lgt-cpa.com.