

Senior Living

CaRES

**Senior Living
CaRES Fund
Digital Marketing**



The Goal

The Senior Living CaRES Fund

Digital Marketing
Objectives



Senior Living

CaRES



AWARENESS



ANNID

DONATIONS



Senior Living

CaRES

The Steps We'll Take

Conversion Funnel: We'll guide potential donors through a conversion funnel that educates, engages, and then motivates them to contribute.

Call to Action (CTA): Every post and ad will include a clear call to action, whether it's to donate, share, or volunteer lead fundraising campaign.

Storytelling: Effective storytelling will humanize CaRES mission, showing real-life examples of the impact donations make.

Engagement Metrics: Tracking key engagement metrics like landing page CTR, donation page traffic, shares, and comments on Instagram and Facebook will help us track the effectiveness of our awareness campaigns.

Where To Start

Social media platforms and strategies.

- **LinkedIn Strategy:** Connect with Professionals and Corporate Donors
- **Instagram Strategy:** Visual Storytelling and Community Engagement
- **Facebook Strategy:** Building a Supportive Community and Driving Engagement
- **Google Ads Strategy:** Drive Targeted Traffic and Increase Donations
- **Short-Form Video:** Leverage Trends and Short-Form Video for Viral Reach

Senior Living

CaRES

LinkedIn Strategy

Connect with professionals
and corporate donors.

Content Series: Create a regular “Impact Stories” series that showcases real-life stories of individuals or communities the nonprofit has helped. Feature posts every 1-2 weeks with a professional tone that resonates with corporate audiences and potential major donors.

Leadership: Have leadership or team members publish articles on LinkedIn. Topics could include challenges in the nonprofit’s sector, Canada's health care challenges with an aging population, success stories, rising costs of secondary education in Canada and calls for corporate partnerships.

LinkedIn

Corporate Partnerships: Run targeted ads towards professionals in relevant industries who may be likely donors or advocates. These could include executive-level contacts, HR departments (for employee volunteer programs), and CSR (Corporate Social Responsibility) managers.

Instagram Strategy

Visual Storytelling and Community Engagement



Content Mix

- **Carousel Posts:** Highlight statistics, project updates, and achievements.
- **Behind-the-Scenes:** Show candid moments of team efforts, giving a personal touch to the nonprofit's work
- **Instagram Stories:** Use Instagram Stories for daily updates, event highlights, and 'real-time' updates, with donation stickers to encourage contributions.

User-Generated Content: Encourage followers to share their own stories if they've been impacted by the nonprofit or support similar causes. Feature their posts to build a sense of community and advocacy.

Influencer Partnerships: Collaborate with local influencers or micro-influencers that are advocates in seniors rights, healthcare and education. They can help reach a broader audience and lend credibility.

Facebook Strategy

Building a Supportive Community and Driving Engagement

Events: Use Facebook Events for webinars, fundraising events, and awareness campaigns. For instance, a “Virtual Tour” where the nonprofit showcases its impact could invite followers to engage and donate.

Fundraising Campaigns: Use Facebook’s built-in fundraising tools. Host donation drives, with a specific goal that can be tracked and celebrated once reached.

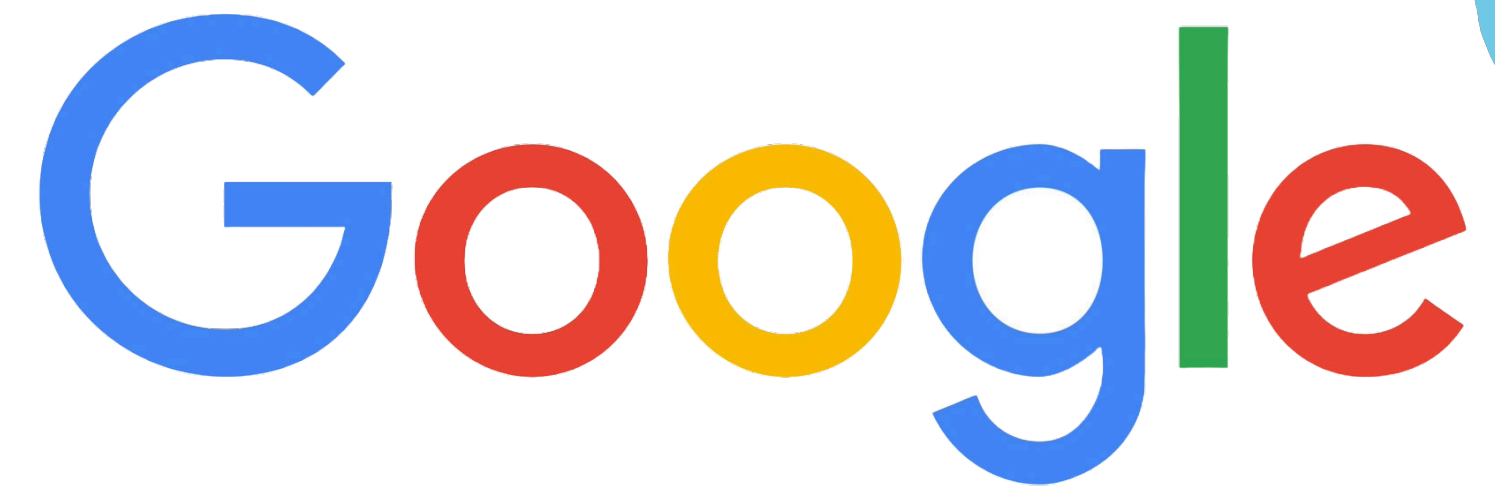


Private Facebook Group: Create a group for supporters or volunteers. It’s a great way to share detailed updates, engage with a loyal audience, and make members feel like part of the mission.

Google Ads Strategy

Drive Targeted Traffic and Increase Donations

Google Ads campaigns: Setting up multiple Google Ads campaigns with unique tracking URLs allows nonprofits to test different messages and target specific audience segments more effectively. By using tracking suffixes, they can monitor which campaigns drive the most engagement and donations, gaining insights into which keywords or demographics yield the best results. This approach helps optimize ad spend, improving both fundraising outcomes and brand awareness efforts.



Donation Keywords: Run campaigns focused on donation-specific keywords like “donate to senior living” or “health care workers.” This directly targets individuals with high donation intent.

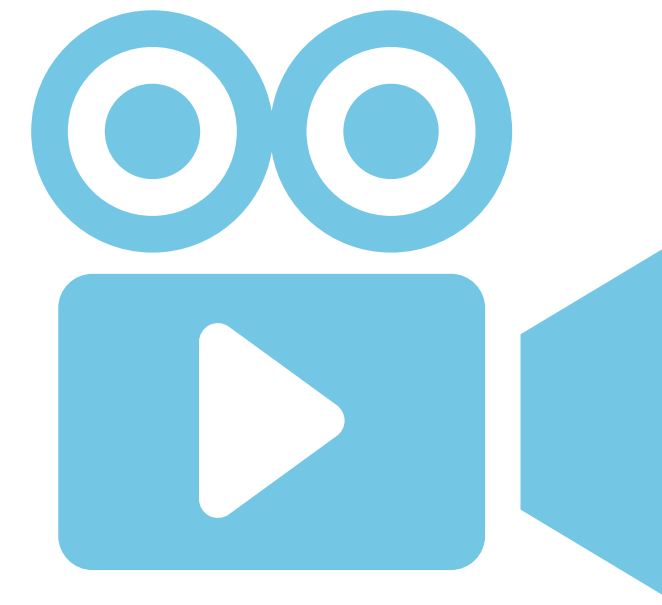
Google Ad Grant: Apply for Google Ad Grants (offered to nonprofits). This provides free advertising on Google Search to boost visibility on relevant searches, such as “charities that support Health care Workers ” or “ways to donate to Health care Workers.”

Short-Form Video

Trend-Based Challenges:

Participate in viral trends and challenges but link them back to the cause. For instance, a “Day in the Life” trend, showing what it’s like working with the nonprofit, could be engaging and informative.

Impact Visuals: Post videos that capture the organization’s impact in a visually compelling way. Videos could range from transformations made possible by donations to reactions of people receiving help.



Hashtag Campaign: Launch a unique hashtag campaign around a trending topic to reach broader audiences. Encourage followers to post their stories or participate in the campaign, expanding reach.

The Take Away

Our approach to achieving this vision.

- Each platform's strategies align to create an omnichannel presence.
- This providing multiple opportunities for potential supporters to learn about the Living CaRES Fund work, feel inspired to help, and take meaningful action.
- Enabling us to achieve and monitor your objectives.

Senior Living

CaRES



let's get digital.

Thank You

Senior Living

CaRES