

AS ANSWERED
BY TORSTEN

MARKETING PLAN 2021



Nordisk Hjälp

What should be done?

Step 1:

Put in place a strategy for communications and marketing/promotion.

(A planned overview to understand how we shall market ourselves and how we shall communicate.)

Step 2:

Create a campaign setup.

(A more detailed plan on how one should work in each of the channels.)

(The following steps expound on this step and the previous step quite a bit.)

Step 3:

Add appropriate documentation with labeled steps so that others can both easily follow or assist on the process as necessary.

Step 4:

Create templates that help ease the process in future campaigns. This includes files, helping text and work requests. They should be accessible on our shared NAS device.

Step 5:

Set up a shared spreadsheet (or table somewhere) where one can report each campaign by title, code, period active, how they are tracked (QR, money amounts, keywords, etc.) and any link(s).

Step 6:

Every campaign must have an evaluation period shortly after campaign end.

(There is a need to understand how well it went and what could be looked at to improve in terms of reach/spread, reaction, statistics, and whatever other metric.)

Step 7:

Mention of what the next campaign to prepare for is, and what and when to expect it to occur. A shared calendar would be nice.



Note: A lot of these answers are from a practical standpoint and not based on marketing.

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What do we know about our target group?

(Disclaimer: I'm not sure about these answers and they are based only on my own understanding of our situation)

Primary target groups

1. Current donors

Base donations come from our child sponsorship program and our largest campaigns (foreign aid).

Preferred channels:

Personal letters, personal contact, SMS and social media.

Potential message:

Positive encouragement and acknowledging their current donations in a personal manner if they make any special actions.

In future, maybe even asking for certain feedback to help improve overall experience with contributing.

2. Current donor-adjacents

Those who know our current donors in some way or form.

Preferred channels:

Social media (in a way). Word of mouth if we do well. The success of reaching them depend on our communications with our current donors.



2. Potential message:

Encourage ways to share in the joy of positive change.

Find ways to vouch for others, or even to help onboard other donors in the same manner. Being approachable.

3. Swedish citizens

We are based in Sweden and communicate mostly in Swedish and on social media, so this should be a group we understand and target towards.

Preferred channels:

Website, social media, telephone, in-person on the streets.

Potential message:

More explanation for each campaign that we do. We need the least confusion when it comes to what they could possibly be donating towards.

Start by asking "why" five times for each explanation created.

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What do we know about our target group?

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Secondary target groups

1. Youth in Malmö

We should reconnect with the youth we have in our programs and continue to inspire more future communications.

Potential message:

To take part in more ventures they themselves are interested in.

2. Campaign partners

We should find ways to boost each other's activities and find overlap in potential audience(s).

Potential message:

Let's help each other out in our respective growth. It will lead to more growth and bigger followings.

3. Other NGOs

Perhaps there are methods in collaborating with other charities or causes which will promote both parties.

Potential message:

Our collaboration will give you access to some of our (potentially) interested donors who at least will consider you for a campaign or two.

4. Community outreach

We need time on the sidewalk to talk to passer-bys about our organization and what we do.

Potential message:

Are you interested in what we do? Here's some information to find out more about us, our cause and our projects.

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What are our largest threats/challenges?

We are a relatively small organization which can not easily shift costs/budget.

We do not have any full-time employment, so things like focused work (where proper documentation and evaluations come into play) are lacking.

Competition from larger organizations who do things more streamlined, along with our disorganization, slows our growth significantly for ourselves.

What are our strengths?

Concerning financial aid, we help the poor and those in need in foreign countries, we also help children, and we help youth where we are based.

We are very friendly to those who visit us.

What are the strengths that are unique to NH?

We respond relatively quickly and can make decisions also relatively quickly.

We deliver on work at a timely pace, considering we are at a technical loss.

We still are able to capitalize and sustain with little budget.

We're more than just very friendly, we're personable once you know us!

What are our weaknesses?

We do not report as regularly to each other about upcoming/ongoing activities.

We need technical solutions for some of the bookkeeping/financial/overhead administration.

We need documented processes and evaluation periods to improve.

I do not have time to do more than what I'm tasked, given my situation.

We are unable to give our 120% as we do not work at 100% (I'm oversimplifying here).

Possibilities for NH

We should onboard a lot more Swedes, being in Sweden and all.

There's a lot of potential financial growth when growing our donor base.

More articles/papers/research can be made to cement why it's great to support our org.



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Possibilities for NH

A lot of the points on the brief ring true, apart from the crowdfunding suggestion. There are other platforms than Kickstarter specifically for charities. And crowdfunding platforms have their own issues and maintenance which require a lot of careful thought and management.

(For posterity, here are those points again, in my own words)

Enabling a cultural link between Swedes and Arabs would benefit us.

Expand on the understanding between cultures and traditions (of both perhaps).

We can work towards becoming a meeting place for new Swedish citizens who want to find ways to support their original homeland.

We could expand our workforce competency through further 'enrollment'.

We could deepen our own competency with our current fellow coworkers.



What is our purpose?

To build empathic relations towards people in countries that require foreign aid, to help support a better future for more people, and to help inspire a better world society overall.

Our goals

Implementation of basic needs being met, like food and education in places where it is desperately necessary.

More involved help and support that needs less of a prompt from us.

Meaningful connections between donors and beneficiaries across the world.

More discussion about future planning of such support with mutual others.

Goal metrics

(This needs further discussion before setting arbitrary figures for 'success'. What's listed instead are what I believe to be meaningful goal metrics to consider.)

The reduction of cases where aid is needed, dependant on specific locations.

Amount of concurrent and maybe recurrent donors/contributions at set periods.

Amounts contributed with consideration of projects involved, with added impact assessment for each project.

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Tone of voice

Warm/friendly, caring/
considerate, open, transparent
yet still thoughtful.

Personality

A giving, caring friend who is
understanding waves at you.
Hello!

Considerations

Does the tone of voice and
personality change towards
people of different backgrounds?

In a way this bias would be unavoidable. I
would however like to believe we remain true
to the above mentioned traits, even if the
way they are approached may slightly differ.

Does it work in the same way
and is understood as equally
for both cultures?

The hope is that an understanding is formed
and the compromise is negligent compared
to what is benefitted from the cultural
exchange that we encourage to happen.

Is it necessary to adapt/adjust
this towards target groups?
How, if so?

Yes, when taking into consideration what our
intentions are with each target group. That
does not mean we change 'who' Nordisk Hjälp
is, but our drive for humanitarian aid and our
mutual objectives should come first.



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Channels

(In my opinion and in order of appearance)

These are our most important channels because of the amount of presence we have on each respective form of communication.

- Facebook
- Instagram
- Email
- Pay-in forms
- In-person visits
- SMS
- Website



Media budget/year and budget/month

(I actually do not know these numbers in any exact manner. So I leave them empty here.)

Communications/print material

2020	nnnnnn
DEC	nnn
NOV	nnn
OCT	nnn
SEP	nnn
AUG	nnn
JUL	nnn
	2019
	nnnnnn

Promotional/ad boosts

2020	nnnnnn
DEC	nnn
NOV	nnn
OCT	nnn
SEP	nnn
AUG	nnn
JUL	nnn
	2019
	nnnnnn

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Branding

(Excerpt from the Graphics Manual I made.)

We are a non-profit that works to make life a little easier for those who have the most difficulty and to improve the state of society.

It is therefore important for us to communicate clearly, openly and transparently about the different projects we undertake.

We work with humanitarian projects (which includes aid in times of crisis) and long term development projects.

We place a strong focus on children and youth, and understand that food and water are resources that are scarce during crisis situations.

In this way we help host a collaboration between the nordic region and the rest of the world.

(The manual goes on to visual branding as well. Feel free to visit the current version found at <https://nordiskhjalp.org/assets>)

Position

We should aim to be seen as a cooperative ally who would like to make the best out of each case we manage with care.

We have communications with other locations where a shared collaboration would benefit each organization and the beneficiaries greatly as well.

Working together depends on our resources, but the prospect should be welcoming.

Metrics

(Like goal metrics, this needs further discussion before setting arbitrary figures for 'success'.)

Amount of regular contributors.

Amount of one-time donations that become regular.

Successfully onboarded contributors.

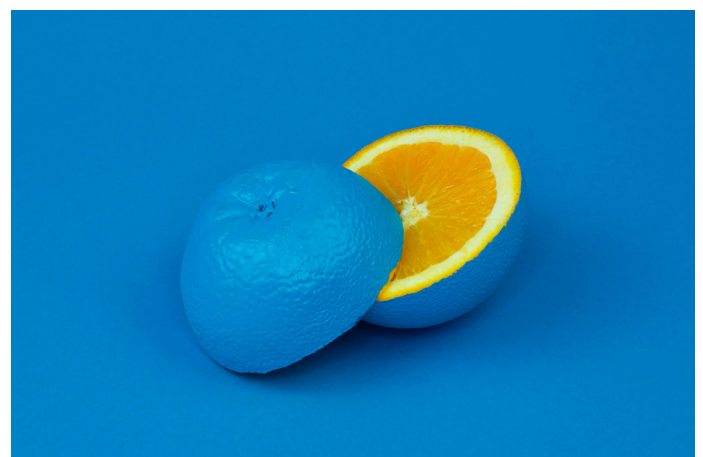
High enough user retention rates.

Visitors/Followers on Facebook/Instagram.

Visitors on the website and where they are visiting or how they got to the website.

How much time they spend on the website.

Amount of completed activities.



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Assessment periods

(I'm not party to certain meetings, so there may be assessments that are regular without my knowledge)

We should have evaluations after campaign runs to improve/adjust towards future runs.

Every quarter to six months would work just fine for an overall assessment on the state of the organization, it's finances and what is being planned or expected.

Metrics should be handled monthly, though unless something urgently needs addressing, can be brought up in the overall assessment.

It would be nice to spend time documenting work tasks/processes at set intervals and evaluate that semi-regularly as well.



Final thoughts

Very similar to my previously shared thoughts in my process-planning-documentation presentation (from November of 2020), my suggestions remain mostly the same in terms of priority/practicality:

We'll first need to update communications internally and regularly have evaluation periods to improve our situation.