

Impactful communication

London Funders, March 2024

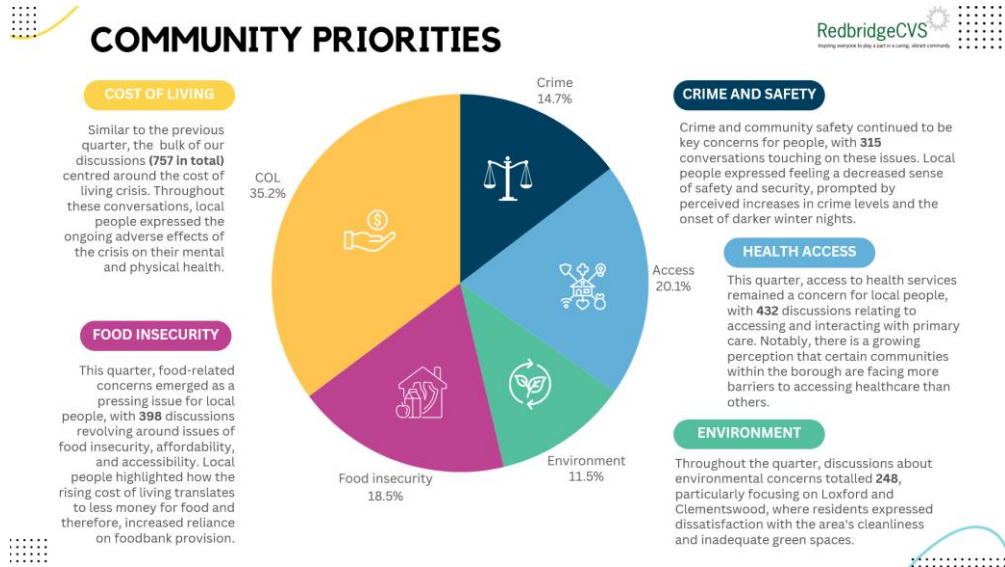
Purposeful
Marketing

Agenda

1. Impactful communication: what's worked
2. Impactful communication: ID, understand, target your audience
3. Communicating impact: tips and examples

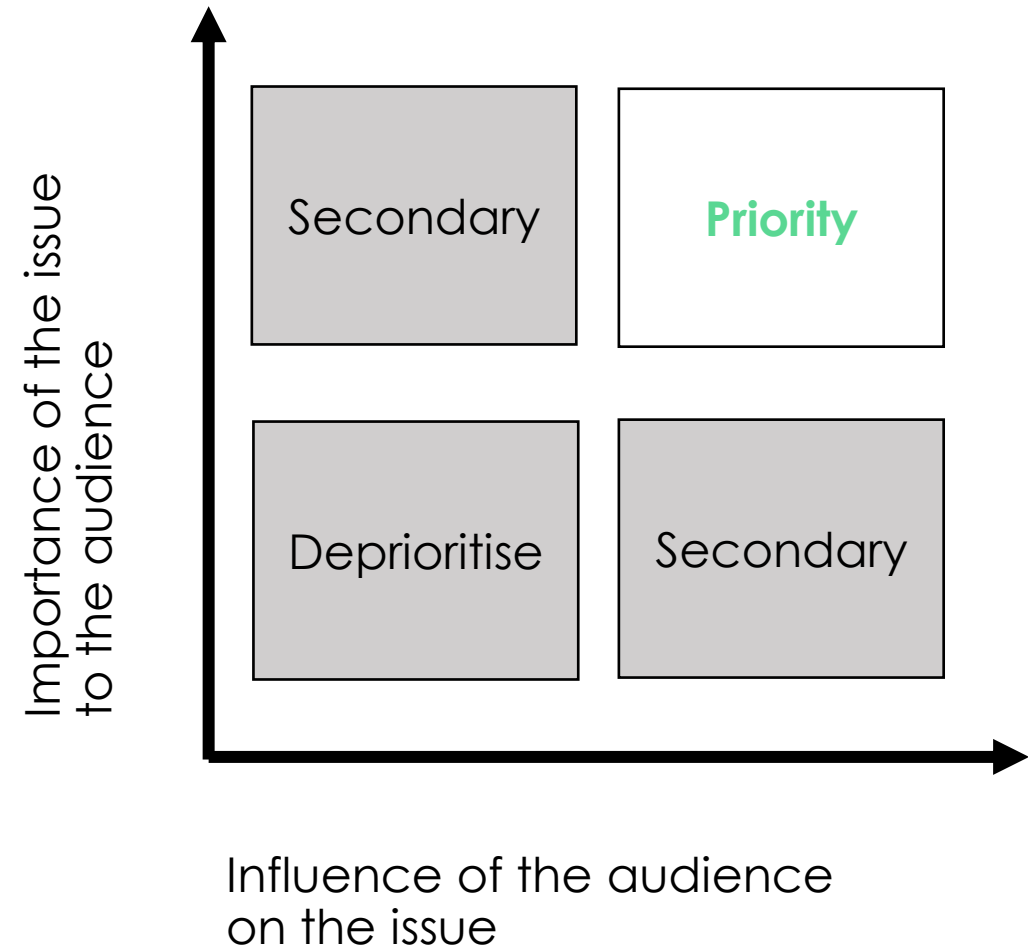


1. Impactful communication: what's worked



Identify your audience

who we **want** to talk to
vs
who we **need** to talk to



Understand your audience

Seeing

- their place
- Friends / peers
- global / local events

Saying

- attitude in public
- behaviour towards others
- measures of success

Thinking & feeling

- what really counts for them
- major preoccupations
- worries & aspirations

Hearing

- what friends say
- what the boss says
- what influencers say

Demographics: age, income, pronouns, profession, education, family / marital status, location



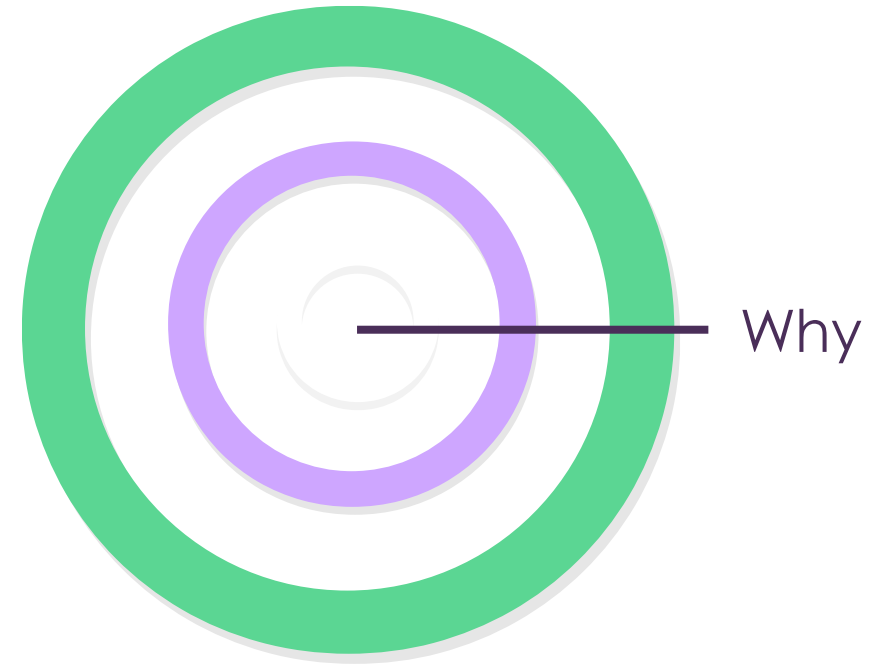
Target your audience

1. Identify the right channels, partners and ambassadors for the target audience
2. Be realistic: utilise your strengths and mitigate weaknesses
3. Think about the outside world and what is going on
4. Test and learn



3. Communicating impact: tips

1. Think about story AND structure
2. Be clear, brief, and jargon-free
3. Choose the right impact data
4. Remember you need data AND feedback



3. Communicating impact: examples

Mama Youth

The team are delighted to share just some of the tremendous talent triumphs from our 2022 cohorts



Iryna Maaksymenko secured a paid PR & Publicity intern role at Nutopia.



Hannah Kerai joined Fulwell73 on their production internship.



Art Rezari secured a researcher role at Buzz16.



Devinder Ramdeva and Emeka Diamond have been awarded the Avalon/Breeders studio and location paid internship.



Nandipa Sesay is a Music Co-ordinator at Banijay.



Toni Osbourne is in a trainee Sales role at ITV



Nadia Hussein is a Production Secretary at Naked.



Ioana Kasozi joined the MAMA Youth team in a full-time administrative role.



Jordan Burrell secured a post-production internship at Fulwell73.



James Reid joined Sky as an edit assistant on 12 month contract.



Christina Vassell looks forward to bringing value to the team at Wise Owl Films as a Development Researcher for 6 months.



Robyn Salt and Masa Jamaludeen secured Digital Producer roles at Sky News.

Young Minds



3. Communicating impact: examples

[Street League](#)



[Clic Sargent](#)



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Analysis, guidance and resources to hit your strategic aims and emphasise your unique purpose