



SEASONAL
MARKETING
CAMPAIGN
FOR
PERENNIAL
PRESENTS

WHAT

DEFINES

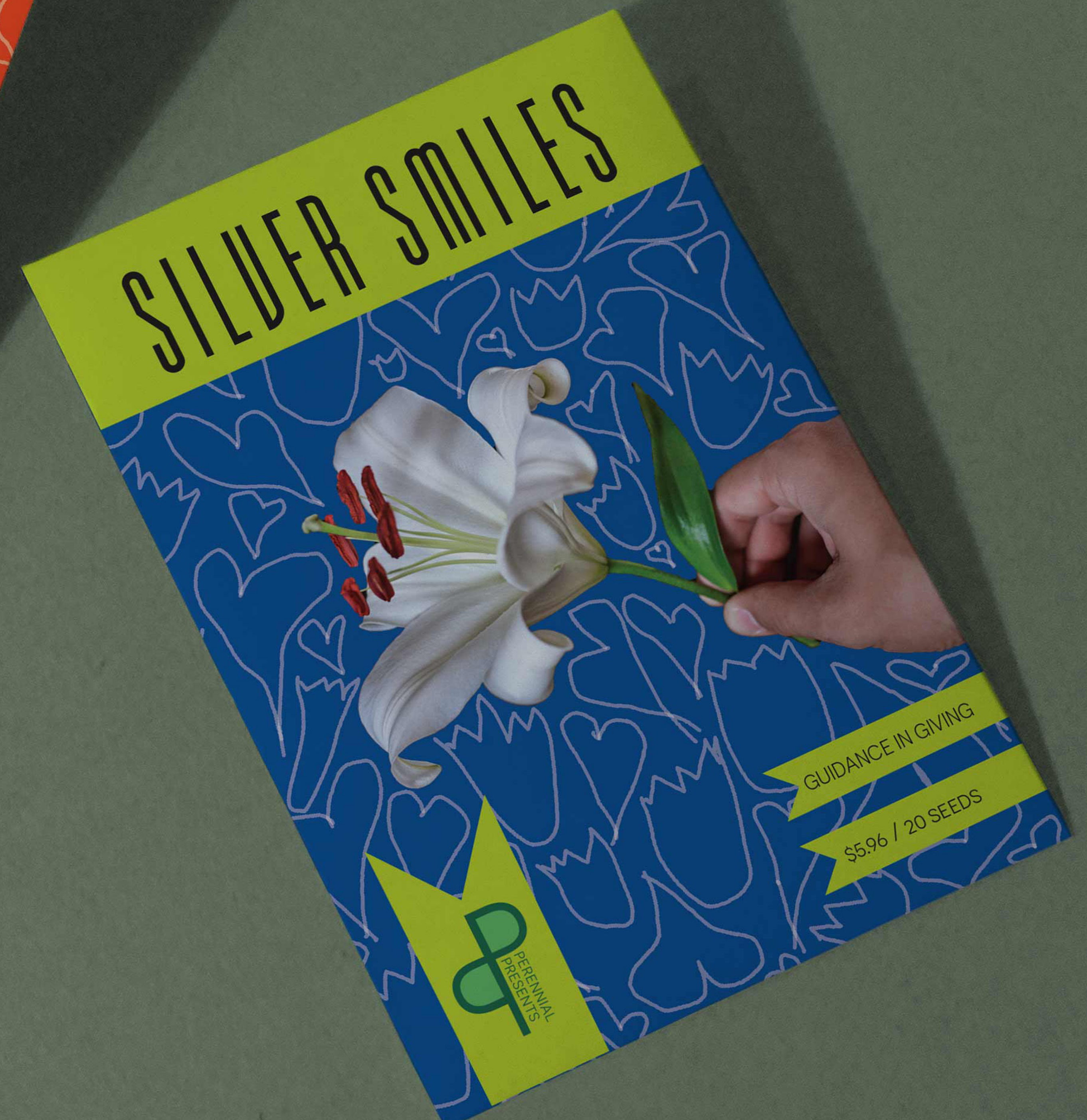
PERENNIAL

PRESENTS ?

BUSINESS BACKGROUND:

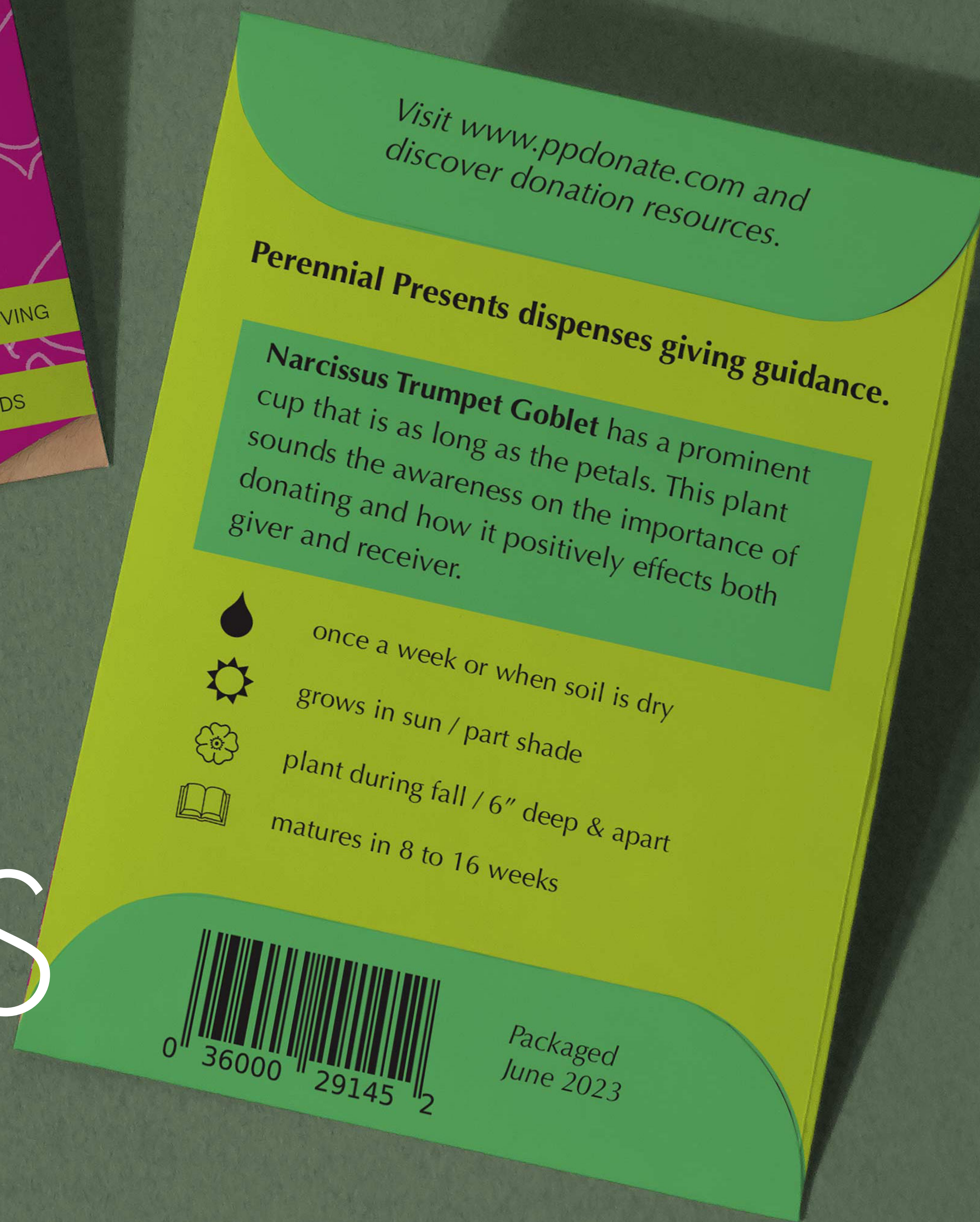
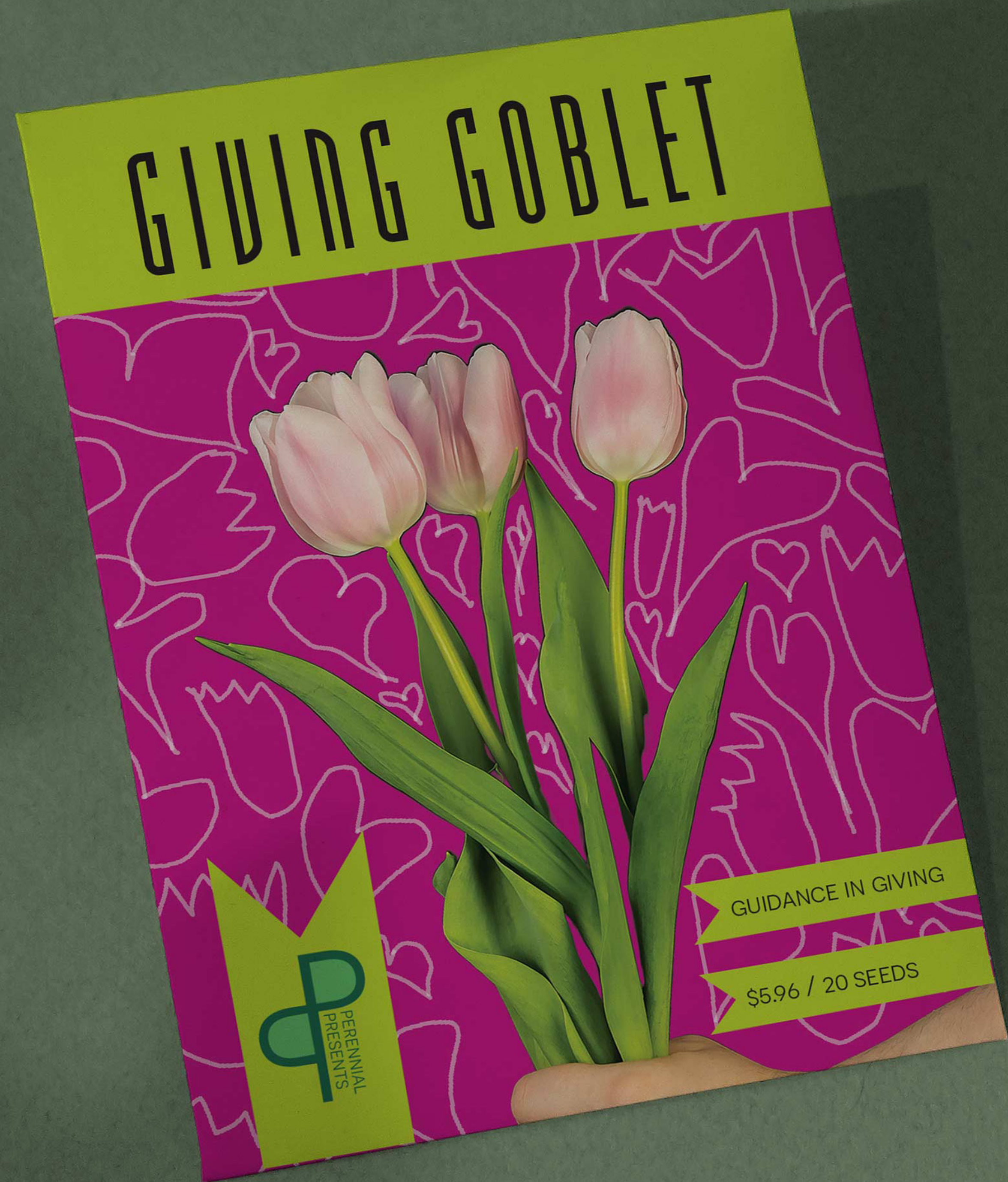
1. START UP NON-PROFIT EST. 2023

2. SPREADING THE GIFT OF GIVING THROUGH ONLINE RESOURCES AND CREATIVE FUNDRAISING EFFORTS, EXAMPLE: SEEDS FOR CHANGE.



CURRENT CREATIVE FUNDRAISING DRIVE

PLANTING SEEDS FOR CHANGE



WHAT DEFINES MARKETING OBJECTIVES?

1. BRAND AWARENESS OF CAUSE

2. FUNDRAISING GROWTH

3. LONG TERM PARTNER GROWTH

A SPRING

PROMMO?



1. We would like to use Perennial Presents theme "GUIDANCE IN GIVING" and solidify a promotional tagline of DONATE | SHARE | BUY for the SPRING PROMO

2. The month also highlights the best time to buy "SEEDS FOR CHANGE"



**WHO
IS
MATTHEW
MACDONALD
THE
TARGET AUDIENCE?**





DEMOGRAPHIC ATTRIBUTES

GENDER: Male

AGE: 40 – 60 years old

INCOME: \$200k/year

EDUCATION: Degree

MARITAL: Married



GEOGRAPHIC FACTORS

COUNTRY: Canadian

REGION: Ontario / BC

CULTURE: Media fueled

POLITICS: Liberal

PSYCHOGRAPHIC PRINCIPLES

VALUES: Kindness

PERSONALITY: Extrovert

LIFESTYLE: Socialite

INTEREST: News

OPINIONS: Private

BEHAVIORAL PRACTISES

PURCHASING: Planned

BENEFITS: Optimal

TIMING: Synchronised

REGULARITY: Often

LOYALTY: Binding





***How to make the
marketing concept
BLOOM into SPRING?***

THROUGH A CAREFULLY
PLANNED DIGITAL
MARKETING STRATEGY
THAT MAXIMIZES BRAND
AWARENESS AND
MINIMIZES COST

VS

TRADITIONAL PRINT AND
WORD OF MOUTH

IS THE DIGITAL MARKETING FOUNDATION IN PLACE?

CAMPAIGNS



DIGITAL MARKETING CHANNELS



BRAND GUIDE | WEBSITE | SM POSTING



***USE YOUR IN-HOUSE TEAM
TO CREATE A CONSISTENT
FOUNDATION WITH THE BRAND
GUIDE (COLORS | TONE | TYPE | LOGO),
WEBSITE + CONSISTENT SOCIAL MEDIA
POSTING. This will reduce important
marketing costs for a Non-Profit and
ensure marketing campaign readiness.***

MICHAEL KNIPE



CREATIVE CONSULT

***HOW OUR
SERVICES CAN
MEET ALL YOUR
MARKETING NEEDS***



MKCREATIVE MARKETING SERVICES FOR PLANTING PERENNIAL NON-PROFIT:

1. Set up the Marketing Foundation through Google Workspace and Percent (free Google Ads + Canva) for in-house team.

2. Select channels for marketing promotions
| Create Ad Campaigns with Non-Negotiables
+ Tone | A/B Testing.

3

***MARKETING
CHANNELS***

1. CONTENT MARKETING

Creating + highlighting
valuable information about
Perennial Presents shared
through the promotion to the
clearly defined audience.

2. SOCIAL MEDIA



An clearly defined campaign can be created with a specific spring promotion that is focussed on the target audience profile + action.

3. *SEARCH ENGINE*

GOOGLE allows Non-Profits to run free ads. Ads can be created for the target audience to highlight the promotion + link them to the website for action.

AD #1: ELEMENTOR BLOG POST (V1)

Perennial Presents Spring Fling



Grow your gift of giving this spring!

We exist to provide help and guidance via our different resources and platforms on how the public can donate their time and resources to impact society and make a difference. sell seeds for plants that raise awareness on the importance of donating and how it positively affects both the giver and the receiver.

The purchase of the seeds provides a messaged packaging that funnels the target audience directly to the platforms that provide guidance on practical next steps and points of action. We are running an exciting spring promotion called "Spring Fling" to promote the sale of our seed packets and increase awareness of our beautiful cause.

1. Find out how your small contribution can make a big impact on society! Sign up for our monthly email newsletter at help@ppdonate.com to get an updated list of organizations that align with your cause to donate.
2. Read our stories of hope and real change through the donations of individuals and organizations! Visit our Instagram account at [@name](#) to watch stories and reels that will resonate and inspire.
3. Become part of a community of givers! Visit ppdonate.com and find the link to register for our community forum that helps open communication about donating and its exciting journey.

[Facebook](#) [LinkedIn](#) [Pinterest](#) [Email](#)

AD #1: ELEMENTOR BLOG POST (V2)

Perennial Presents Spring Fling



Grow your gift of giving this spring!

We exist to provide help and guidance via our different resources and platforms on how the public can donate their time and resources to impact society and make a difference. sell seeds for plants that raise awareness on the importance of donating and how it positively affects both the giver and the receiver.

The purchase of the seeds provides a messaged packaging that funnels the target audience directly to the platforms that provide guidance on practical next steps and points of action. We are running an exciting spring promotion called "Spring Fling" to promote the sale of our seed packets and increase awareness of our beautiful cause.

1. Find out how your small contribution can make a big impact on society! Sign up for our monthly email newsletter at help@ppdonate.com to get an updated list of organizations that align with your cause to donate.
2. Read our stories of hope and real change through the donations of individuals and organizations! Visit our Instagram account at @name to watch stories and reels that will resonate and inspire.
3. Become part of a community of givers! Visit ppdonate.com and find the link to register for our community forum that helps open communication about donating and its exciting journey.

Facebook LinkedIn Pinterest Email Facebook

eg. BLOG NON-NEGOTIABLES
(created for each Ad campaign)

BRAND GUIDE: Color palette /
Google Fonts

CONSISTENCY: Elementor Post
Template

SHAREABLE LINKS: Social Media

CTA: Email sign up / Donate /
Share

eg. TONE OF BLOG
(created for each Ad campaign)

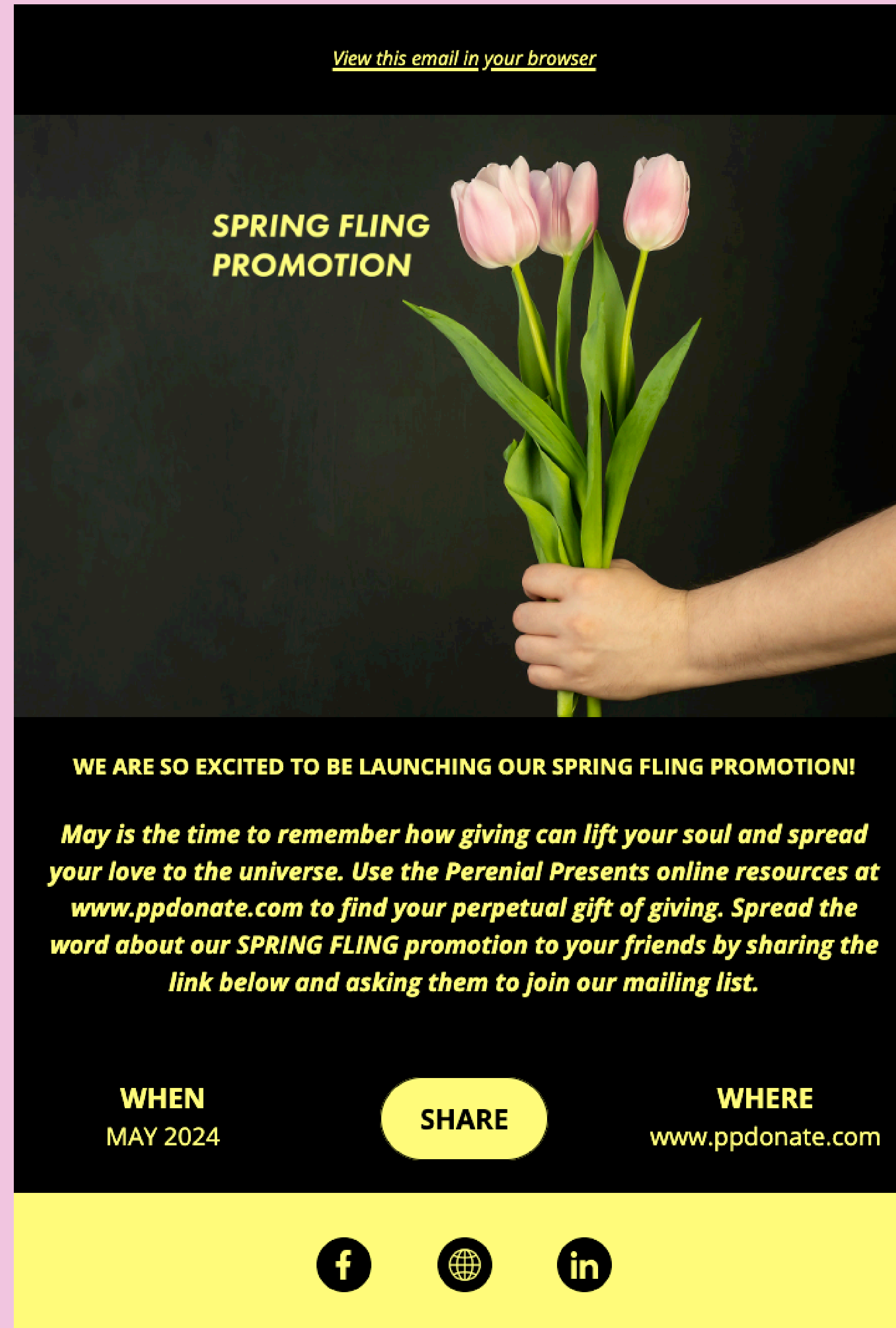
- A helpful and hopeful tone will be the overriding theme, so that individuals and organizations know that this cause is genuine and meaningful by providing success stories of life changing contribution.
- An educational and practical tone that creates a sense of ease within the viewer, so that they are able to gain courage for a small or

AD #2: MAILCHIMP EMAIL NEWSLETTER (V1)



1. CONTENT MARKETING

AD #2: MAILCHIMP EMAIL NEWSLETTER (V2)



2. SOCIAL MEDIA

AD #3: LINKED IN AD (V1)



PERENNIAL PRESENTS
39 followers
Promoted

We are running the SPRING FLING promotion for May 2024!

**SPRING FLING
PROMOTION**



Donate | Share | Buy

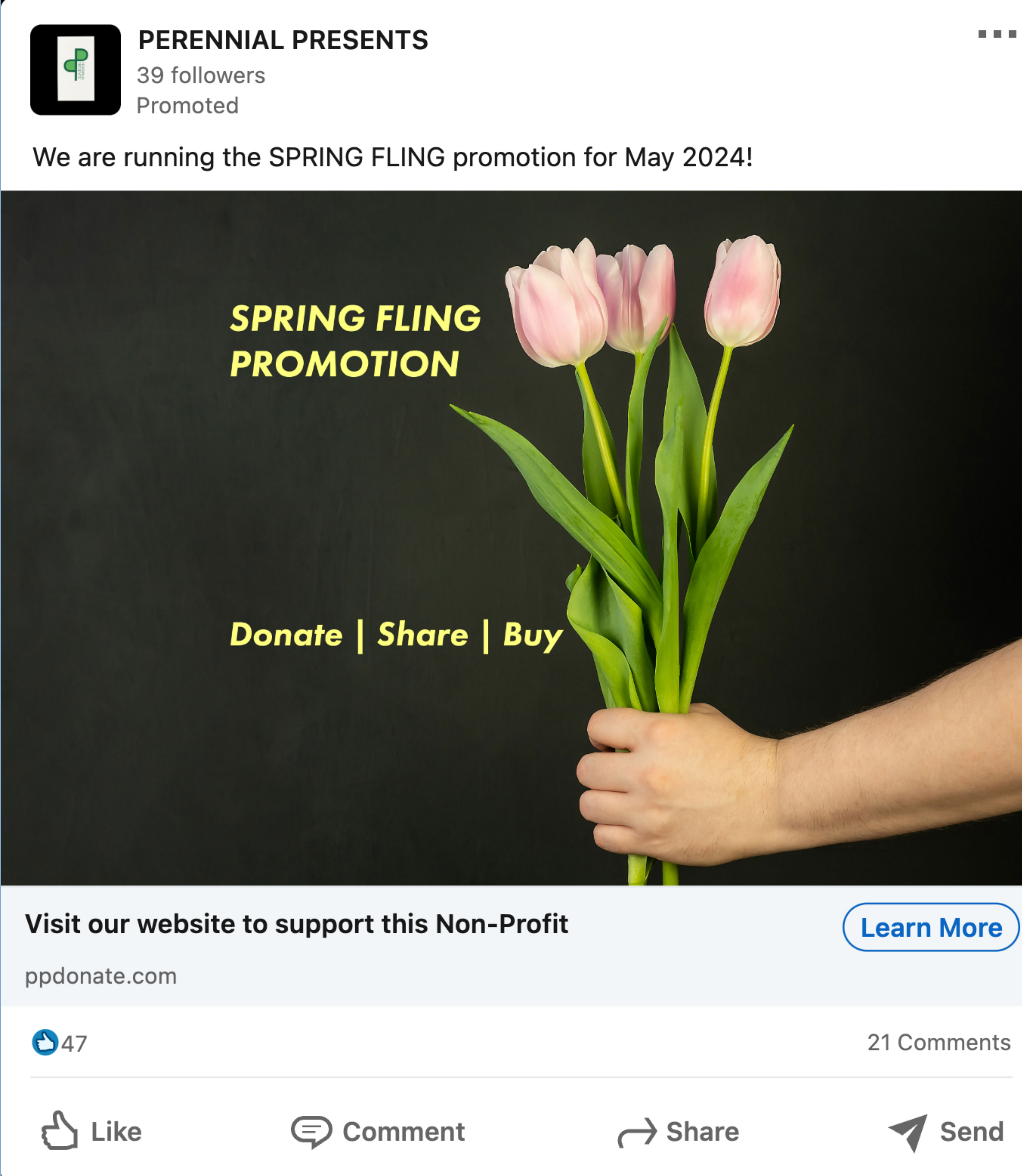
Visit our website to support this Non-Profit [Learn More](#)
ppdonate.com

47 21 Comments

Like Comment Share Send

AD #3: LINKED IN AD (V2)

2. SOCIAL MEDIA



PERENNIAL PRESENTS
39 followers
Promoted

We are running the **SPRING FLING** promotion for May 2024!

SPRING FLING PROMOTION

Donate | Share | Buy

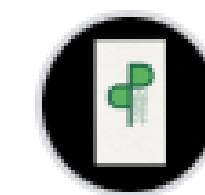
Visit our website to support this Non-Profit [Learn More](#)
ppdonate.com

47 21 Comments

Like Comment Share Send

AD #4: GOOGLE SEARCH AD (V1)

Sponsored



Perennial Presents

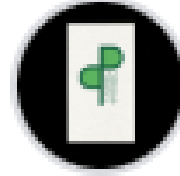
<https://ppdonate.com/> ⋮

[Spring Fling May 2024](#) | [Donate](#). [Share](#) [Buy](#) | [Gift of Giving](#)

The Spring Fling Promotion is running online at www.ppdonate.com. This is your opportunity to be part of this amazing opportunity to donate your time or money.

AD #4: GOOGLE SEARCH AD (V2)

Sponsored

 Perennial Presents
<https://ppdonate.com/> ⋮

Spring Fling Promotion | Discounted Donations | Gift of Giving

The Spring Fling Promotion is running online at www.ppdonate.com. You can get discounted packets of seeds that donate to our online resource casue.

3. SEARCH ENGINE

AD #5: GOOGLE DISPLAY AD (V1)

300px x 250px banner ad for mobile or desktop



**SPRING FLING
PROMOTION**



Donate | Share | Buy

www.ppdonate.com

3. SEARCH ENGINE

AD #5: GOOGLE DISPLAY AD (V2)

300px x 250px banner ad for mobile or desktop

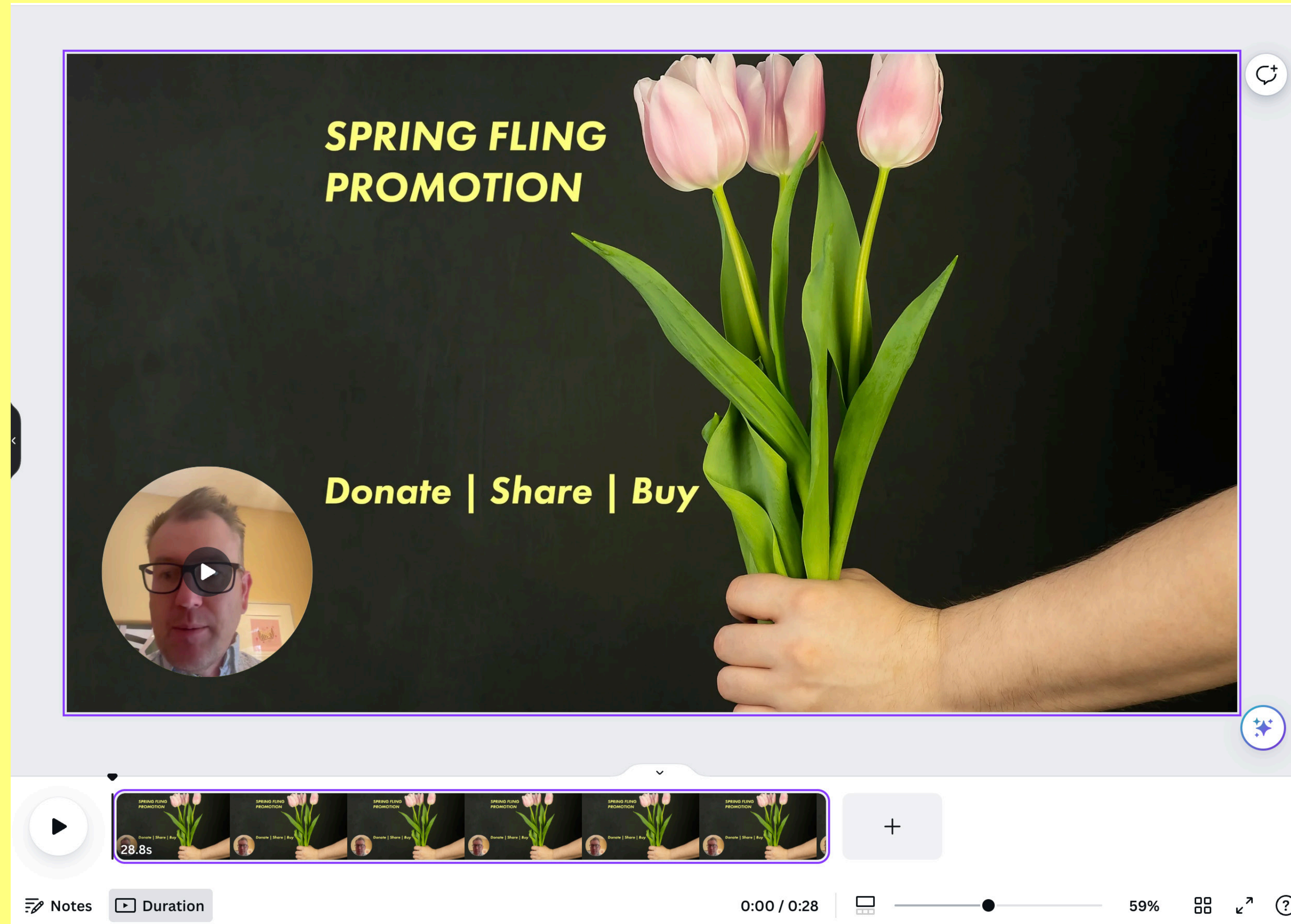
PERENNIAL PRESENTS

SPRING FLING PROMOTION

Donate | Share | Buy

www.ppdonate.com

VIDEO FOR WEBSITE / SOCIAL MEDIA / EMAIL / YOU TUBE AD IF BUDGET ALLOWS

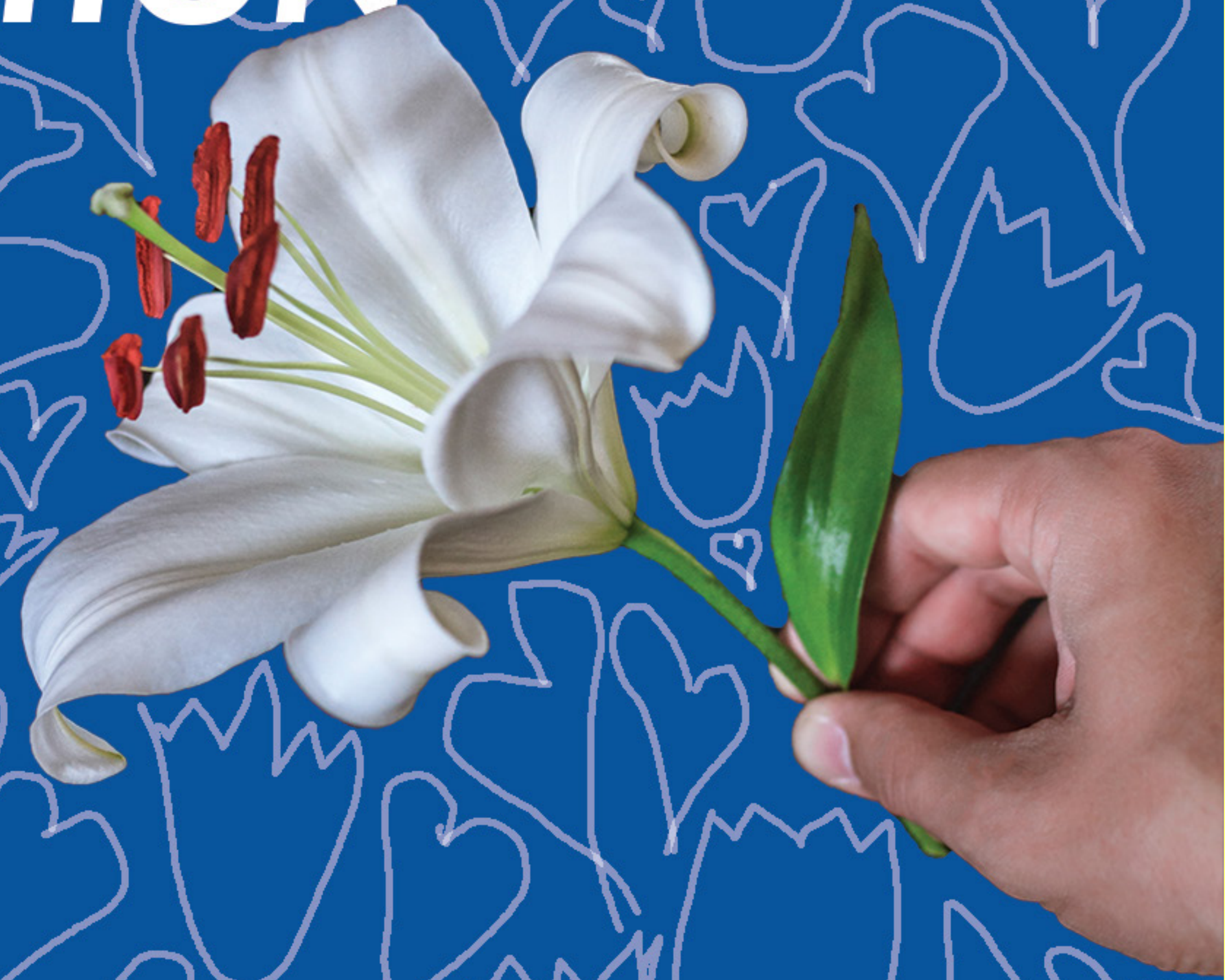


*. **BONUS MATERIAL**

[videolink](#)

A / B
TESTING

SPRING FLING PROMOTION



Donate | Share | Buy

SPRING FLING PROMOTION



Donate | Share | Buy

WHAT RESULTS SHOW CAMPAIGN SUCCESS?

- 1.** Increase in email newsletter sign up
- 2.** Increase in website visits
- 3.** Increase in online donations
- 4.** Increase in seed packet sales
- 5.** Increase in time viewing website

MICHAEL KNIPE



THANK YOU

