

Marketing Policy and Procedure for HELPSTOP

1. Purpose

The purpose of this policy is to establish guidelines and procedures for the marketing activities of HELPSTOP, a small human services agency operating as a limited company, to ensure consistent, ethical, and effective promotion of our services.

2. Scope

This policy applies to all employees, contractors, and third-party partners involved in marketing and promotional activities on behalf of HELPSTOP.

3. Marketing Strategy

3.1. Target Audience: Our target audience includes individuals, families, and organisations in need of our human services within our designated service area.

3.2. Key Messages: Our marketing messages will focus on the quality, value, and impact of our services, as well as our commitment to improving the lives of those we serve.

3.3. Marketing Channels: We will utilise a mix of digital and traditional marketing channels, including our website, social media, email marketing, print materials, and community outreach events.

4. Brand Guidelines

4.1. Logo Usage: All marketing materials must feature our logo in accordance with our brand guidelines, ensuring consistency and proper representation of our brand.

4.2. Colour Palette and Fonts: Marketing materials should adhere to our established colour palette and font guidelines to maintain a cohesive brand identity.

4.3. Tone and Voice: Our marketing communications should maintain a professional, compassionate, and informative tone, reflecting our values and commitment to our clients.

5. Content Creation and Approval

5.1. Content Creation: The marketing team is responsible for creating marketing content, ensuring accuracy, clarity, and alignment with our brand guidelines and values.

5.2. Content Approval: All marketing materials must be reviewed and approved by the Marketing Manager and Executive Director before publication or distribution.

6. Social Media Management

6.1. Platform Management: The marketing team will manage our social media presence, regularly monitoring and updating our accounts on platforms such as Facebook, Twitter, and LinkedIn.

6.2. Engagement and Response: The marketing team will monitor and respond to comments, messages, and inquiries on our social media channels in a timely and professional manner.

6.3. Content Calendar: A social media content calendar will be maintained to ensure regular, relevant, and engaging posts are scheduled and published.

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7. Email Marketing

7.1. Email List Management: The marketing team will maintain an up-to-date email list of subscribers, ensuring compliance with privacy laws and regulations.

7.2. Email Campaigns: Regular email campaigns will be developed and sent to our subscribers, providing updates, news, and relevant information about our services and impact.

8. Print Materials

8.1. Brochures and Flyers: The marketing team will design and produce informative brochures and flyers for distribution at community events and through partner organisations.

8.2. Business Cards: All employees will be provided with professional business cards featuring our logo and contact information.

9. Community Outreach

9.1. Event Participation: HELPSTOP will actively seek opportunities to participate in relevant community events, fairs, and workshops to raise awareness of our services.

9.2. Partnerships: We will collaborate with local organisations, government agencies, and other service providers to expand our reach and impact within the community.

10. Monitoring and Evaluation

10.1. Analytics: The marketing team will regularly monitor and analyse the performance of our marketing efforts using tools such as Google Analytics, social media insights, and email marketing metrics.

10.2. Reporting: Monthly marketing reports will be prepared and presented to the Executive Director and Board of Directors, outlining key performance indicators, successes, and areas for improvement.

11. Budget and Resources

11.1. Annual Budget: An annual marketing budget will be established and approved by the Board of Directors, allocating funds for various marketing activities and initiatives.

11.2. Marketing Team: The marketing team will consist of the Admin Manager, Navigator and Board and additional staff or contractors as needed, based on the scope and scale of our marketing efforts.

By adhering to this marketing policy and procedure, HELPSTOP will effectively promote its human services, engage with its target audience, and ultimately further its mission of making a positive impact in the lives of those we serve.