

MARKETING 101 TIP SHEET

Provided by:  HUMANESOCIETY
FOR HAMILTON COUNTY

SOCIAL MEDIA

- Use a branded handle! I.E. @hamiltonhumane
- Social Media Sites To Use: Facebook, Instagram, X, TikTok, LinkedIn
- Recruit FREE talent- Teens/Young Adults of Employees/Volunteers, a high school/college intern, Existing Volunteers- Get creative!
- Post more than just animals- Wish lists, Jobs, Volunteer/Staff Highlights, Events and more!
- QR Codes should not be used on social media, but a great tool for printed collateral!

WEBSITE

- Web hosting options:
 - Wordpress is FREE! You just need to purchase your domain- about \$30-\$50/yr. HostGator, BlueHost and GoDaddy are great options! You will NEED someone with website design expertise.
 - SquareSpace is about \$250/yr. with your domain included but it's extremely user friendly to those with no website experience!
 - Wix is FREE! You do not NEED to purchase a domain making this the most cost effective option, but the free option will include “.wix.com” after you choose your domain. There are paid options for as low as \$204/yr.
- Must have webpages- Adopt, Donate, Foster/Volunteer
- Use ChatGPT to help write website content
- Don't have a website yet? Use sites like PetFinder & Adopt-A-Pet!

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E-MAIL

- E-Mail Marketing Hosting Options
 - Constant Contact sends e-mails, stores addresses, saves data for as low as \$144/yr.
 - Stripo builds the emails that can be sent straight from your Outlook/G-Mail account for FREE! There are paid versions of this service, but does not offer e-mail address storage since it's sent from your e-mail. *Most user friendly e-mail builder!
 - Mail Chimp has a FREE option! This is a great starter option, but the free version only allows 500 contacts with limited sends per month.
- Get e-mail addresses from everyone build your database- adopters, fosters, donors, volunteers, approved applicants, event attendees
- Use this to send foster/adopter pleas, wishlists, event invites, newsletters, press releases, monetary donation pleas, etc.



OUR BEST ADVICE? MAKE GOOGLE YOUR BEST FRIEND!

THE RESOURCES ARE ENDLESS!