

\$0 MARKETING BUDGET, NO WORRIES!

**Marketing Ideas That Cost
(Almost) Nothing**



WELCOME

Sam Elshaug – Communications Lead

- 25+ years in communications, marketing, research, writing, corporate, community!

We're aiming for:

- Local, low-cost marketing tips and tools for community groups. Value add for you.
- Session: 45 mins, Q&A at the end



BIG TIP -

Where's the reward?

Effort and energy **verses** reward! Can't do everything. Double down on what works.



WHAT WE'LL COVER

- Hard and fast crash sesh (scratching the surface)
- Leveraging free resources: Socials, video, PR, Canva
- Leaning into low cost: Mailbox drops, boosting, live events, car signage, demos/tutorials
- Generating engagement: Competitions, collaborations, contra and people power
- Comms policies and planning
- Little checklists 🇩🇪!



WHAT AND WHO?

- What's the goal: profile, recruiting for capacity, funding, building goodwill?
- Where is your audience? Online? At events? Reading local news?

Checklist:

- ✓ Clear message for audience
- ✓ Choose best channel: digital, print, web
- ✓ Match tone, timing, visuals to intent
- ✓ **Make it count - CTA! What do next?**



DISTRIBUTION PLAN

- What are you saying, where, and when?
- Integrate socials, digi and hard copy
- Consistency builds trust

Checklist:

- ✓ Monthly planner (and content backup)
- ✓ Schedule regular updates
- ✓ Assign comms responsibilities
- ✓ Use shared doc or tool (e.g. Google Sheet, Trello)



THE HOOK + WRITING

- Unique stories, local impact, great visuals
- Focus on one thing at a time
- Bring your personality
- Sell the aspiration, not the thing!

Checklist:

- ✓ Use a bold lead, question, challenge or trick
- ✓ Keep short and sharp
- ✓ Always include “what’s in it for them?”
- ✓ Reward at the end (like a good book)



VISUAL IMPACT

- For posters, reels, infographics, presos, web, socials
- Free or pro \$165 annually or can buy elements
- Branded templates save time and look pro without a designer

Checklist:

- ✓ Apply for Canva for NFP
- ✓ Save templates for recurring use
- ✓ Use consistent branding colours/logos
- ✓ **LEAN INTO AI**



THE POWER OF VIDEO

- Short, real and local – perfect for phones
- Volunteer stories, “why I help” videos
- Impact stories
- Get a mic \$200

Checklist:

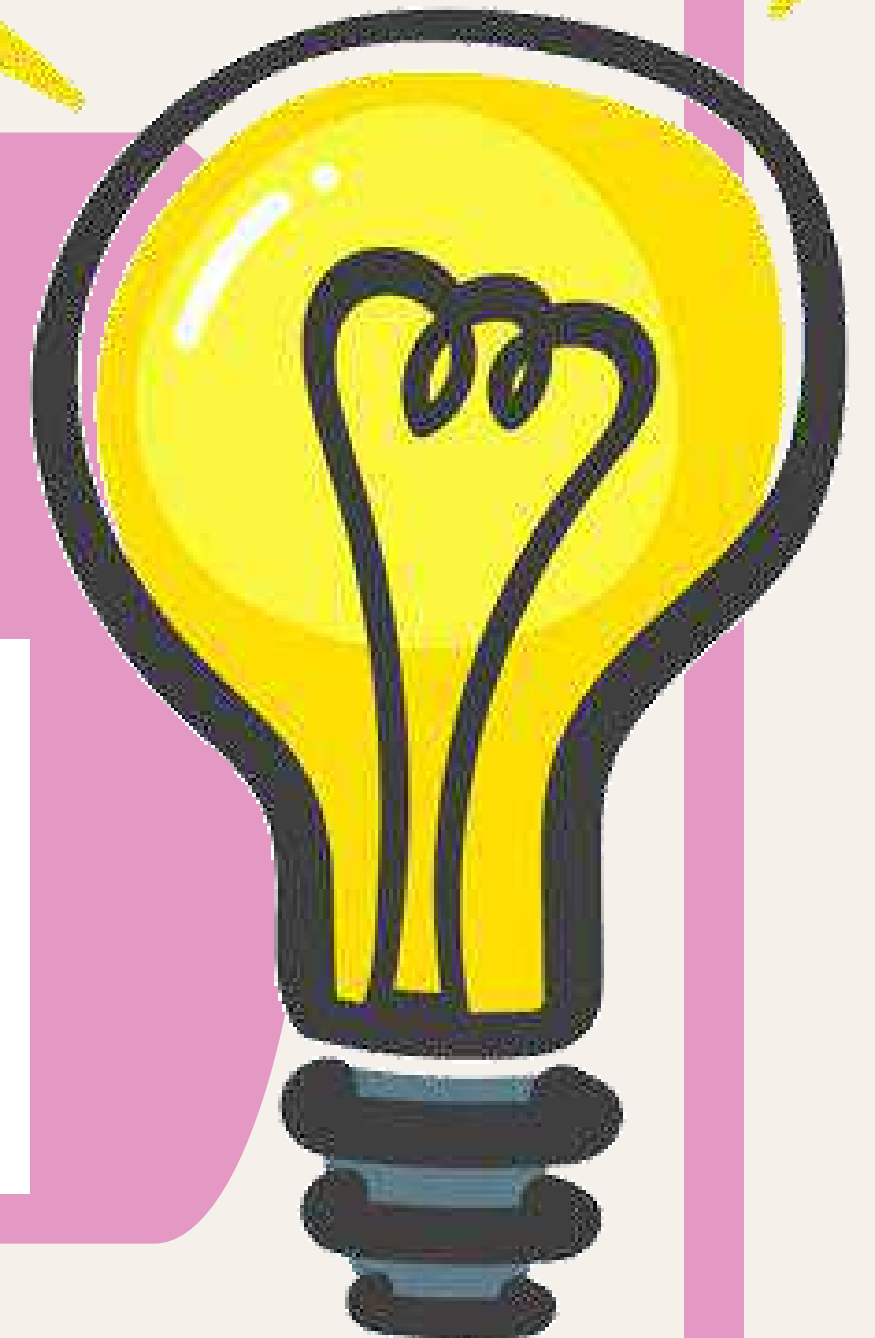
- ✓ Shoot vertical with captions
- ✓ Interview volunteers or beneficiaries
- ✓ Reuse across socials, newsletters, grants



BIG TIP - QR CODES

Meet your new CTA
best mate

'MUST TRY'



SOCIAL MEDIA – FREE BITS

- Show real people, stories, celebrations, BTS
- Cross-post with partners and volunteers
- Encourage volunteers to reshare (people power!)
- Where are you: FB, Insta, TikTok, LinkedIn, YouTube

Checklist

- ✓ Weekly content
- ✓ Tag local businesses, councils, schools
- ✓ Use volunteer networks for organic reach
- ✓ **CONSISTENCY IS KEY!**

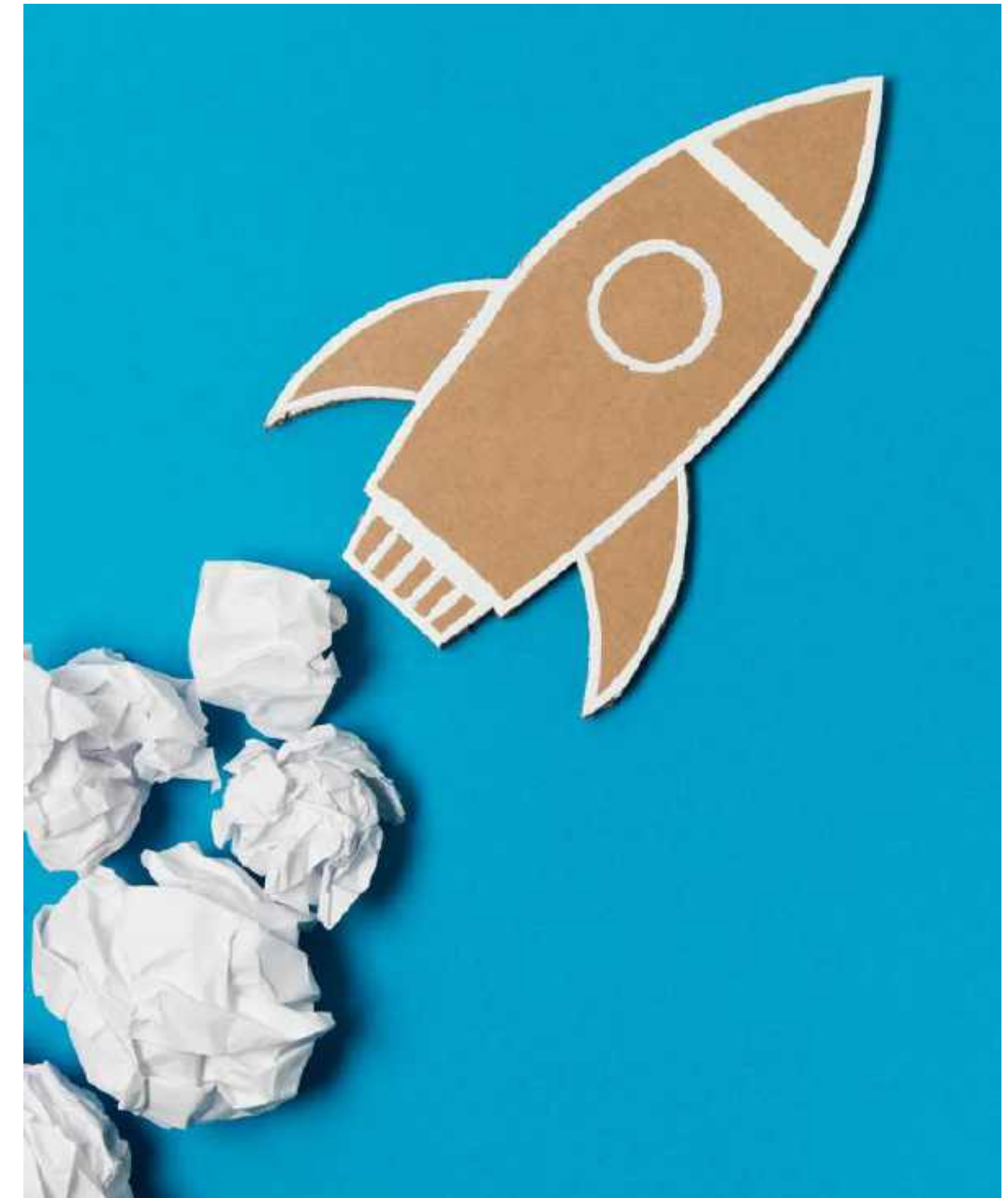


BOOSTING – LOW BUDGET

- Boost \$10–20 for reach on key posts
- Target by postcode or interest
- Promote calls to action (CTA) eg: web link

Checklist:

- ✓ Choose posts with visuals and clear CTA
- ✓ Target relevant local audience
- ✓ Track engagement and adapt
- ✓ Can you set up a small budget eg \$100



ASKING FOR SUPPORT

- 🤝 Ask for mentions, reposts, invites
- 📋 Include local leaders, past sponsors/ partners
- 💰 Contra: In return for printing or supplies

Checklist:

- ✓ Create a list of people to ask
- ✓ Offer a benefit in return
- ✓ Thank and tag publicly
- ✓ **If you don't ask, you don't get!**

Who **APPLIED?**

Up to
\$50,*****
community funding
in one night!
sparktank.org.au