

6 Steps to Build a Successful Cause Marketing Program



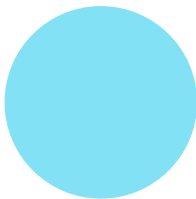
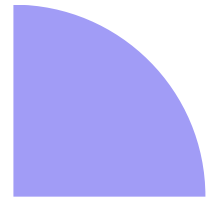


Choose a cause.

Decide on a cause that aligns with your company's values and goals, and that resonates with your target audience.

Research & select a nonprofit partner.

Research potential nonprofit partners that align with your chosen cause. Choose a nonprofit that has a solid reputation, and make sure they are willing to work with you.



Develop a plan.

Determine what you hope to achieve with your cause marketing campaign and create a plan that outlines the specific steps you will take to reach your goals.

Promote the partnership.

Share the news about your cause marketing partnership with your employees, customers, and other stakeholders through various channels, including social media, email, and press releases.

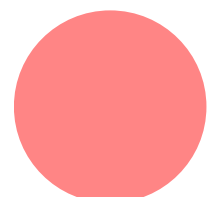


Measure & evaluate.

Keep track of the impact of your cause marketing program and adjust your strategy as needed. Continuously evaluate the program to make sure it is meeting your goals and having a positive impact.

Stay committed.

Continuously promote your cause marketing program and be sure to communicate your continued commitment to the cause.



Ready to build? Contact us.

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