

# YOUTH NGO

1

## TARGET

Understand Your Audience:  
Identify your target audience. Create personas to understand their needs and preferences. Use tools like **semrush.com**, analyze a competitor's website and look at their target to have an idea.

**91% marketers say that targeting is essential to successful marketing campaigns.**

TIPS

Think about **demographics** and **behaviours**. Answer questions like: What's the target age? What kind of interests they have?

2

## BUILD AN ONLINE PRESENCE

Create a user-friendly website that reflects your brand. Establish a presence on social media platforms relevant to your audience like **Facebook, Instagram, Tik Tok**, etc...

**76% of consumers look at a company's online presence before visiting in person.**



3

## SEO

Optimize your website and content for search engines to improve visibility. Focus on keywords, meta tags, and high-quality backlinks. Use website like **semrush.com**

**93% of global traffic comes from Google Search, Google Images and Google maps.**

95% of website has **ZERO backlinks**. Work with your partners to get some and earn search engines authority!

4

## SOCIAL MEDIA MARKETING

Choose the right social platforms for your audience. Post regularly, engage with your followers, and use relevant hashtags. Use platforms like **Canva** to create social media posts.

**93% of marketes use social media for marketing.**

Statistics confirmed that **daily posting** can **increase** the followers number lot more than weekly posting. Make sure to be consistant.

5

## CUSTOMER FEEDBACK:

Encourage customer reviews and feedback. Address negative feedback professionally and use it to improve. Ask people to **provide feedback** and make sure to make it visible.

**91% of customers aged 18 to 34 trust online reviews as much as personal recommendation.**

