



Goede Doelen Nederland

Brancheorganisatie

Extra goed op de hoogte blijven?

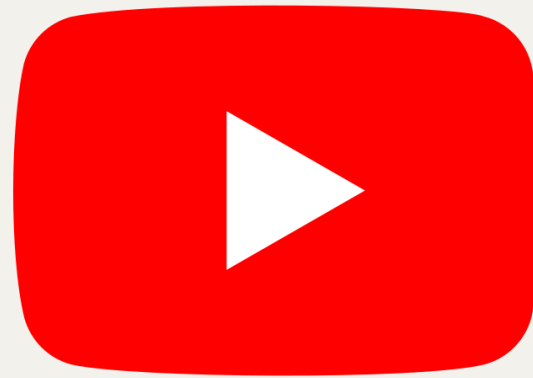
Volg ons op:



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Webinar

11 September 2024

**Hoe je met een sterke contentstrategie en social media
meer impact kunt maken**

Wie zijn wij?



Michael Overzier

Strateeg/Mentor/Toezichthouder
Resto vanHarte, Philips, Achmea
michaeloverzier@gmail.com



Farha Abdula

Creative Strategist & Marketing
Forward.Inc.
farha@newcomersforward.com



Wieb van de Donk

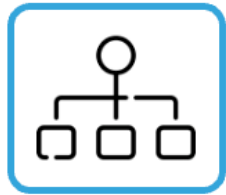
Managing Partner Creative
Happy Horizon Non Profit

Spelregels

- Duur: 11.00 – 12.00 uur
- Vragen: stel ze via de vraag & antwoord (V/A) -functie
- Opname: je ontvangt morgen een mail met de link naar de opname en de presentatie(s)
- Enquête: start direct na afloop! Je moet één keer doorklikken. Vul deze a.u.b. in!

Uitdagingen

3 onderwerpen die ik vaak tegenkom



Structuren



Inspiratie



Meten

Waar draait het om bij contentstrategie

Impact realiseer je als je doelgroep bereikt en de content je doelgroep raakt



BEREIK

X



CONTENT

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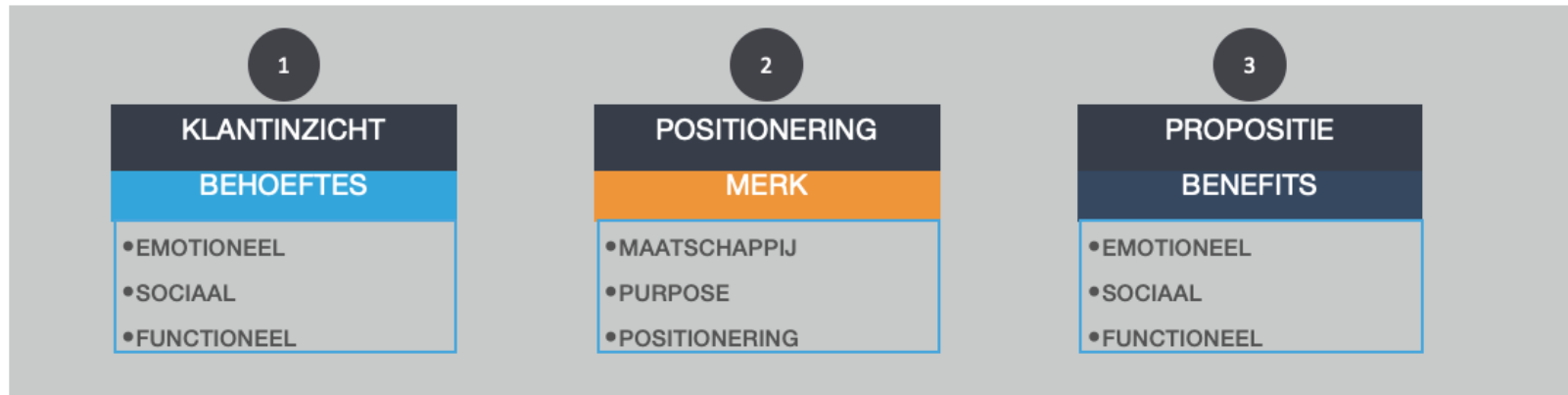


IMPACT

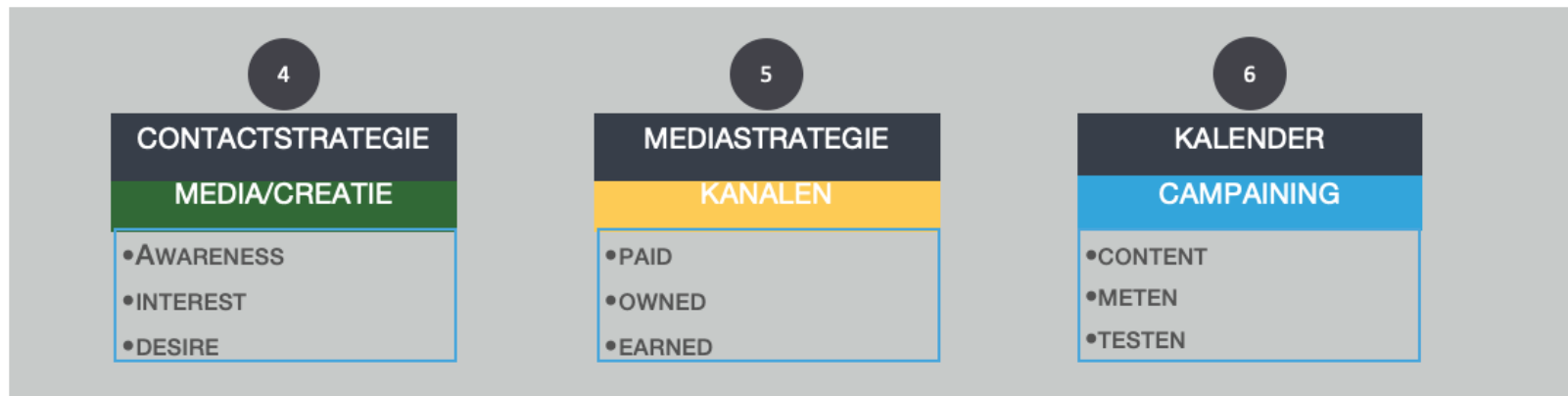
Proces

Van marketing naar contentstrategie

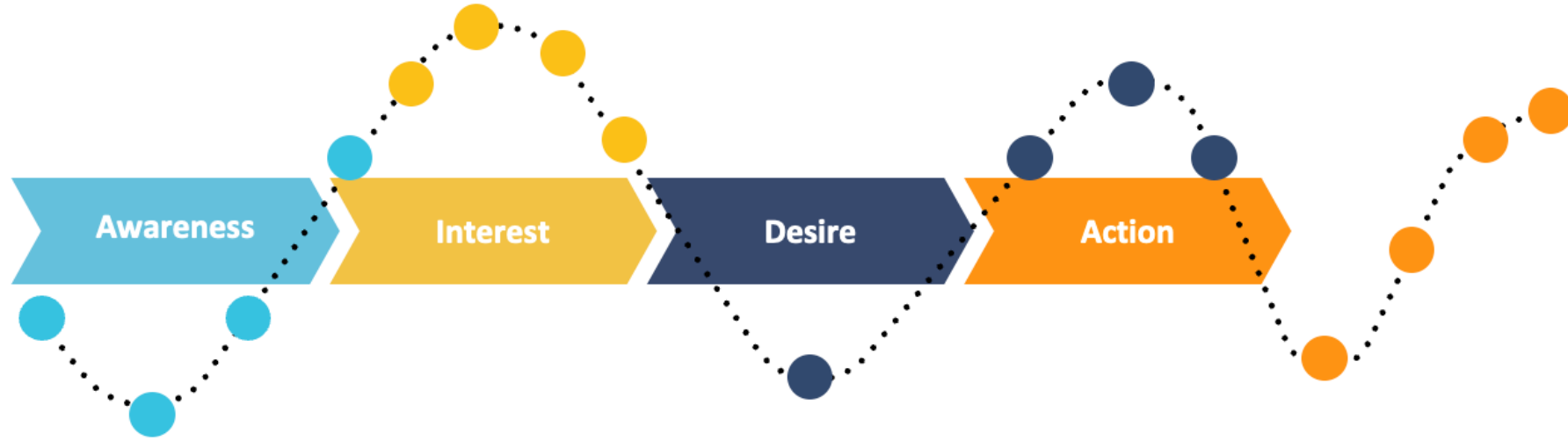
MARKETING



ADVERTISING



Een model helpt de werkelijkheid te versimpelen



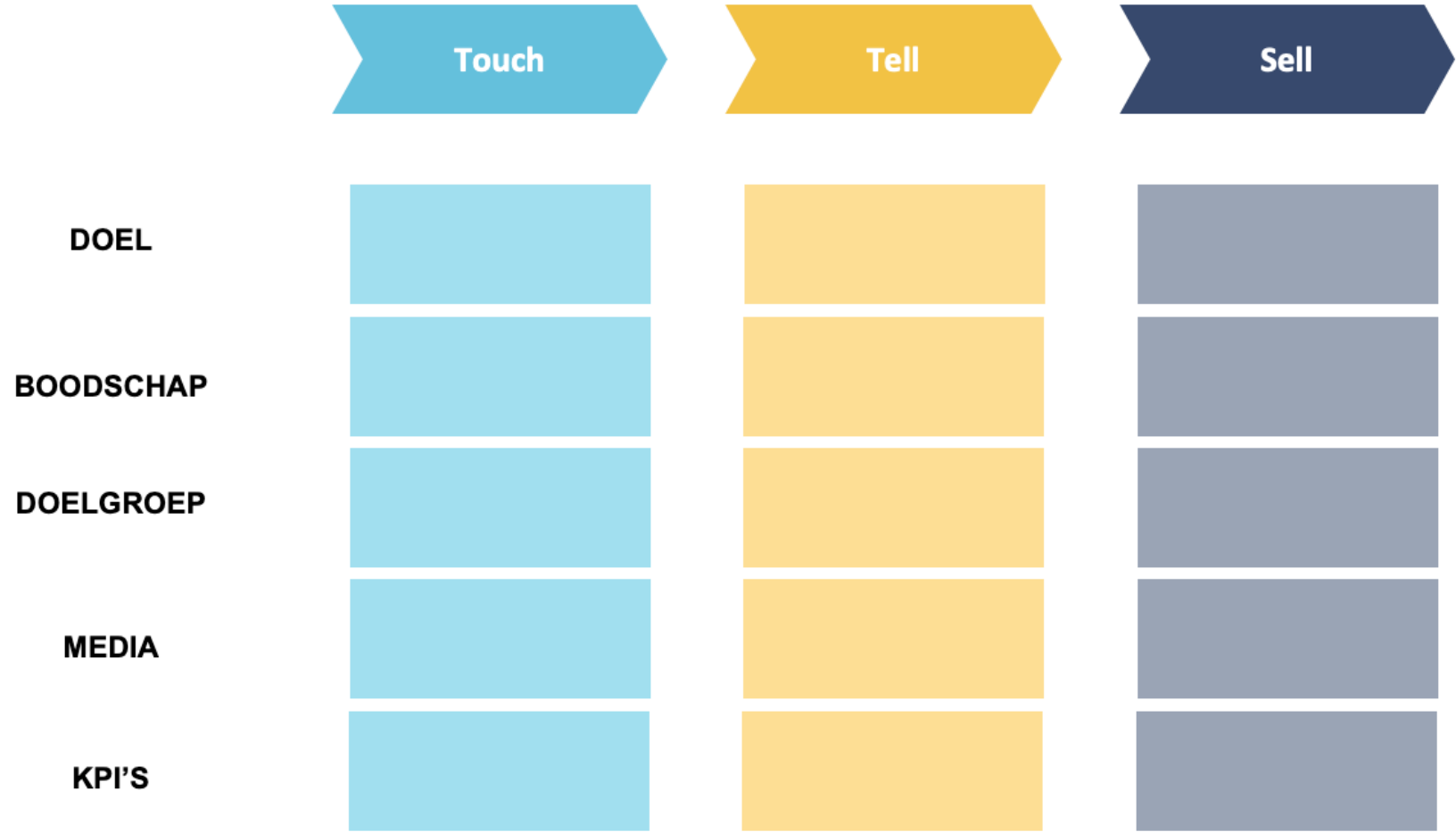
*De consumer journey vormt de basis van het **communicatie framework**.
Zo stem je de boodschap af op de fase van de journey*

Communicatie framework, contact strategie vele namen en vormen

Afhankelijk van voorkeur, omvang organisatie en complexiteit
consumer journey



Brengt alles samen in één overzicht



About Forward·Inc: our mission

We empower forcibly displaced individuals to pursue their entrepreneurial dreams and achieve economic self-reliance. We do this by supporting you to Launch, Grow, Fund, and Sustain your own business. With Forward·Inc you Learn, Explore and Connect in an ever-growing community.

Our beliefs

Self-reliance through
entrepreneurship

The incredible
talent, grit, and
resilience of
refugees

The power of diversity



Forward·Inc: 4 brand pillars that guide communication

FORWARD	Soul, Role and Goal of the brand: making sure that our brand is seen as a meaningful brand and that our mission, purpose and values are in the “back head” of the target audiences. Create value for the stakeholders (Community, Donors and Potential donors, Partners, etc)
PROGRAMS	Our programs continue to be the focus of communication, making sure we can meet the KPIs and desired criteria. The focus is not only in “APPLY NOW”, but also in creating appealing comms and stories that make sense for the target audience.
EMPLOYER BRANDING	Internal and external communication that can remind us why we work here - beyond the community and our day to day KPIs. Employer branding also help to increase the value of Forward brand.
COMMUNITY	The core of Forward is the community - it’s our biggest WHY. More than success stories, Comms&Marketing will also help in creating value for the community by telling their stories, give visibility, share valuable opportunities and attract new ones.

Structuring the communication message across the 4 pillars

1

Uniform Visual Identity: We maintain a consistent visual identity across all channels. This includes strict adherence to our established guidelines, covering our color scheme, fonts, and tone of voice for both the main brand and individual programs.

2

Alignment with Organizational Objectives: Every communication effort is evaluated against its contribution to our broader organizational goals. This includes driving program applications, fostering strong partnerships, and raising awareness. These criteria guide the development and assessment of our communication strategies.

3

Strategic Communication Prioritization: Our communication efforts are strategically prioritized according to our annual calendar. The timing is primarily influenced by program schedules, particularly around recruitment periods, while also aligning with the company's overarching objectives.

These principles ensure that all our communication efforts are aligned, effective, and supportive of our broader goals.

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Fai'za Cohort: September 11th - November 20th

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with the **GROWTH PROGRAM**

You've built the foundation—now **Let's Work On Your Life's Work!** Gain personalised mentorship, sharpen your strategy, and accelerate your sales with a program tailored for you.

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6

PHASE 1
"AWARENESS"
OUR BUBBLE


FORWARD-INC

Dear Friend of Forward,

In 2023, the number of refugees worldwide reached 110.3 million, and this number is unfortunately expected to rise in 2024. With the ongoing political shifts and numerous active conflicts around the world, forcibly displaced people will continue to seek ways to rebuild viable lives for themselves and their families.

This is where entrepreneurship can be a game-changer.

We are excited to announce the official launch of the Forward+Inc Impact Report 2023. Forward Alumni have launched 162 businesses that have raised almost 5 Million EUR in Startup Capital, providing employment to 220 people. 87% of Startups from our network are still operating after 2 years. These and other incredible figures showcasing the impact of the Forward+Inc network.



Newcomers enrich economies, build businesses, create jobs, innovate and more!

Our achievements would not have been possible without the extensive support of our network of volunteers, who tirelessly donate their time and expertise to make our mission a reality.

A heartfelt thank you to our community of entrepreneurs and alumni. Your belief in your potential and daily efforts enrich economies, build businesses, create jobs, and drive innovation. You inspire us all by showing that with courage and determination, lasting impact is possible.

Inspired to Act. Driven to Impact.

[READ THE IMPACT REPORT HERE](#)

+2000 reach (social media)
+137 clicks (mailchimp)
+ xxxx (website)

PHASE 2
ENGAGEMENT
BROADER BUBBLE



Series of educational videos that cover 4 fundamental pillars of the impact report

- Stories of Impact
- Zoom In numbers of Impact

ONE GENERAL CAMPAIGN THAT SHOULD RESPOND TO 4 BASIC QUESTIONS (THE MAIN TAKEOUTS OF THE IMPACT REPORT), TO REACH THE DIFFERENT TARGETS

Overqualification	
Integration Process	
SROI (Spillover effects)	
Entrepreneurship	

questions are being refined between MKT and Impact departments [FIND HERE](#)

+5,000 reach (accross social media)
+ xxxx (website)

PHASE 3
AWARENESS + REACH

COMING SOON

+5000 reach (social media)
+ xxxx (website)

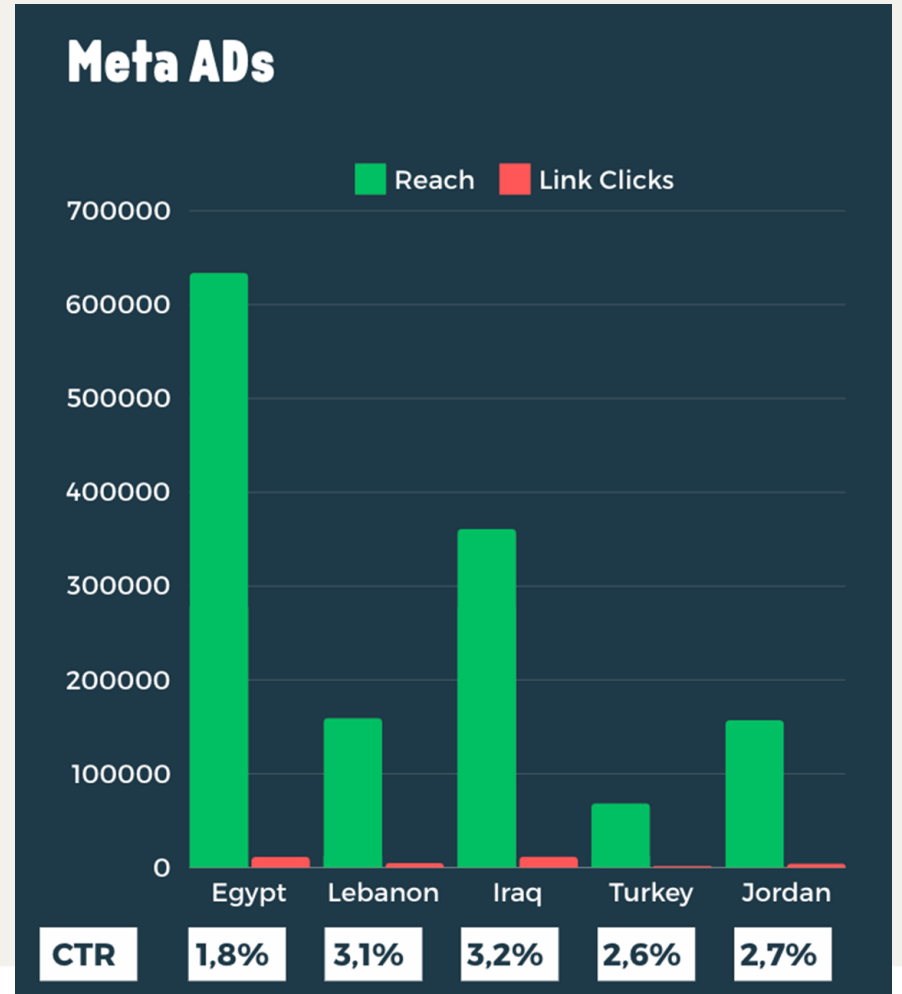


The importance of metrics and tracking the right numbers

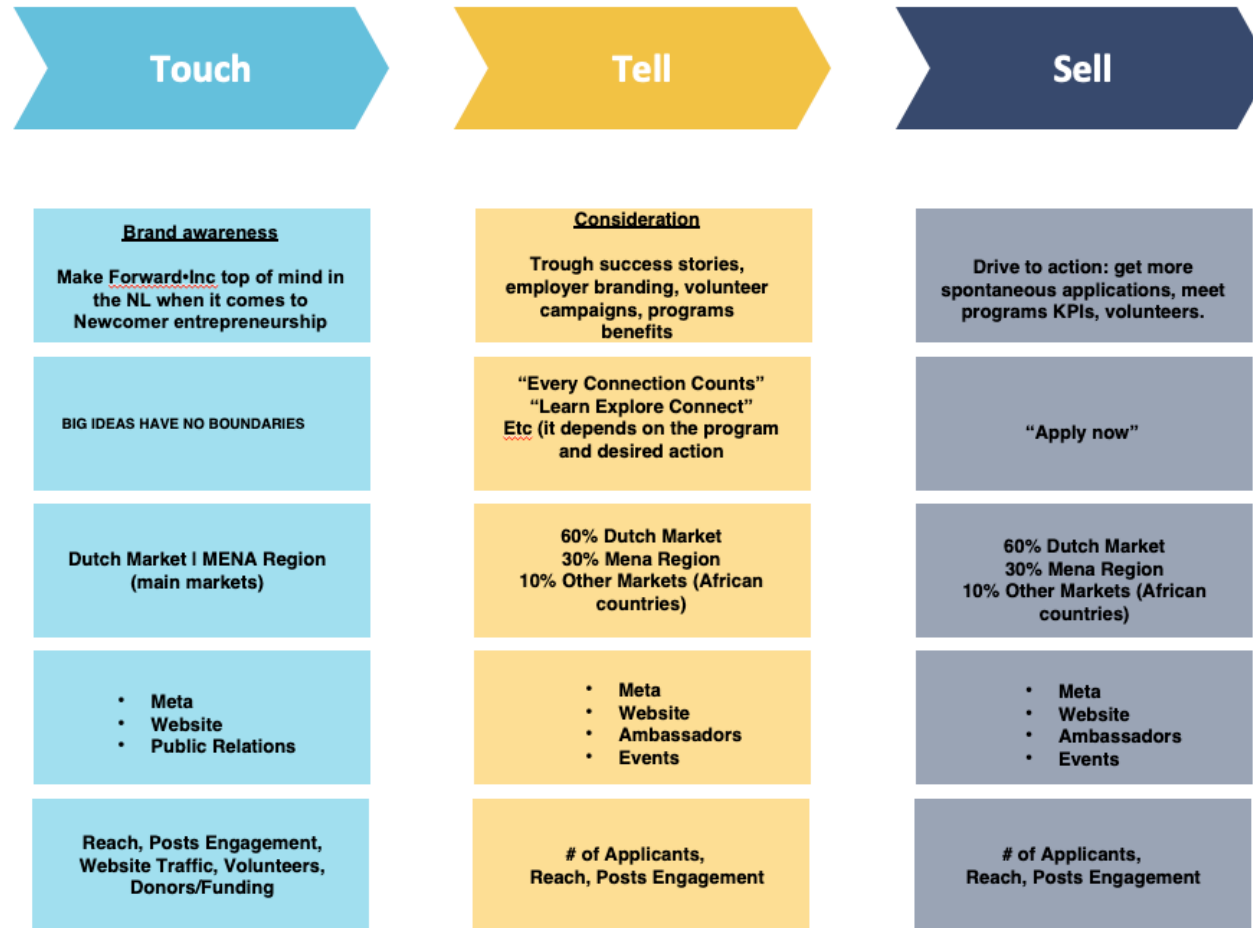
To measure the success of our communication strategies, we track key performance indicators (KPIs) that align with our organizational goals:

- Application numbers
- Engagement rates
- Partnerships growth
- Reach.

Regular analysis of these metrics allows us to make informed decisions and continuously optimize our communication strategies.



Forward.inc aanpak vertaald naar communicatie framework

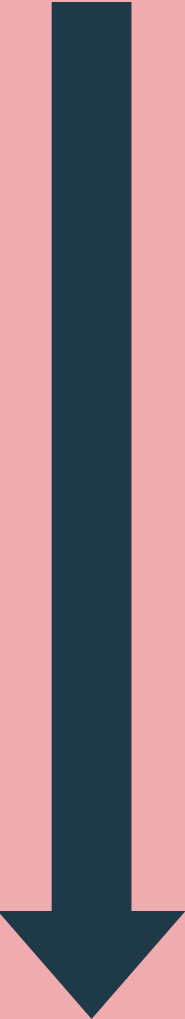


WOMEN'S DAY CAMPAIGN

- THE ACHIEVERS -

WHY THE ACHIEVERS?

The Finding	According to UNHCR, women refugees tend to pursue entrepreneurship as it provides flexibility to balance work and domestic responsibilities.
The Tension	Women refugees face additional barriers: <ul style="list-style-type: none">• balance entrepreneurial work with household duties• cultural norms• financial barriers (access to markets and investments) if compared with their male counterparts.
The Insight	Every day, the incredible women in Forward's community defy the odds. They build businesses, connect with others, and push boundaries. They're not just surviving; they're thriving. By supporting each other and leading by example, they're shaping a brighter future for themselves and inspiring the next generation. <u>Success isn't just about big milestones; it's about the little victories that add up to something extraordinary.</u>



THE CAMPAIGN

“The Achievers”



360° campaign with

- 60” ad for social media
- newsletter
- linkedin activation
- website push
- In-person focus group

Campaign concept:

“The Achievers - Celebrate everyday victories”

Duration: 1 month

Kick Off: march 7th

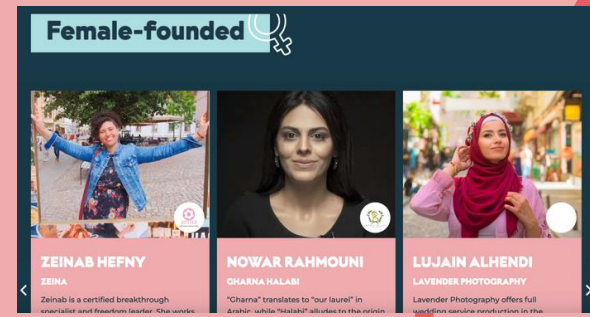
DIVE
DEEPER





LINKEDIN BANNER
7TH MARCH

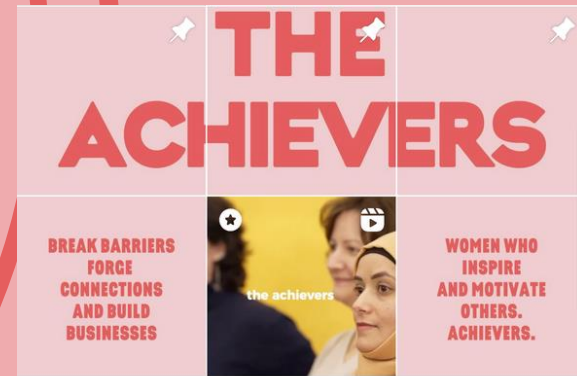
WEBSITE
FEMALE-FOUNDED



ALL INTERNAL TEAM

- THE ACHIEVERS -
Main Channels

SOCIALS
7TH -8TH MARCH
AD- VIDEO



WOMEN'S FOCUSED PODCAST
22ND MARCH

NEWSLETTER
8TH MARCH





FORWARD-INC
Presents

THE ACHIEVERS

#InspireInclusion

CELEBRATE BEING AN ACHIEVER WITH US

AS WELL AS THE VIDEO, TAKE YOUR PICTURE WITH OUR FRAME, ADD TO THE GALLERY AND SHARE ON YOUR SOCIALS!

TAKE YOUR
PHOTO



CLICK
HERE

ADD IT TO THE GALLERY

FORWARD-INC

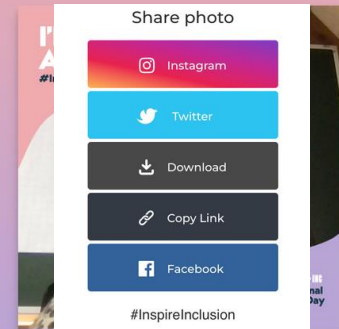
Would you like to include your photo in our "The Achievers | International Women's Day 2024" gallery?

If you choose yes, gallery visitors will be able to see your photo.

CLICK
HERE

SHARE IT ON SOCIALS!

FORWARD-INC



TAKE YOUR PHOTO

COPY FOR SHARING ON SOCIALS

HERE IS AN EXAMPLE OF THE COPY YOU CAN SHARE **WITH THE VIDEO.**

PLEASE REMEMBER **TAG US** AND USE THE OFFICIAL INTERNATIONAL WOMEN'S DAY HASHTAG **#InspireInclusion**

The Achievers! 🏆

To celebrate International Women's Day 2024, we at "" are proud to share The Achievers by our friends at Forward·Inc.

Women with refugee backgrounds often face more barriers than their male counterparts when integrating into a new country. Entrepreneurship helps women break these barriers, providing an avenue for true economic inclusion and countering these stigma's. This month, Forward·Inc will celebrate and shine a spotlight on the female newcomer entrepreneurs who continuously break barriers- the achievers.

Check out the video, and help us give more visibility to The Achievers by clicking the link below and supporting their businesses:

🎉 WATCH THE VIDEO: <https://youtu.be/4eg-pbhlg-A>

👉 CLICK HERE: <https://cutt.ly/Bw1gHKx3>

#InternationalWomensDay #InspireInclusion

TAG US



@forward.inc_



@Forward·Inc



@forwardinc.global



THANK YOU

#InspireInclusion

Meten van succes



BEREIK

X



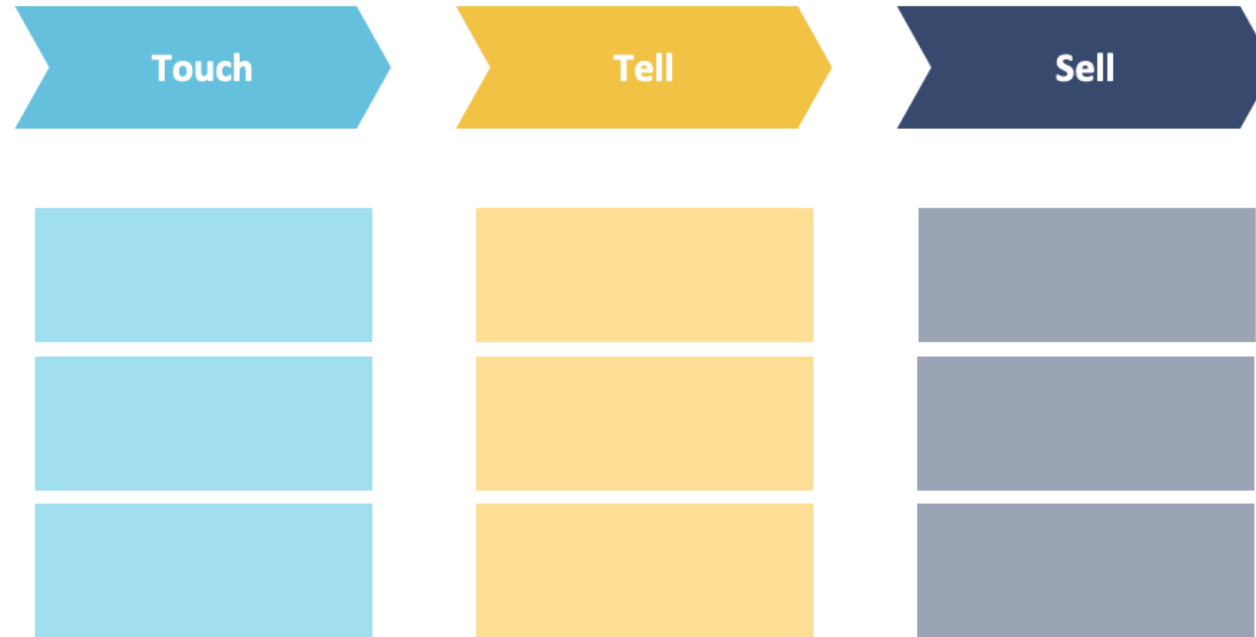
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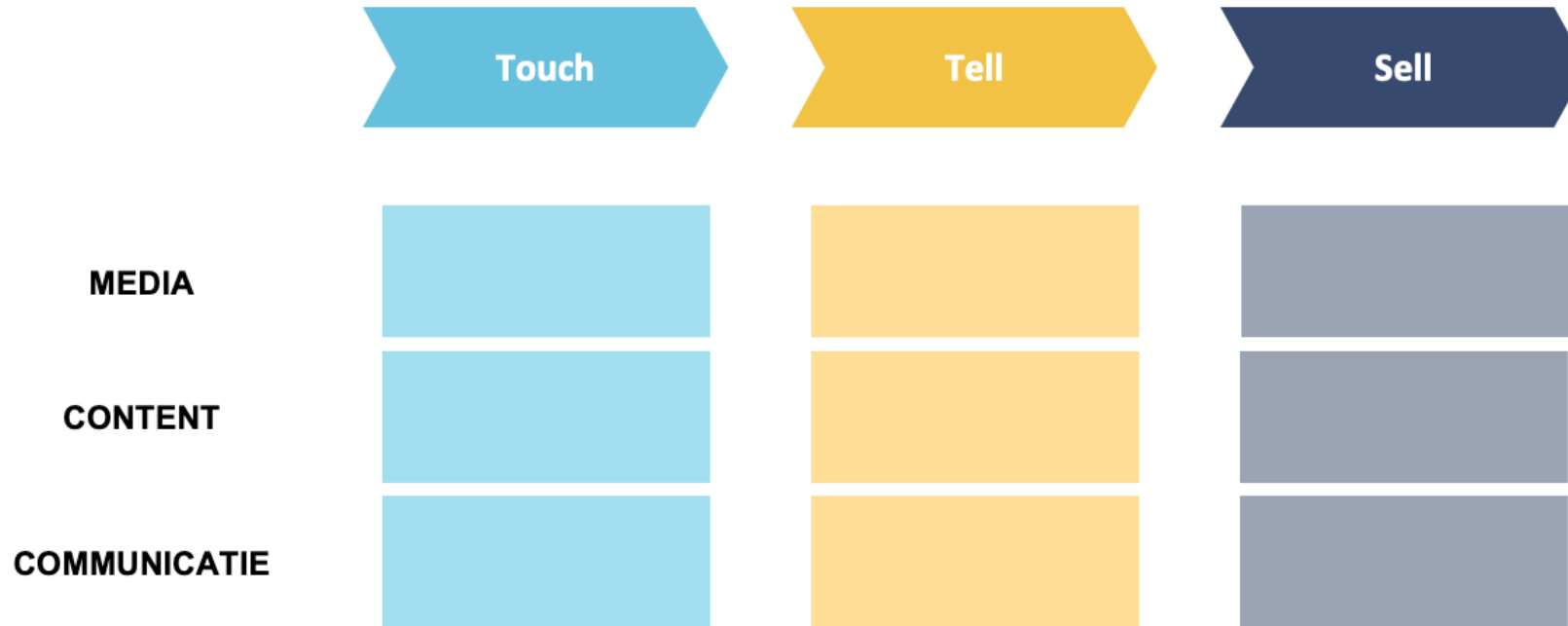


IMPACT

Zo ontwikkel je een measurement framework

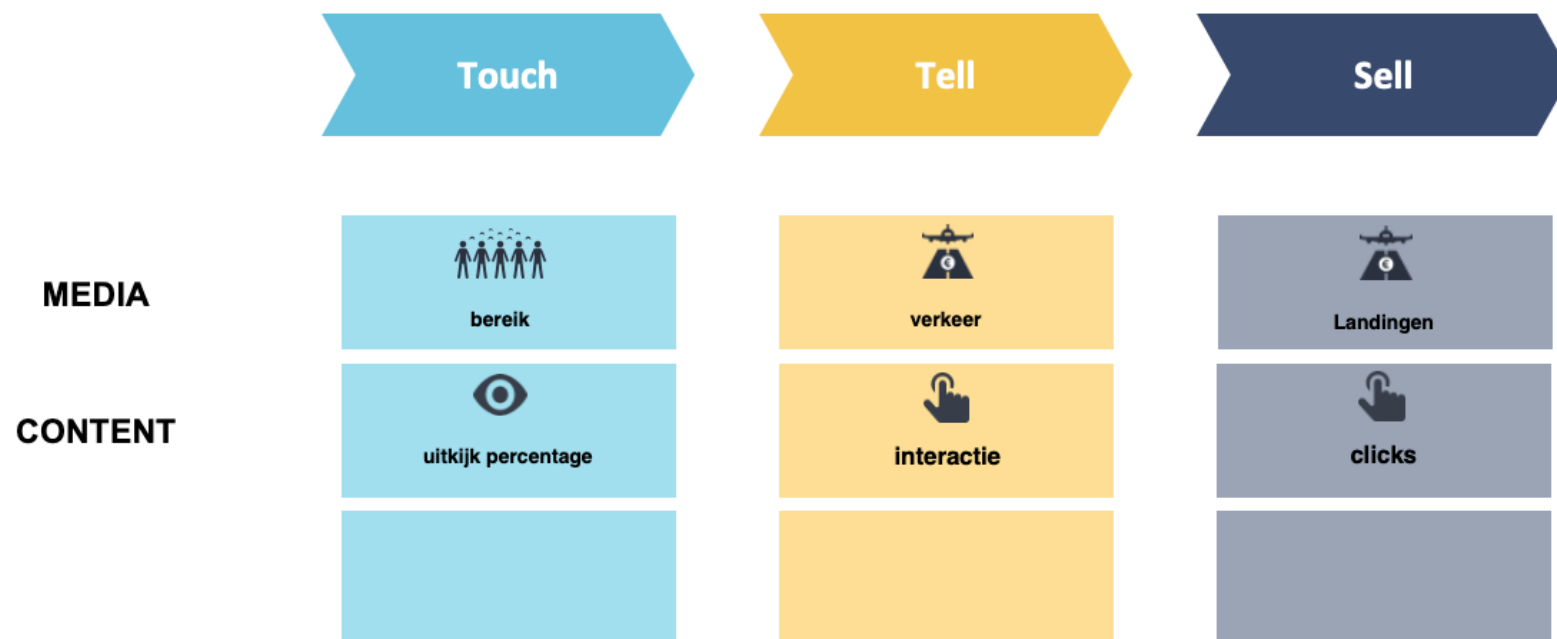


Maak onderscheid in wat je wil weten en meten



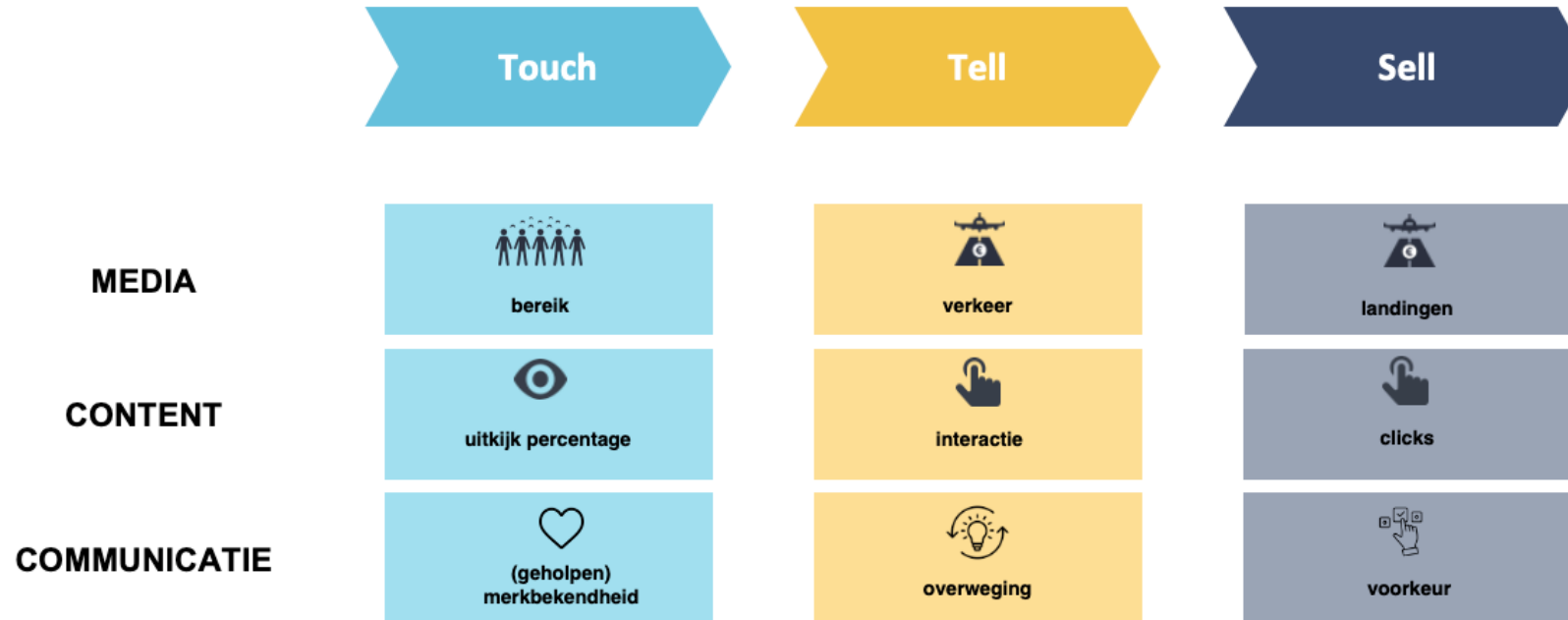
Bedenk of een metric wat zegt over media of creatie

Denk na over doel, doelstelling en kpi



Wat in het hoofd van een consument plaats vindt, zie je niet in analytics

Als er geen budget is voor een brand tracker, kan je ook zelf iets opzetten



Forward·Inc: Tips & tricks

- 1. Benchmarking:** Benchmarking is an important part of our weekly routines. As a team, we hold a weekly brainstorming session where we focus on a specific project. During this time, we share relevant references such as visuals, examples from other organizations, or inspiration from industries outside of our own. This helps us gain fresh perspectives and set new standards to improve our projects.
- 2. Cross-functional Collaboration:** Collaborating with other departments like programs, business development, by incorporating their insights, marketing teams can design more targeted and customer-centric campaigns that resonate better with the target audience.
- 3. Data-Driven Decisions:** Regularly reviewing data from campaigns, website traffic, and applicants feedback helps in adjusting marketing strategies in real-time.
- 4. A/B Testing:** Running A/B tests on different elements of campaigns (email subject lines, ad copy, or visuals) allows our team to learn what resonates most with our audience.

Key take-aways



communicatie framework

Communicatie framework helpt om structuur aan te brengen en zaken te integreren



weet wat je meet

Wees je er bewust van dat je kpi echt iets zegt over wat je wil weten en meten



onderzoek

Er is veel onderzoek beschikbaar dat je kan helpen met je argumententatie

Extra goed op de hoogte blijven?

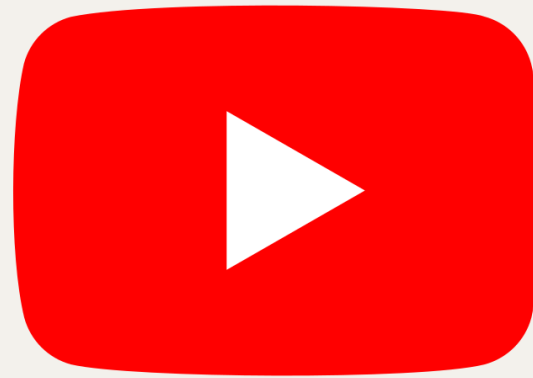
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Samen voor een sterke sector

www.goededoelennederland.nl