Innovative tool/method proposal

- Newsletter, podcast - as a tools for dissemination of activities of NGO or project

- Template for newsletter - basic info - for who, in which period, which platform to use

- Podcast - the structure, manual on how to record it - instruments needed, the target group, the platforms which can be used, marketing tools to spread it, hosts and guests - tips

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Podcast
- the structure, manual on how to record it
- instruments needed, the target group, the platforms which can be used, marketing tools to spread it, hosts, and guests
- tips

Nowadays, one of the most effective methods of storytelling is podcasts. There are over 2 million podcasts worldwide. It's been projected by Insider Intelligence that by 2022, podcast listeners will account for 20.3% of all internet users, which translates into 424.2 million listeners across the world. Taking this into account, we find it expedient to use podcasts as a tool for dissemination of activities of NGOs focusing on involving youth in development projects.

Frequency: The podcast will go on air twice a month and may have special episodes for special occasions.

Hosts: The podcast will have two permanent hosts from our team.

Target group: We have 3 target groups. Two of those are young people who are already actively participating in various projects and "passive" youth who are not involved in social life and projects. The third target group is other NGOs and donor companies, as we also seek to have this podcast as accountability for our work in general.

Guests: Project participants, Project coordinators, donor companies' representatives, students.

What equipment do we need for a 3-person podcast?
- 3 microphones (2 for hosts and 1 for a guest)
- Microphone Stand
- Shock Mount (holders designed to isolate the microphone, protecting it from shock)

- Pop Filters (against pop noises)
- Studio Headphones

- Apple Podcasts: https://podcasts.apple.com/
- Google Podcasts: https://podcasts.google.com/
- Anchor: https://anchor.fm/
- Soundcloud: https://soundcloud.com/
- Spotify: https://open.spotify.com/
- Instagram: https://instagram.com/
- Facebook: https://facebook.com/
- LinkedIn: https://linkedin.com/
- Buzz Sprout: https://www.buzzsprout.com
- Captivate: https://captivate.fm

Digital marketing strategy

To attract a larger audience and reach the target of the podcast, it is necessary to use digital marketing tools such as Google Ads, EvaDav, Facebook Ads, Tiktok Ads, Email marketing (newsletters), and send Push notifications. It is recommended to use Google Ads to place banner ads about the podcast on sites primarily used by 18-30 year-olds. We will also ask our partners to put our podcast link on their platforms.

In the meantime, it is also essential to turn into influencer marketing and get young people who are opinion makers for our target group not only to post and tell about our podcast on their platforms but also to have them as podcast guests.

We also plan to place QR codes in the areas near universities and universities' or nearby cafes. Moreover, every week we will send Newsletters to our email base with detailed introductions of that particular episode.

Newsletter as a reborn tool of effective marketing

In the age of the Internet, when we already see small children running around with mobile phones and we are all overwhelmed by social networks, something has changed. People started looking for ways to clean up their awareness and potentially reduce their screentime. Something broke and we return to email. Many people have even started to cancel their accounts on social networks and their main communication tool has become exclusively email and oldschool phone

calls. It is therefore appropriate to consider whether the activities of your organization would benefit from e-mail communication with your customers / supporters, the easiest way to do this is in the form of a newsletter.

Newsletter is basically a report containing news concerning the activities of a business or an organization that is sent to its members, customers, employees or other subscribers. Newsletters are also used by organizations to inform their members of ongoing developments.

But be careful, when received unsolicited, they can be seen as spam. It is therefore very important to send them just to your honestly collected list of emails. And also don´t forget to add on the footnote of the email, in the end, the option to unsubscribe from the newsletter.

How to do it

First of all you need your audience, people for whom you will compose these newsletters. So you need to think about who is your target group, weather it is youth, moms, IT students, or hairdressers. You need to choose the right content and appropriate language of communication.

Online instruments for sending newsletters:

SendinBlue : https://www.sendinblue.com/?tap_a=30591-fb13f0&tap_s=249653-1e60d6&tm_subid1=100274101796987_c_9062579&tm_subid2=Armenia&tm_subid3=Windows%2010-Desktopundefined

MailChimp:
https://mailchimp.com/

ActiveCampaign:
https://www.activecampaign.com/

- These 3 are the best and the most used online tools, you can find a lot of video manuals on how to work in them and what is the best that they have free trials, so you can try all of them and then decide which one to use.

When creating an email, it is very important to focus on the subject of the message. It decides whether your customer/follower will open it or not. You can have any good content, but if no one clicks on it, you've done it unnecessarily.

In order for as many people as possible to open your email, you need to attract them first and foremost. The very subject of the report is to motivate them to show interest in the email and then open it. The best option, of course, is for them to immediately click through to your website and make a purchase.

Try creating a question subject in the form of a question. People are naturally curious. If you have an electronics store and the purpose of your e-mail is to sell laptops, try to write in the subject of the message, for example, "Which brands of laptops are among the best?". In the emails themselves, they can find a tip for an interesting article on your blog, as well as examples of a few laptops that they can click on right away.

List of resources:
Digital Partner, 2019. Online: https://digitalpartner.sk/email-marketing-10-rad-ako-vytvorit-putavy-newsletter/

Topten Marketing Tools, 2022. Online: https://toptenmarketingtools.com/email-marketing-software-comparison/?edgetrackerid=100274101796987_c_9062579&gclid=Cj0KCQiAtbnjBRDBARIsAO3zDl-VtsCUlfYi360_BYRnU8lpzeEsPf9pncTcDA5-h6dFbXI6c7fwrTMaAsKyEALw_wcB