FUTURE OF MARKETING

Simpler, Cheaper, Better

Rethinking Your Charity's Digital Marketing Stack

Tom Berrington

Marketing Consultant • The TorchBrand Agency

What This Session Covers

Most charities are paying for tools or agencies they don’t need, need, running processes that take twice as long as they should, and should, and spreading their marketing effort too thin.

This session is about cutting back to what works: how to audit your current setup, identify waste, and build a leaner digital marketing operation that delivers more with less.

Audit

what you have

Cut

what you don't need

Simplify

what remains

Challenges This Session Addresses

Paying for multiple overlapping tools with no clear owner or purpose

Marketing effort scattered across too many channels with with inconsistent output

Time lost to manual processes that could be automated or removed entirely

No clear picture of what's what's working, making it it hard to justify spend or or cut waste

Staff or volunteer capacity eaten up by admin rather than meaningful activity

Difficulty consolidating CRM, CRM, email, social, and reporting into one coherent coherent system

Three Key Takeaways



Audit your stack

How to audit your current digital marketing stack and identify what to cut, consolidate, or keep.



Simplify without without losing reach

A framework for simplifying your marketing operations without losing reach or impact.



Automate on a budget

Practical starting points for automation and system integration that save time and reduce cost, even on a tight budget.

Simpler, Cheaper, Better.

Let's build a leaner digital marketing operation for your charity.

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Marketing Consultant, The TorchBrand Agency

torchbrand.co.uk