

Digital Agenda to grow your organization using SummitMEDIA toolkit

Venue: IFIS training Institute Ntinda

Date: Every Third Friday of the month

For a third year in a row, BRAC (Formerly the Bangladesh Rural Advancement Committee), the largest NGO, continues to be the leading NGO in the world, according to NGO Advisor. To gain this spot, BRAC leadership asked; "How can we transform community service work, when we rely on donor funds?"

The answer was simple: Become pragmatic, adaptive, and very responsive to stakeholder needs. Top on the agenda was leveraging online and social media to rally stakeholders to work as a team. They focused on [over] communicating BRAC milestones and impact aggressively. The result is a strong organization with several income generating projects globally.

What digital journey are you starting today?

NGO's must urgently rebrand and embrace a digital agenda to tap into new stakeholders and retain existing ones. To succeed online, organizations need to embrace online marketing for the new era. Don't allow your website visitors to leave without collecting email and phone from them for follow-up.

We at summit know how hard it is to communicate clearly and have helped both large and small organizations transform their brand, clarify their messages in their brochures, websites and letters. And when you clarify your message, your website starts working for you, your team members are converted into ambassadors and your stakeholders speak a viral message

that spreads. Your brand equity grows, and people start being attracted to you.

What you will learn

We have introduced our #summitMEDIA Toolkit training customized for NGO's and NFFPOs. In this training, you get to learn

- i. The secrets of using your website and social media for impact to win and be attractive to prospective donors and partners.
- ii. To transform your online presence so that you engage more through effective positioning.
- iii. How to collect more donations online
- iv. Manage bad content about your organization online

What to expect

The 6 to 8-hour lectures are loaded with all essential topics that will make you a great digital marketing strategist. There are practical demonstrations and case studies of how to create and engage your website and social media platforms for marketing. Presented in an easy to understand language. It is prepared to deliver the best within the fastest possible time.

Who this course is for:

- Anyone who wants to get started with digital marketing
- Organizations that want to review and improve their current digital strategy and digital marketing activity
- Organizations that would like to set smarter priorities for digital marketing

Requirements

- You should be able to use a PC at a beginner level
- Access to your organization's email, social media, website, analytics and other digital tools is an advantage

Training topics and schedule (General class at IFIS training Institute)

Time	Topic	why
8:00 – 8:30 am	Registration and expectations	To set the agenda for the day
	Craft a winning digital strategy that is aligned to your Corporate Strategy for more leads and online impact	Develop clear online priorities; be consistent and have clear targets to measure ROI on your online spend.
10:00 – 10:30am	Breakfast	Refreshments
10:30 – 1:00pm	The art of implementing your digital strategy. <ul style="list-style-type: none"> i. On-line reputation management ii. What makes winning websites iii. Website as a platform for high engagement and sales leads iv. Positioning your products and services for increased engagement v. Website audit (a case study) vi. Social media and other interactive options on your site. 	Manage bad content about you online Make money through donations even while you sleep Increase your website traffic; get more partners and donations with less.
1:00-2:00pm	Lunch break	Refreshment
2:00-4:00pm	Case study and hands on examples <ul style="list-style-type: none"> i. Craft a digital strategy for your company ii. Tools and techniques to edit photos, powerful online plugins for your site; like surveys, membership, newsletters, downloads, events and digital banner ads on your site iii. Social media strategies- link twitter to LinkedIn to Facebook for consistency. 	Learn to do it yourself and thrive Convert your social media following and visitors to partners that come back again and again Manage your online reputation
4:30 – 5.00pm	Test	Evaluate skills

Request for custom in-house training for your company, organization or institution. Email: ecommerce@summitcl.com or call +256414231136 / +256776070487 to schedule training at your office or venue of your choice.