

Smart Socials, Stronger Impact

East Gippsland Landcare groups wanted to amplify their impact & boost community engagement.

OBJECTIVE

- Raise awareness of environmental issues
- Attract & retain members
- Increase attendance at events
- Educate & inspire behavioural change
- Improve visibility with funders, media & local businesses



PROBLEM

- Small to zero marketing budgets
- Unsure what, when or how often to post
- Managed by volunteers, not experts
- Overwhelmed by digital platforms

SOLUTION

Tailored, practical training that:

- Uses local Landcare examples & case studies
- Designed for volunteers, not influencers
- Builds confidence & consistency
- Focuses on storytelling & content planning
- Breaks marketing into simple, achievable steps

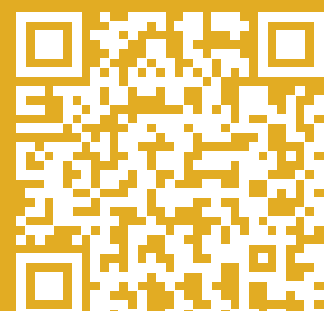


RESULTS

- Volunteers are better equipped, more confident & post consistently
- Groups clearly communicate their impact & secure more funding
- Mindset shift: 'Marketing isn't scary, it's simple and powerful'.
- Better event turnout & member recruitment

Smart Socials, Stronger Impact is delivered by The Marketing Side, a marketing consultancy specialising in not-for-profits.

The Marketing Side



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