



SUSSEX CANCER FUND: Retained Client

Outsourced Marketing Department



www.sussexcancerfund.co.uk

The Brief

Sussex Cancer Fund was a well-established charity that has provided funds, equipment and research funding to help the people of Sussex. While they have been doing an amazing job, they were little known outside their immediate circle of supporters and the charity's beneficiaries.

The charity is managed by Julia Lenton with an over seeing board of Trustees. The day to day running of the charity was leaving Julia little time for additional marketing and profile-raising activity. Our initial brief was to create a marketing strategy to build awareness.

"Working with The Sussex Cancer Fund has been a fulfilling experience. As well as providing them marketing support, the whole CBS team have become Business Ambassadors and we have adopted them as our chosen charity. Each team member has pledged to carry out a significant personal challenge on behalf of the charity." Jo Godden CBS

The areas of focus we identified were the development of relationships within the Business Community, building on their loyal supporter and volunteer base and generally raising the level of outgoing communication.

Challenges

Budget limitations led us to be creative with the communications strategy. Opting for cost effective channels such as social media and the existing website. The website was extended by creating a blog, with beneficiaries being encouraged to write content which eased pressure on resources.

Persuading the business community to support the charity in an oversaturated market was a challenge. We created a programme to recruit business professionals that want to '#GiveBack' and have personal networks that can be exploited. These Business Ambassadors help spread the Charity's news, amplify our social media and represent Sussex Cancer Fund at events.

Results

The Business Ambassador Scheme has been embraced enthusiastically and are now recruiting more ambassadors themselves.

The increased activity on social media has increased exposure of the charity and in six months had a big impact on visibility.

The profile of the charity has been raised within the business community. This awareness programme has helped secure a two-year charity support promise from a high profile business in Sussex.

- *415% increase in average monthly impressions on Twitter*
- *886% increase in average monthly impressions on Facebook*
- *123% increase in Facebook Followers*

Services

We offer Sussex Cancer Fund full marketing services including:

- Strategic marketing planning
- Social media management
- Web management
- E-shot & newsletter production
- Event management
- Profile raising
- Copy Writing
- Project management
- Promotional items
- GDPR planning
- Analytics

