



**LOVE
FOR THE
STREETS**

LOVE FOR THE STREETS

We are **Love For The Streets**,
A Social Change Organisation

Our Mission

At Love For The Streets, we tell real stories that inspire our generation (the next generation) to action.

We are the first social change organisation in the UK & we are on a mission to empower the next generation of changemakers to take on the biggest problems within their communities, whether online or local.

We empower young people in two key ways.

Firstly, we inspire them and then connect them to partnered grassroots charities in their local communities- in Manchester this is homelessness charities.

Secondly, we empower young people to support the brands that we believe in and that can (and are) creating measurable social impact.

EY Foundation Accelerator:

Digital Marketing Workshop

Introduction

The aim of this workshop will be to show individuals the different strategies used in modern marketing to succeed on social media.

Key Focuses:

- Organic Marketing Strategies
- Paid Advertising Campaigns
- Customer Journeys

Key Takeaways:

- Asset Map: Content Creation
- Stakeholder Map: Media Distribution
- Experience setting up a campaign
- Customer journey for their product/service
- ROI Calculator to use in future paid ad campaigns

Length	Session
10 mins	Introduction <ul style="list-style-type: none">• Who we are• What we do
45 mins	Organic Marketing Strategy: Content Marketing <ul style="list-style-type: none">• Introduction: What it is & why it's important• Types of content & brand champions• Creating themes for original content• Starting to create content• Exercise: Asset Mapping
45 mins	Organic Marketing Strategy: Media Distribution <ul style="list-style-type: none">• Introduction: What it is & why it's important• How to create an audience persona• How to identify online media partners• Exercise: Stakeholder Mapping
10 mins	Break
60 mins	Paid Advertising Campaigns <ul style="list-style-type: none">• Introduction: What it is & why it's important• Ad Manager Platform• Tutorial: Setting Up A Campaign• Key Metrics: What do they mean? How can you achieve high scores?• Exercise: Setting up a campaign
10 mins	Break
60 mins	Customer Journeys <ul style="list-style-type: none">• Introduction: What it is & why it's important• Facebook Pixel• Calculating customer acquisition cost (CAC)• ROI Calculator• Exercise: Create a customer journey
15 mins	Final Questions & Answers