

H O W W E B U I L T A

DIGITAL BRAND

F R O M S C R A T C H

B Y P A I G E H U G H E S , T L C



relate
the relationship people



Talk
Listen
Change



2017

AND ONWARDS

‘Our mission is to enable people of all ages to benefit from safe, healthy and happy relationships.

Our vision is of a society where people enjoy good emotional wellbeing and personal resilience; supported by positive relationships in all areas of their life’

WHO IS SHE?!





THE PROBLEM

Everything is non-existent

THE GOAL

Build a digital presence from scratch

THE WHY

To create a point of reference for the charity, raise brand awareness, connect people to what we do & LET THEM KNOW WE'RE HERE!

In our favour

- One employee to do the work
- Passion, enthusiasm & a blank canvas to play with
- An engaged CEO
- Freedom to make mistakes
- A cause worth promoting

Ah, c***p

- No pre-existing brand support to transfer
- Only one person to do it
- No Budget
- No bank of content
- Busy & turbulent times

S O C I A L M E D I A



- Didn't spread too thinly
- Invited everyone & anyone to follow us
- Utilise staff, particularly CEO
- Shared every success
- Took risks
- Didn't chase vanity metrics

- **No scheduling**
- **No volunteers**
- **No fundraising**



WHICH ACCOUNT WOULD YOU FOLLOW?



What gives you that #FridayFeeling? At TLC, it's safe, healthy, happy relationships! Have a great weekend everyone!



4:48 PM - 22 June 2018



Talk Listen Change @TLC_Charity · Jun 22

Weekend plans:

1. Go to [@randallaubinMCR](#)
2. Order TLC Fizz
3. Feel super fancy
4. Enjoy drink supporting safe, healthy, happy relationships
5. Feel romantic so you text your ex

Professional Advice: Skip step 5!

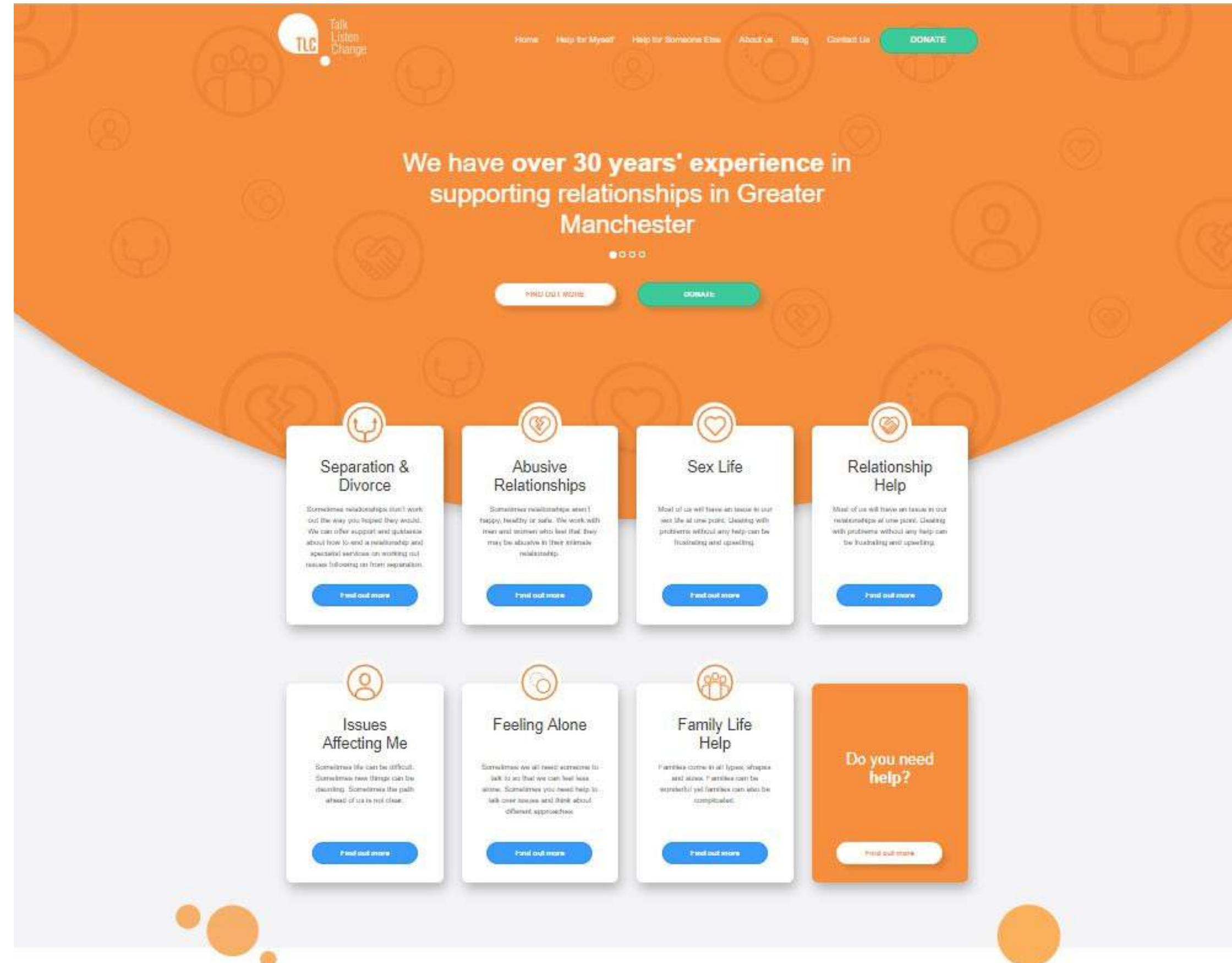
Happy weekend everyone! [#FridayFeeling](#)

THE WEBSITE PRESENCE

How long have you got?!

- Registered as Google businesses
- Updated addresses on maps
- Adwords Grant
- Adwords Paid
- Use Analytics
- Directories

- **Avoid click bait**
- **CEO's authentic blogs**
- **Announcements**



**SUCCESS
OUTCOMES
WHAT WE ACHIEVED
ETC.**

- July 2017 - July 2018: **34K** people visited our website
- Sept 2017 - now: **1,886** referrals made
- People are beginning to recognise us
- Partnerships have been formed

And social media is doing okay too...



April 2017

April 2018

Followers

70

662

Reach

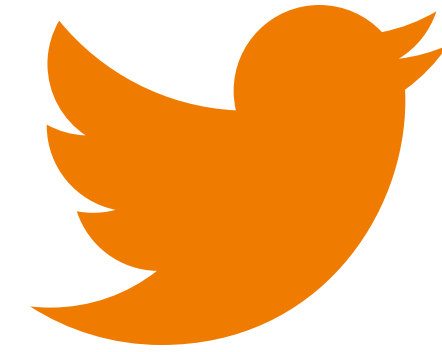
3,961

4,307

Engagement

336

894



April 2017

April 2018

Followers

51

600

Impressions

15.4K

48.4k

Profile visits

1.2K

2.2K

Engagements

138

370

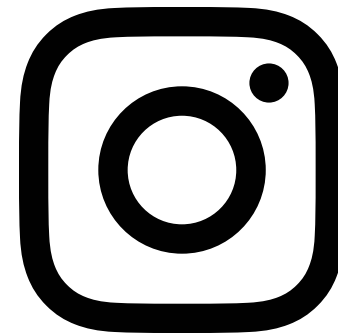
2017/18 GOALS

- Make a digital footprint
- Test & learn

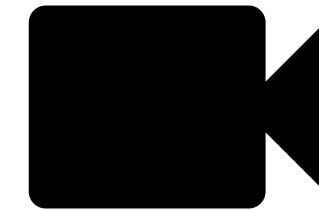
2019/20 GOALS

- Additional platforms
- Higher quality content
- Build a community

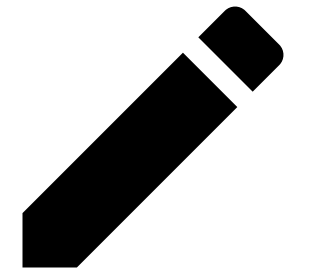
WHAT'S NEXT?



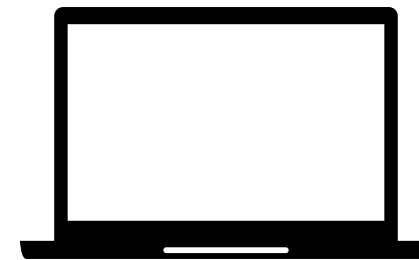
Instagraaaaam!



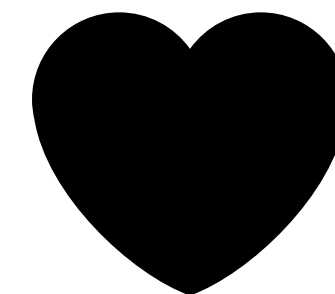
Videos



Animations



Website Updates



More relationship narrative

WHAT DIGITAL GAVE US:

- A platform when we needed it most
- A better understanding of our service users
- A place to be the voice of relationships
- Partnership opportunities
- Access to services for people who need it

FINAL TAKEAWAYS:

- Pick your platforms carefully & quality > quantity
- Don't chase arbitrary stats
- Get the CEO & board, on board
- Integrate properly
- Don't lose confidence
- Remember your **WHY**



THANK YOU

**(FOR LISTENING TO ME
RAMBLE ON)**



 [@PaigeComms](#) [@TLC_Charity](#)