



Cause Marketing For Dummies

Joe Waters, Joanna MacDonald

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Create a mutually beneficial partnership between nonprofit and for-profit enterprises

Cause marketing creates a partnership with benefits for both a nonprofit entity and a business. Written by an expert on cause marketing whose blog, SelfishGiving.com, is a key resource on the subject, this friendly guide shows both business owners and marketers for nonprofits how to build and sustain such a partnership using social media such as Facebook and Twitter. It covers new online tools, how to identify potential partners, tips on engaging your fans, and how to model a campaign on proven successes.

- Cause marketing is not marketing a cause, but a partnership between business and nonprofit that benefits both
- This guide offers an easy-to-understand blueprint for finding appropriate partners, planning and setting up a campaign using Facebook, Twitter, and blogs, measuring campaign success, and more
- Explains online tools such as Quick Response Codes, services like Causon and The Point, and location marketing services including Foursquare, Whrrl, and Gowalla
- Features case studies that illustrate successful campaign techniques

Cause Marketing For Dummies helps both businesses and nonprofits reap the benefits of effective cause marketing.

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