Presentation

Muslim Aid Sri Lanka

Marketing Plan

UMAIR SALIH
Digital Marketing Officer

Objective of the Marketing Plan

- Raise awareness of Muslim Aid’s mission and ongoing projects
- Build trust with donors and communities
- Improve fundraising efforts (online & offline)
- Document and showcase field activities
- Strengthen partnerships and brand credibility



Branding

We Make

Tagline ideas:

- “We Make Smiles.”
- “Your Help. Their Smile.”
- “Turn Giving into a Smile.”
- “Every Donation Creates a Smile.”

↘

A smile is universal. It crosses borders, languages, and backgrounds.
Behind every donation is a story — of someone who had little, and then had a reason to smile again.
We’re not just giving food, education, or shelter. We’re giving reasons to smile.



Marketing Channels

↘

Facebook	Awareness, community building, fundraising
Instagram	Visual storytelling, donor trust
YouTube	Project documentaries, testimonials
LinkedIn	Professional partnerships, corporate donors
Website	Donations, transparency, reports
WhatsApp	Fast updates to close supporters
TikTok	Youth reach, project highlights, behind-the-scenes.



Main **Marketing** Activities

1. Posters & Flyers
2. Personal Branding
3. Carousel Posts (Instagram/Facebook)
4. Broadcast Messages (WhatsApp/Email)
5. Reels & Short Videos (TikTok, Instagram)
6. Campaign
7. Broadcast Streaming Events
8. Infographics
9. Testimonials & Success Stories
10. Email Newsletters
11. Influencer Collaborations
12. Press Releases & Media Coverage



Why 2025 **Design** Trends Are Essential

1. First Impressions Are Visual

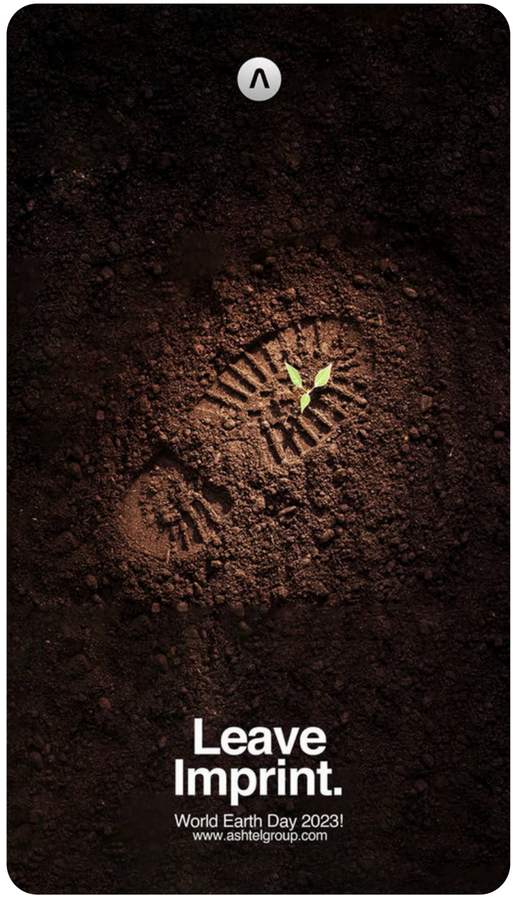
94% of first impressions are based on design.
Outdated design = lost trust instantly.
Modern design = instant credibility.

2. Your Audience Has Changed

Young donors, partners, and followers are online.
They scroll fast. You have 3 seconds to catch their eye.
If your visual doesn’t speak 2025, they scroll past.

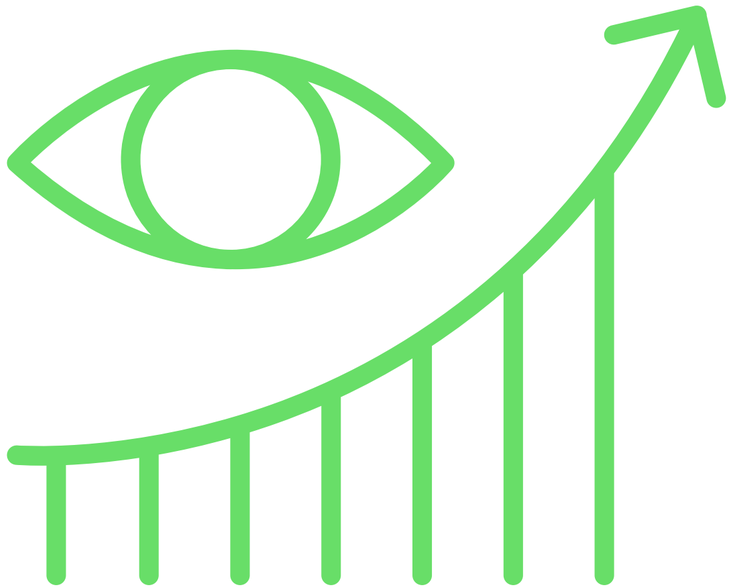
3. Design = Trust + Action

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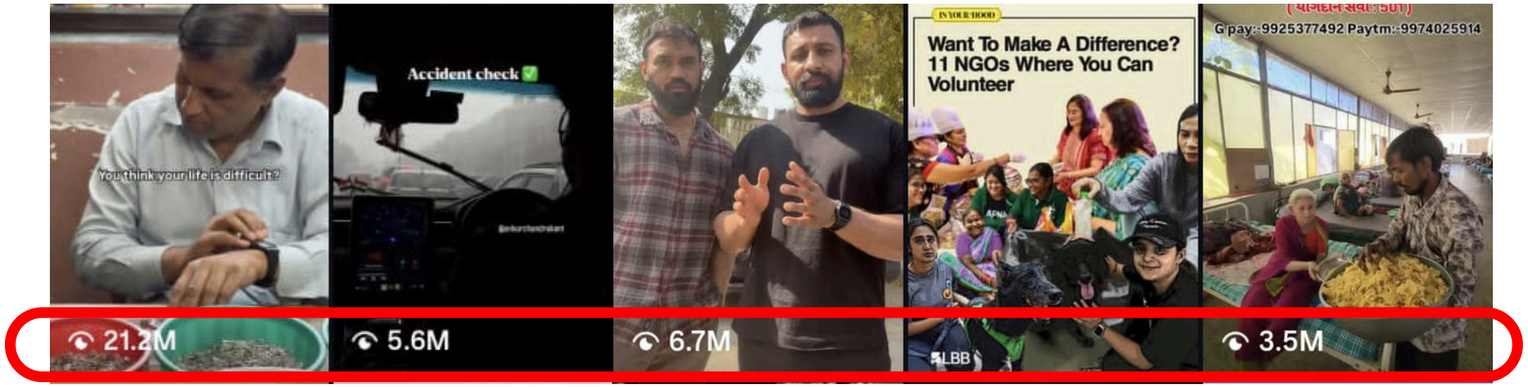


How **Video Reels** Help You Reach More People



Why Reels Work

1. People scroll fast — you have just **3 seconds** to grab attention
2. Text posts = ignored | Images = okay | **Reels = most engaging**
3. **3x** more engagement than static content
4. One short reel can reach **10,000+ organically**



Marketing Plan

WEEK 1

Planning & Setup

- Set themes: Donation, Islamic Awareness, Branding
- Instagram: Plan 1 Reel, 1 Carousel, 1–3 Stories
- Facebook: Prep posts + 1 Poll
- YouTube: Plan 1 Long Video
- TikTok: Plan 1 Short Video
- LinkedIn: Draft 1 Post

WEEK 2

Publish & Engage

- Instagram: Post 1 Reel, 1 Carousel, Stories
- Facebook: Post Stories + Poll
- YouTube: Upload 1 Video
- TikTok: Share Testimonial Video
- LinkedIn: Share Impact Post

WEEK 3

Boost & Interact

- Instagram: Post + Poll
- Facebook: Boost Carousel + Quiz
- YouTube: Upload Community Story
- TikTok: Awareness Clip
- LinkedIn: Run Poll
- WhatsApp: Share Visual Success

WEEK 4

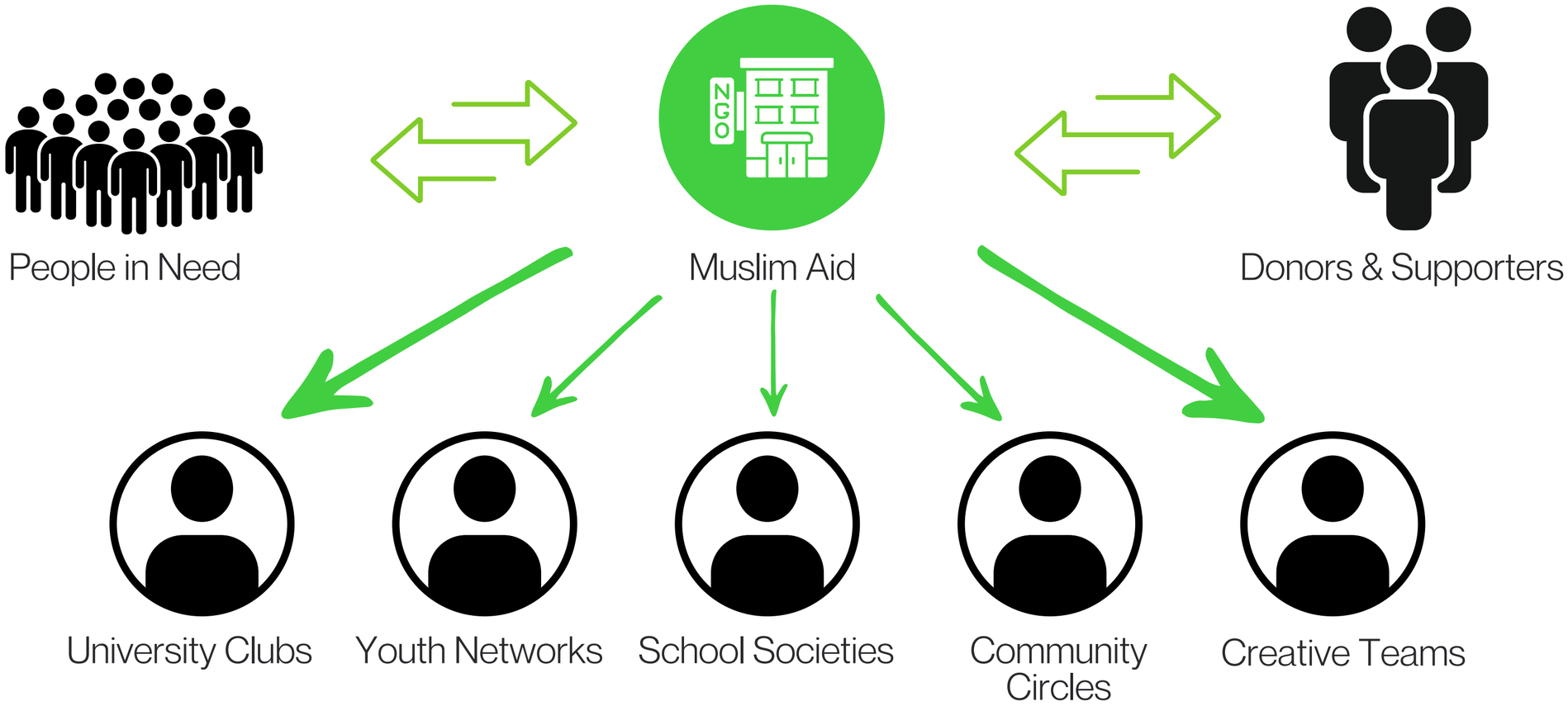
Review & Reflect

- Instagram: Thank-you Reel + Stories
- Facebook: Top Highlights
- YouTube: Recap Video
- TikTok: Result Reel
- LinkedIn: Share Campaign Stats
- WhatsApp: Thank-you Broadcast

Content Themes to Rotate Weekly:

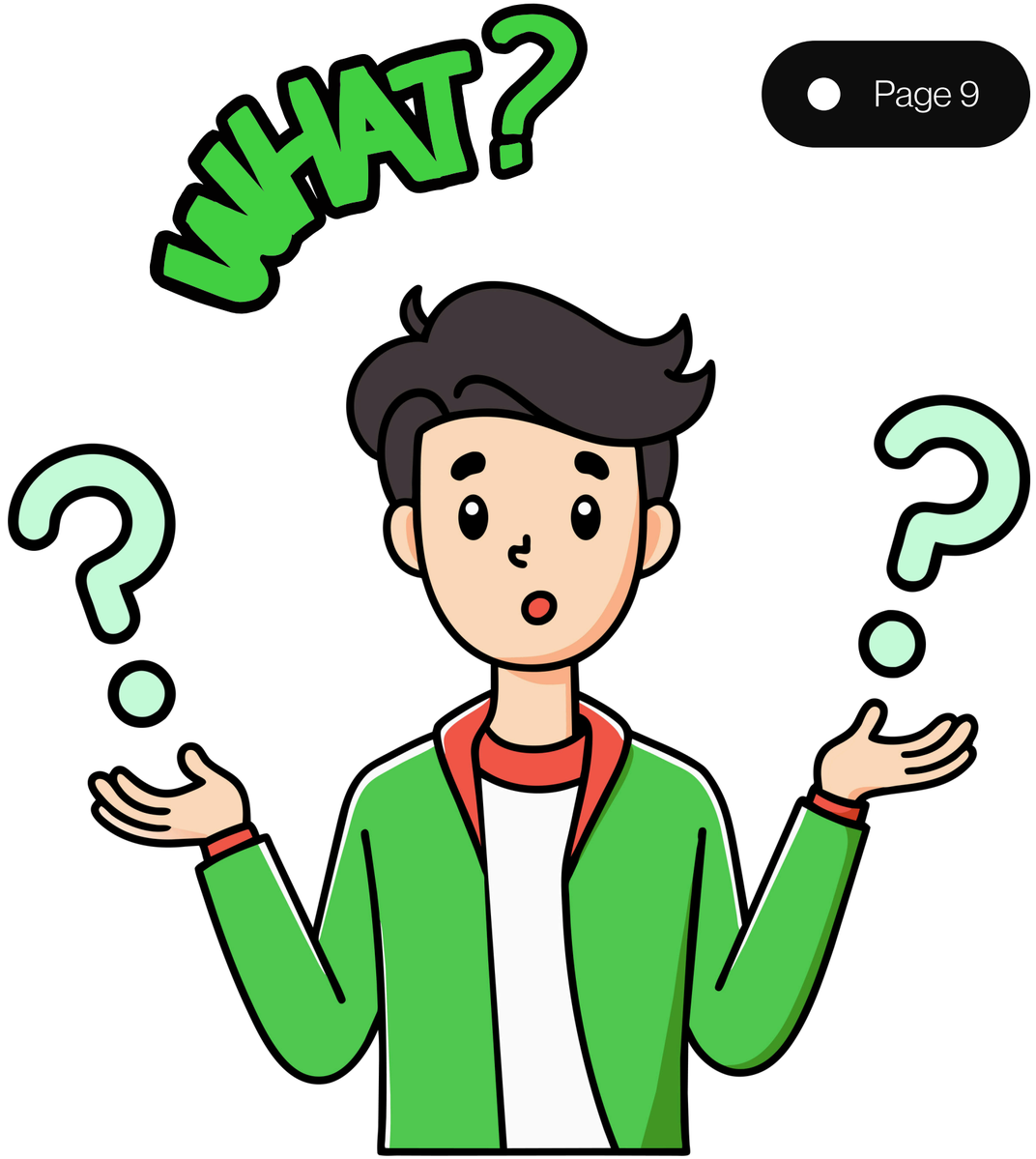
- Storytelling Reels (donor journey, community transformation)
- Islamic Awareness (values, motivation, Zakat info)
- Personal Branding (team, volunteers, youth highlights)
- Campaign Focus (specific aid causes, urgent needs)

The Humanitarian ***Bridge***



Donors want to know:
“What happened after I gave?”

1. Seeing Real Impact (Emotional Satisfaction)
2. Transparency & Trust
3. Recognition & Appreciation
4. Emotional Connection with Beneficiaries
5. Invitation to Open a Project



The Donor wants the slide to clearly show the real impact of our work.



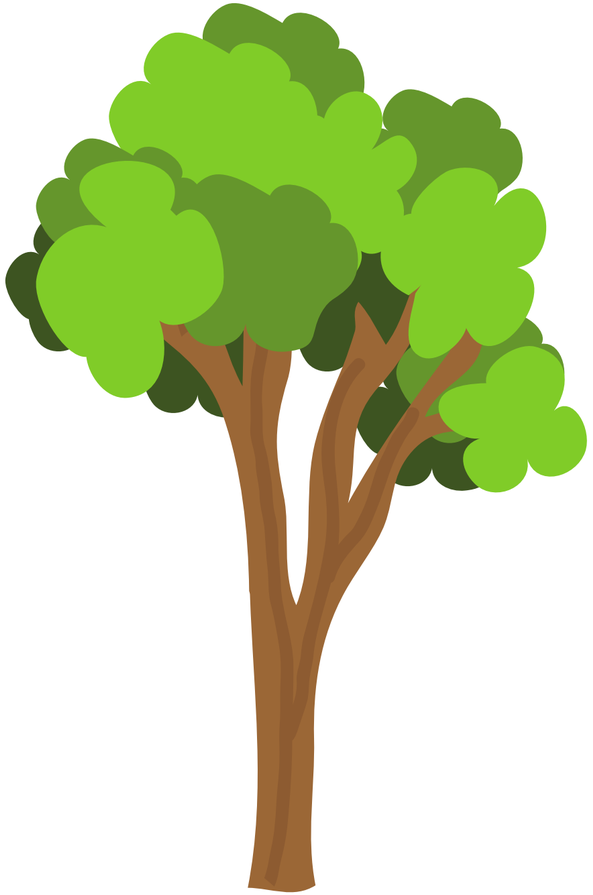


UNBOX THE TREE

A Green Reward Campaign

Objective:
Promote environmental awareness and urban greening by engaging individuals in a fun, rewarding activity.
How It Works:

- A mystery gift box is placed in a public urban location.
- A passerby finds the box, opens it, and discovers a small plant/tree sapling with a note:
- “Plant Me & Save the World”
- The person plants the tree in a nearby safe location.
- Once done, they share proof (photo/video) to the campaign team.
- As a thank-you for their action, they receive Rs. 500 reward.

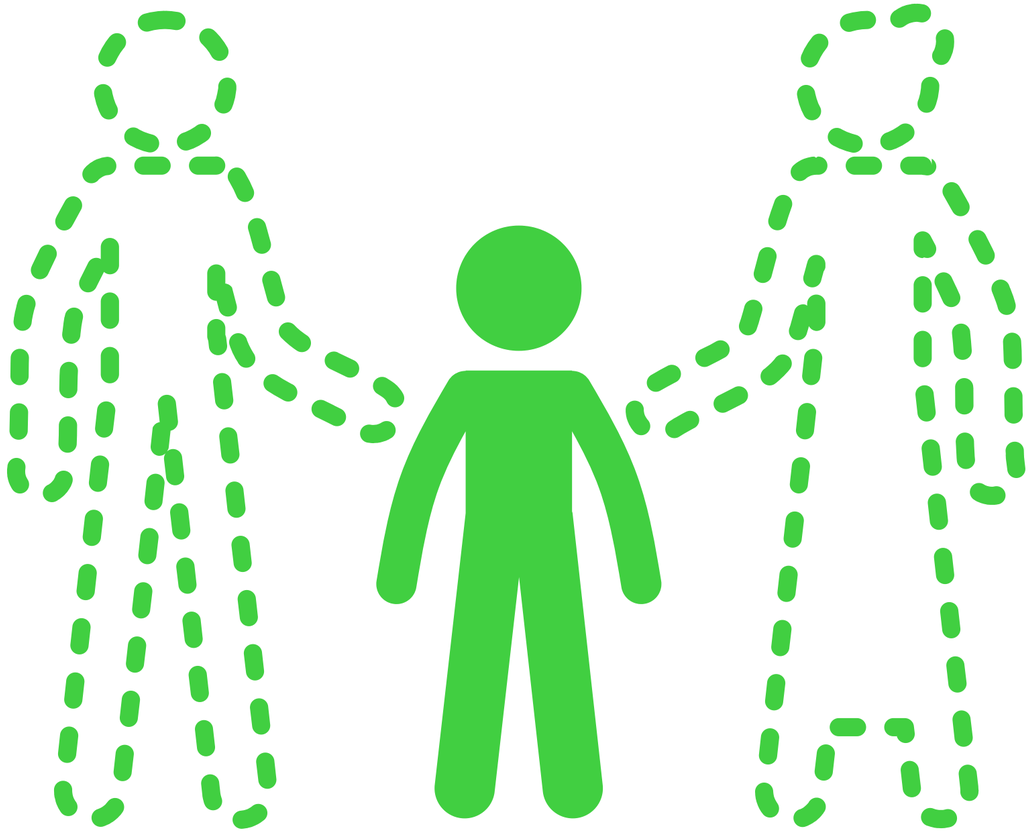


GIFT A SMILE
– Share, Care, Inspire

Objective:
Encourage individuals and youth groups to directly support orphaned children with meaningful gifts and heartfelt interaction.

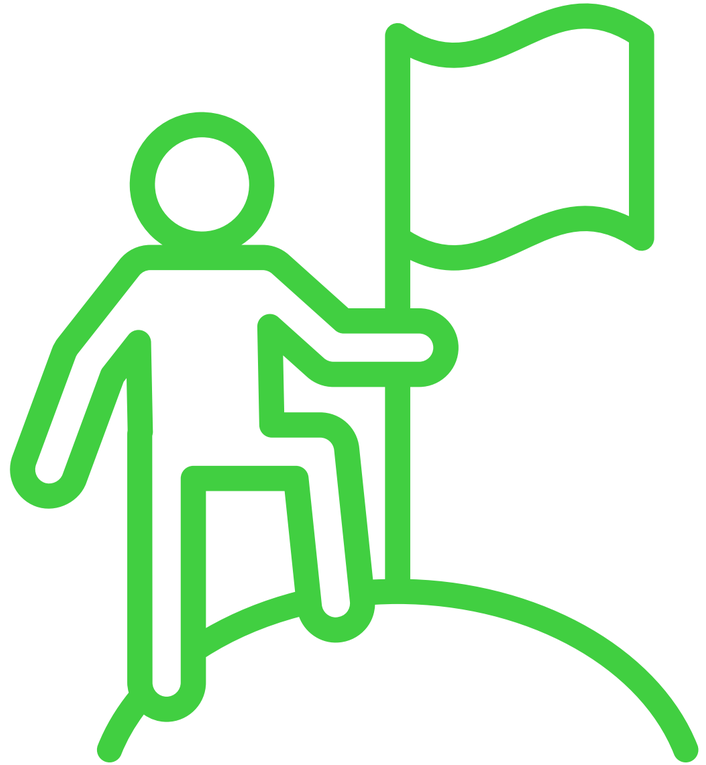
How It Works:

- Participants are asked to visit a nearby orphanage (from a suggested list or on their own).
- They bring a small gift (books, toys, clothes, snacks, school kits) for the children.
- Along with the gift, they write a short personal message:
- “You are loved. You are strong. Keep smiling!”
- After gifting and spending a few minutes with the children, they share a short video/photo of the moment.
- As a gesture of appreciation, they receive a Rs. 500 reward.



Marketing Officer Promises (3-Month Targets)

- **Attract at least 10 new donors (including international donors) and increase funding by 20%**
- **Increase social media engagement by 25%**
- **Publish 15+ impactful stories and videos**
- **Send monthly donor updates and personalized thank-you messages**
- **Launch 4 targeted fundraising campaigns**
- **Develop and share 3 detailed project impact reports**
- **Grow online follower base by 15%**
- **Collaborate with 2+ influencers or community leaders**
- **Set up and maintain a content calendar**
- **Establish an efficient content approval process**
- **Document all major project site visits**
- **Train 2 field staff in content capture techniques**



Execution Requirements for Muslim Aid
Digital Marketing Plan

People (Team Members)

- **Media Officer**
- Videographer
- Editor
- **Content Writer**
- **Social Media Executive**
- **Digital Strategy Lead**
- Donor Communications Officer
- Volunteer Support



Marketing Plan Presention

Things (Tools & Equipment)

- DSLR/Mirrorless Camera
- Microphones (Lapel/Shotgun)
- Laptops with editing software
- Video editing tools (Adobe, CapCut, envato)
- Smartphones with good cameras
- Social media scheduling tool
- Branded materials (banners, shirts, etc.)
- Internet/Data packages
- Analytics tools

Permissions & Access (As Marketing Officer)

- **Creative Freedom to plan and execute core campaign ideas**
- **Full Access to All Social Media Platforms (admin-level control)**
- **Approval Rights for media content (within brand guidelines)**
- **Direct Access to Project Sites for filming and documentation**
- **Access to a Full and Updated List of All Current and Upcoming Events for timely marketing planning and execution**
- **Access to Brand Guidelines & Templates for consistency**
- **Permission to Launch Campaigns (within strategic calendar)**
- **Access to Donation Platform Links & Analytics**
- **Collaboration Rights with external creatives, freelancers, or influencers**
- **Direct Communication All teams.**

Have a question



THANK YOU!