



DIGITAL MARKETING STRATEGY

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PROJECT YUMI INC

Index

1. Introduction-----	4
2. Problem definition-----	8
3. Methodology-----	12
4. Recommendations-----	15
References-----	17

PROJECT YUMI INC

1. INTRODUCTION

Project Yumi INC, an NGO established by individuals with ties to Papua New Guinea, does not fit into any industry classification since it operates within community service. It encompasses both business-to-business (B2B) and business-to-consumer (B2C) transactions.

The organisation has developed four key initiatives:

- Project Skul: this initiative involves supplying suppliers and materials to rural schools. School administrations can apply for elementary, primary, and secondary school donations.
- Bush Doctor: This is a health initiative recently relaunched as Project Health.
- Pass It On This initiative focuses on donating school supplies.
- Project Wok Initiative: This initiative aims to enhance employment readiness.

Project Yumi INC has made significant progress, reaching 15 provinces and impacting 100 schools. It collaborates with logistics partner Sir Brian Bell Foundation and receives classroom sponsorship for Project Wok from Credit Corporation and Remington Technology.

1.1 The organisation's mission, vision and values are as follows:

1.1. a MISSION:

Project Yumi builds effective partnerships with local communities in Papua New Guinea to enhance the quality of education and healthcare.

1.1.b VISION:

We envision Papua New Guineans having equitable access to adequate education and healthcare that improves their quality of life, creates opportunities for the future, and empowers them to reach their full potential.

1.1.c VALUES:

Collaboration: Fostering positive relationships with grassroots communities, businesses, and organisations to achieve quality outcomes.

Integrity: Ensure transparent procurement and delivery of resources and maintain respectful partnerships with all stakeholders.

Respect: We listen to, acknowledge and value the needs of the Papua New Guinea communities we work with, including their cultural beliefs.

Passion: Passion is the heart of our organisation. We are continuously finding ways to make a difference.

Empowerment: Create opportunities for people within Papua New Guinea to be heard and enable change.

1.2 Project scope:

• Outline the organisation and its target audience.
• Evaluate their existing social media presence.
• Research and evaluate the best social media practices of comparable organisations with similar target audiences using appropriate social media metrics and secondary sources.
• Outline suggested vital steps to improve our future social media presence based on research and industry trends.

1.3 About Papua New Guinea:

- It ranks as the 16th most vulnerable society to climate change and natural disasters.
- The local weather conditions increase the population's susceptibility to malaria.
- Approximately 40% of the population lives below the poverty line.
- The country reports 1.5 million victims of gender-based violence.
- Annually, Papua New Guinea records around 30,000 new cases of tuberculosis.

Project Yumi Inc. is not present or barely present in the following provinces:

- East Sepik
- West Sepik
- New Ireland
- Oro
- West New Britain
- Manus
- Milne Bay

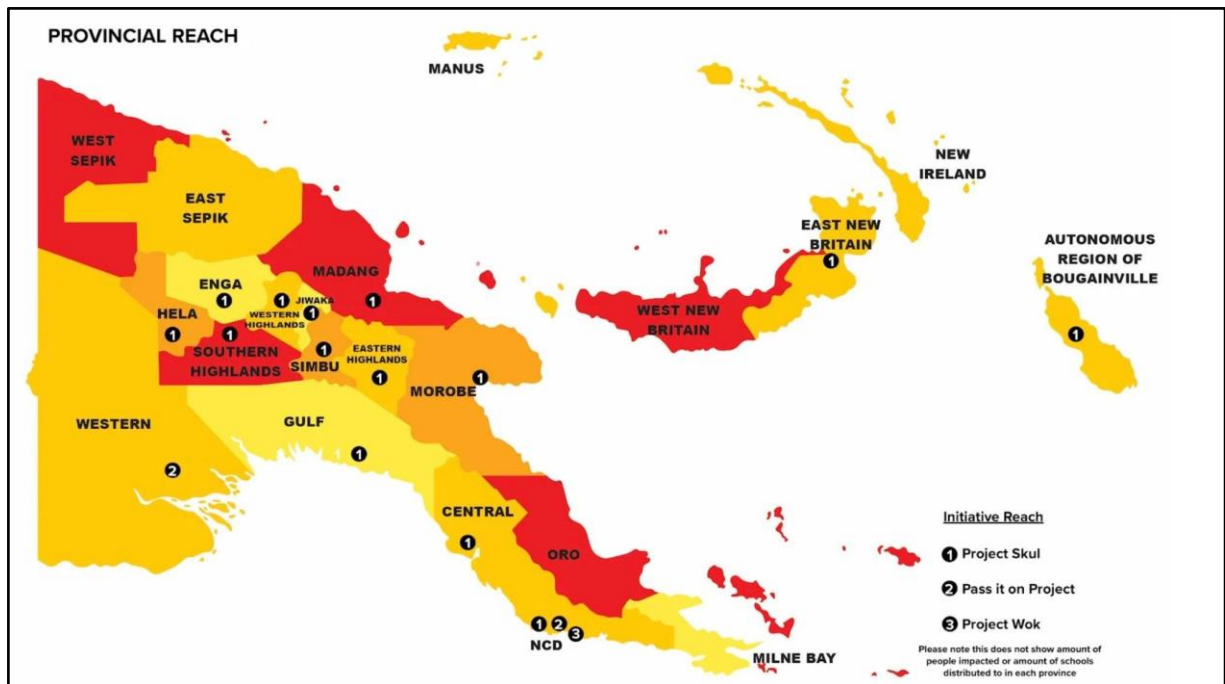


FIGURE 1: PROJECT YUMI INC. PRESENCE IN PAPUA NEW GUINEA

1.4 Other Australia-supported plans in PNG are as follows:

1. Bilateral
 - Water for woman
 - Climate resilient green growth project (\$6 million, 2019-2023)
 - Pawarim Komuniti (Economic and Social Infrastructure Program)
 - Transport Sector Support Program Phase 2 \$4 million
 - Technical Disaster Risk Reduction Program in PNG (\$3 million, 2016-2023)
 - Market Development Facility
2. Regional and global programs
 - Climate and Oceans Support Program in the Pacific Phase 3 (Australian contribution \$30 million, 2023-29)
 - The Australian Humanitarian Partnership (AHP) Disaster READY Program (\$100 million, 2017-2027)

1.5 Target Audience

Project Yumi INC obtains income through donations, sponsorships, and government assistance, with volunteers engaged in operational activities. Collaborating with logistics partner Sir Brian Bell Foundation and receiving classroom sponsorship from Credit Corporation for Project Wok, the organisation facilitated the establishment of the Credit Guarantee Corporation. This initiative aims to assist small-to-medium enterprises in accessing loans for environmentally sustainable and climate-smart endeavours. Project Yumi INC is in alignment with Sustainable Development Goals 3, 4, and 12.



FIGURE 2: SUSTAINABLE DEVELOPMENT GOALS

Despite facing an increase in funding over recent years, with support rising from AUD 10,942 in November 2021 to AUD 38,182 in February 2023, Project Yumi INC remains highly aligned with Sustainable Development Goals (SDGs). Social media is pivotal in the organisation's operations, aiding in volunteer recruitment and expanding sponsorship opportunities.

However, there is potential to enhance this impact by optimising social media platforms and tailoring content to suit specific platforms and audiences. For instance, given Facebook's dominance in Papua New Guinea, content on this platform should be tailored to resonate with locals. In contrast, platforms like LinkedIn and Instagram may require more globally relevant and interactive content strategies.

This report starts with a brief introduction, defining the scope, followed by defining the problem, stating the methodology, and later culminating in findings and recommendations.

2. PROBLEM DEFINITION

A glance at the picture below will highlight factors such as

- lack of infographics
- absence of colour hierarchy
- low resolution and poor composition
- cluttered space and incorrect aspect ratio

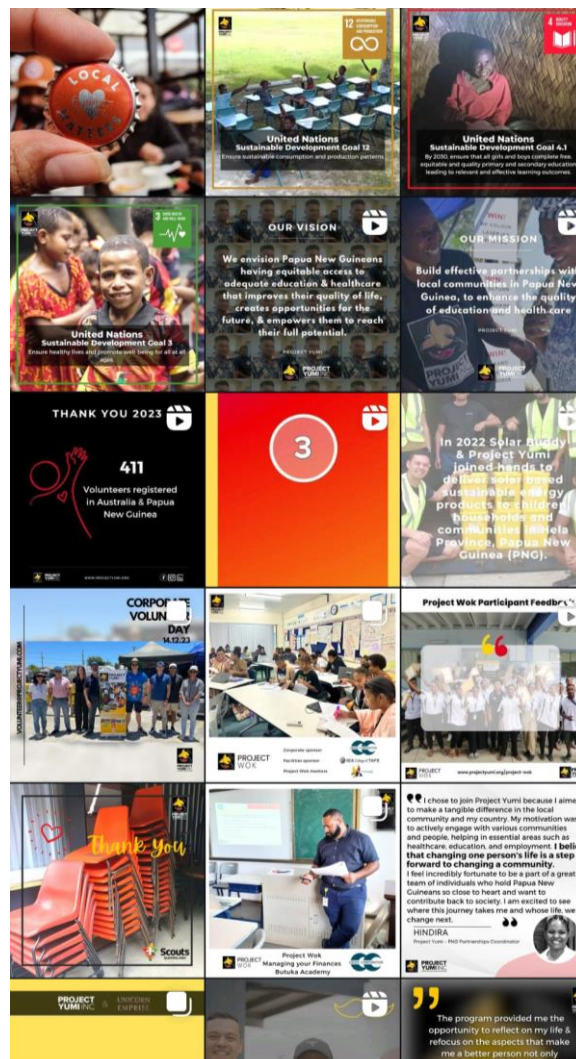


Figure 3: Project Yumi INC Instagram feed

In the case of Project Yumi INC's current mode of operations on social media platforms, there is a need for more call-to-action posts where user engagement will be required.

It requires advocating for its cause through the posts by assimilating information about the project and human faces involved, as it increases the likelihood of reach by 38% in high-quality visuals. (Koutromanou E, 2023)

The target audience for Project Yumi iNC includes Donors, Beneficiaries, Volunteers, Government, Educational Institutions, Partners, Collaborators, and the General Public. The problems with the current strategy are highlighted in the fishbone analysis below.

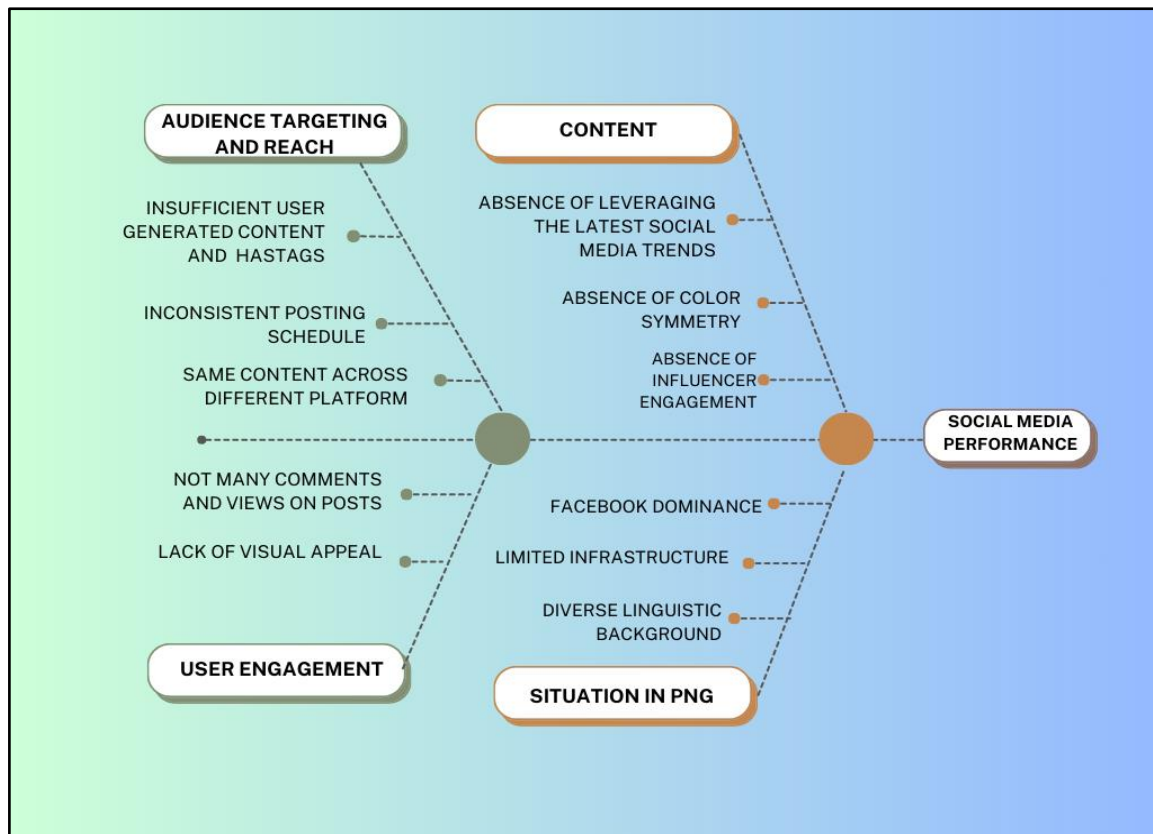


FIGURE 4. FISHBONE ANALYSIS OF SOCIAL MEDIA PERFORMANCE

The organisation is on all predominant platforms, but those can be better integrated. The client needs more social media engagement as they have recently ventured into corporate sponsorships, which will help them reach more organisations.

These elements impede the organisation's capacity to establish a significant and enduring rapport with its audience, negatively affecting its outreach endeavours and reducing the likelihood of garnering support, donations, and awareness for its humanitarian initiatives. It is imperative to address these challenges to elevate the NGO's online visibility, enhance audience engagement, and magnify the influence of its mission.

The social media presence of Project Yumi INC could be more consistent. For example, the last post on Twitter dates 9 November 2022.



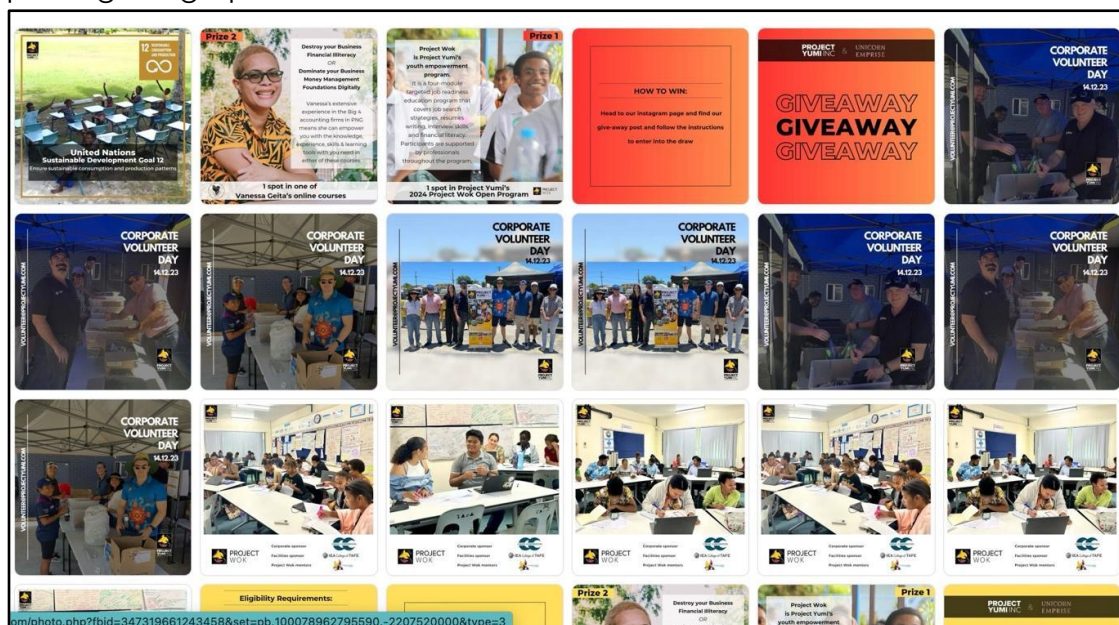
FIGURE 5: LATEST TWITTER POST

The project has a social media presence as outlined in the Table below:

Platform	Followers
Instagram	1748
Facebook	5600
Youtube	6
Twitter	1417
Linkedin	9000

Despite the equivocal nature of social media, it can be leveraged to enable faster relay of information, new network development, decentralisation, and empowerment (Sheombar A, 2015). As Waters mentioned in 2009, NGOs often need help to use social media to its full potential in portraying the complex activities that go into their international aid and development efforts. Kaplan has suggested how organisations can use Twitter to engage with their stakeholders strategically.

Facebook's 2021 data states that visually appealing posts garnered the highest user engagement. This, combined with regular posting, facilitates a user from the knowledge stage to the emotions stage in Lavidge and Steiner's outcome hierarchy model (Koutromanou E, 2023). The use of hashtags on Facebook and Instagram has been minimal; also, there seems to be a need for visually appealing infographics, as shown in the timeline below.



About Project YUMI

Project Yumi was founded by a group of friends, all with connections to Papua New Guinea, who were sick of talking about the injustices and inequalities that the people of Papua New Guinea faced, and instead wanted to take action. Having visited rural villages and noticing how under resourced and neglected the schools and health centres were, the team knew that they could utilise many quality used resources within Australia, that would otherwise go to landfill, to make a difference within rural communities. Through their connections in the education and health sectors here in Australia, the team was able to obtain an overwhelming amount of donations and support which assisted them in achieving their first project delivery.

Since inception the Project Yumi team have been able to reach twelve provinces and deliver much needed educational and health resources to forty different organisations. Apart from their impact on the education and health sector through their Project Skul, Bush Dokta and Pass it on Project Initiatives, the Project Yumi team has also implemented an empowerment program, Project Wok, that supports economic growth for the country and demonstrates the capabilities of PNG youth.

Moving forward, Project Yumi is motivated to continue supplying sustainable and achievable outcomes through assisting communities in rural areas of Papua New Guinea.

FIGURE 6: FACEBOOK CURRENT COLOR PALETTE AND BIO

Despite having the most connections on LinkedIn, Project Yumi INC still needs to utilise the platform optimally. From a third person's perspective, engagement on social media is less.

The problems to focus on are as follows.

- How do we increase engagement?
- How do we aim at the target audience?
- How is social media engagement going to add value to the organisation?
- Which infographics should be included in the content?
- Which posting schedule should you use for which platform?

3. METHODOLOGY AND FINDINGS

An attempt has been made to collect qualitative data and some quantitative data from the following resources:

- **Financial Annual Report** of Project Yumi Inc.
- **Potential Corporate Sponsors or Partnerships** including Newcrest Mining Ltd, Qantas Airways, Telstra Corporation Ltd, Origin Energy.
- **Similar Registered NGOs** include Sago Network Ltd, Medical Repurposing Network Inc., Catalpa International Ltd.
- **Volunteer Program** for benchmarking, including WWF Young Adult Volunteer & Internship and AIESEC Global Volunteer Program.
- **Charity campaigns include Save the Children** and Care Australia.

DATA	LINKS
Financial Annual Report	Financial Overview • Total Revenue: \$ 38,182 (93.45% from donations, 6.55% from Government) • Total Expenses: \$ 13,229 https://www.acnc.gov.au/charity/charities/f1063182-3aaf-e811-a961-000d3ad24182/profile
Potential Corporate Sponsors or Partnerships	Notable corporate bodies that contribute aid to the development in Papua New Guinea: • <u>Newcrest Mining Limited</u> https://www.newcrest.com/newcrest-sustainability-fund • <u>Qantas Airways</u> https://www.qantas.com/au/en/about-us/our-company/in-the-community/qantas-regional-grants.html • <u>Telstra Corporation Ltd</u> https://www.telstra.com.au/aboutus/telstra-foundation • <u>Origin Energy</u> https://www.originenergy.com.au/about/community/community-partnerships/origin-foundation/
Similar registered NGOs	NGOs that shares a similar purpose in Papua New Guinea: • <u>Sago Network Limited</u> https://www.sagonetwork.org/ • <u>Medical Repurposing Network Inc</u> http://mrnetwork.com.au/

Volunteer Program for Young Adults	Benchmark from Young Adults Volunteering Program: • WWF Young Adult Volunteer & Internship Program https://wwf.panda.org/act/volunteer/ • AIESEC Global Volunteer Program https://aiesec.org/global-volunteer
Charity Campaign	Papua New Guinea Charity Program: • Save the Children https://www.savethechildren.org.au/about-us/save-the-childrens-charity-work/papua-new-guinea-charity • CARE Australia https://www.care.org.au/country/papua-new-guinea/
Program & Events Focusing to SDGs 2030	Focusing program and events to SDGs 2030, especially: • Goal 3: Good Health and Well-Being • Goal 4: Quality Education • Goal 6: Clean Water and Sanitation • Goal 11: Sustainable Cities and Communities • Goal 12: Responsible Consumption and Production https://sdgs.un.org/goals

A common theme that emerged	Recommendations/Conclusions
Insufficient user engagement and outreach	→ Share impactful stories about your Yumi's work. Personal narratives create an emotional connection with a wider audience. → Respond promptly to comments and messages. Encourage discussions and actively participate in conversations related to your cause. → Launch campaigns or challenges to encourage user participation. This can include photo contests, donation challenges, or awareness campaigns.
Inconsistent posting schedule and lack of hashtags	→ Utilize relevant hashtags to increase the discoverability of your content. Create a unique hashtag for the NGO's campaigns. → Maintain a consistent posting schedule across all platforms. This helps in keeping the audience engaged and ensures that none of your profiles go unnoticed for extended periods.

	→ Allocate a budget for targeted social media advertising. This can help reach a broader audience and promote specific campaigns.
Lack of visual appeal	→ Create compelling and shareable content. Use a mix of photos, videos, infographics, and text posts to keep the feed diverse and interesting. → Video content is highly engaging. Consider creating more videos that showcase some projects, testimonials, and behind-the-scenes footage.
Absence of latest social media trends	→ Use analytics tools provided by social media platforms to track the performance of your posts. Analyse what works and refine strategy accordingly. → TikTok is gaining popularity among many nowadays. Consider creating an account here to post more engaging and delightful content about Yumi's work.
LinkedIn and Facebook Dominance	→ Promote presence on one platform through other social media accounts. For example, share your Instagram posts on Twitter or promote your YouTube page on LinkedIn. → Include links to other social media profiles in the bio or profile sections of each platform. This encourages users to explore and follow Project Yumi on different channels. → Repurpose content across platforms, but tailor it to suit each platform's format and audience. This ensures consistency while adapting to the unique characteristics of each platform.
Use of a single language for marketing purpose	→ PNG has four official languages: Tok Pisin, Hiri Motu, English and PNG sign language. Consider creating content in multiple languages to reach a wider audience.
Minimum collaboration with other organizations and influencers	→ Collaborate with other organizations, social media influencers and youth to cross-promote content to make Project Yumi well known,

4. RECOMMENDATIONS

Solution Description	Solution Analysis	Rank Solution
Social Media Engagement: Active Engagement with the Audience by responding promptly to comments, questions, and messages. Encourage questions and discussions to get the audience to actively participate in conversations related to the goals of the project. Share impactful stories about Yumi's work and projects. Personal narratives to create an emotional connection with a wider audience. Live streaming on platforms like YouTube or Facebook to connect with the audience in real time. Activities on live streams may include answering any queries the audience might have about the project, testimonials from people the project has uplifted their lives and communities so that the audience see their donations making the positive impact.	This solution requires social media monitoring most of the time to engage with the audience and connect with them. It Involves coming up with different Ideas of content engagement activities that will get the attention of the audience. <i>Pros:</i> The benefits outweigh the Investments as it Increases transparency and trust with the target audience by getting their feedback and opinions on the project. Builds an online community over time. <i>Cons:</i> Maintaining a higher social media presence and engagement requires time and resources. Management of high volume of comments and messages as the online community grows. Audience Response: You may get positive and negative response from the audience due to many factors. Note: Organizations with a larger audience tend to have more social media engagements with their target Audience.	This recommendation is crucial, it demonstrates strong commitment in increasing awareness of your mission and vision to the world.
Consistency with Social Media Posts Maintain consistent posting schedules across all platforms to keep your audience engaged and	It is crucial to ensure you maintain a consistent online presence. Doing this has significant impact as it builds on your online social network overtime.	Consistency is key. Maintaining an online presence proves

ensure your profiles are noticed for extended periods. Advertising: Allocate the budget for targeted social media advertising to target a larger audience and make your project known. Utilise relevant hashtags to increase the discoverability of your content.	<i>Pros:</i> Average time and resources needed to be invested. Builds trust over time as people always trust consistency. <i>Cons:</i> Needs Time Dedication and scheduling. Keeping up with creating new and captivating content to post Note: Major organizations have consistency posting on social media to maintain their online presence.	transparency, it builds your online community where your audience and potential donors can connect with you.
Collaboration with other organizations and influencers Establish partnerships with other organizations, NGOs and youth groups to cross-promote content and make project Yumi well known.	This solution aims to leverage the target audience to broaden reach and enhance donor engagement for the project. <i>Pros:</i> Broadened reach of the project to potential donors so as to get more donations. Associating with different and major organizations builds trust and proves your credibility to donors. <i>Cons:</i> Time and cost resources needed for coordination and planning events with other organizations. You will encounter coordination challenges with the organizations with different goals and rules Note: Successful organizations establish and leverage partnerships to broaden their reach and increase the impact on their interests and goals.	This recommendation will enhance the reach of the project to potential donors all over the world. It increases the chances to getting more donors for the project by proving credibility by associating with different organizations and influencers.

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