

COM 607-Social Media and Internet Marketing

## Christian Consulting Project

# Digital Marketing Proposal for The House of Esther Organization

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"Esther", Hermann Anschutz, 19th Century

Kyra White

Dr. Markus Pfeiffer

December 3rd, 2023

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## Letter of Intent

**December 3, 2023**

Dr. B. Courtney McBath & Janeen McBath  
The House of Esther Organization  
5755 Poplar Hall Dr  
Norfolk, VA 23502

Dear Dr. & Mrs. McBath,

We pray that all is well. At K.W. Media, we pride ourselves in partnering with local organizations to craft intentional marketing strategies that accelerate their brand to new heights. One method that we use to achieve this goal is through a comprehensive marketing strategy exclusively curated for their organizations' needs. The purpose of this report is to analyze the current marketing efforts of The House of Esther Organization, and develop a strategy that will bring awareness to The House of Esther Organization and revitalize its online presence.

The following pages will include research and facts about the organization and its outreach in the Hampton Roads area. You will also find what we have compiled about the organization's current marketing efforts, along with any factors that could have an influence on the organization's goals.

There will also be an assessment of the organization's current marketing efforts, and a list of recommendations that can be applied to the current marketing strategy.

K.W. Media's mission is to always bring out the best in our clients, and we want to ensure that this proposal is suitable to your needs. If you have any questions or concerns, please do not hesitate to contact us. We look forward to partnering with you soon!

Best,

*Kyra White*

Kyra White  
K.W. Media Marketing & PR Director

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## About



The House of Esther Organization is a Hampton Roads based non-profit founded by husband and wife, Dr. B. Courtney and Janeen McBath. Founded in 2001, the organization seeks to provide holistic services for homeless mothers, their children, and at-risk youth. The organization is also committed to “empowering youth and young adults while promoting economic sustainability and independence through education along with technical and vocational training.”

### **Philosophy**

The House of Esther Organization believes that there is a path of purpose, success, and destiny for all those whom the world statistically deemed as a loss. The House of Esther Organization also believes that the voices and experiences of the youth can be restored and lives equipped to have a positive impact for their communities.

### **The Meaning Behind “Esther”**

The House of Esther Organization is named after Queen Esther, whose life began as an impoverished young woman that rose to queendom when she married King Xerxes. Esther was notable for her involvement in preventing the King from committing the mass genocide of women, children, and men that came from a similar background as she. The House of Esther Organization seeks to be like Esther through the restoration of young women’s lives so that they are empowered to speak light into their communities and save generations.

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## Current Marketing Efforts

The research shows that The House of Esther Organization has an established online presence via their website and social media pages. At a glance, The House of Esther Organization primarily uses their social media pages on Instagram, Facebook, and X (formerly known as Twitter) to promote their events and outreach initiatives. Their website, [www.hoeo.org](http://www.hoeo.org), houses information about the organization, such as press releases and a blog that features posts from founder Janeen McBath. The website is well-designed and functional, and user-friendly for site visitors. Though The House of Esther's website is well-designed and functional, it does not appear to be updated as blog posts are as recent as 2016, and there is no content shown in the "Press Release" section.

As for their social media pages, The House of Esther Organization's Instagram and Facebook has not had any posts since July 30th, 2023, and the X account has not been updated since January 28th, 2023. This appears to be a trend as posting seems to be infrequent, which could be a factor that influences the success of their marketing efforts. However, the organization has implemented the use of a branded hashtag, #HopeTrafficking, which alludes to its philosophy of restoring the lives of the youth in their communities.



HOUSE OF ESTHER ORGANIZATION

HOME

ABOUT

PROGRAMS

EVENTS

MEDIA

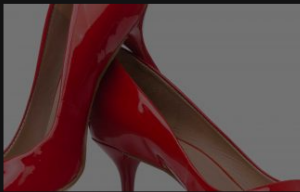
CONTACT

WAYS TO GIVE

GET INVOLVED

15


12, 2016



"Red Pumps" by Lady J

14

06, 2016



City Center Graduation 2016

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Recent Posts

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Archives

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Categories

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MEDIA


CONTACT

WAYS TO GIVE

TO EVERYONE INVOLVED IN MAKING THIS PROGR

House of Esther Organization

Reels · Jul 30 ·



We just getting started! HOPE FESTIVAL IN FULL EFFECT!  
Oh we VIBE today! If you not here yet, coming on and meet us!

Give!

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PRESS RELEASES

Coming Soon

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## **Programs**

Another thing we discovered through our research was that The House of Esther Organization offers two community outreach programs that they market on their website and social media platforms: The 825 Transitional Home and City Center. The 825 Transitional Home is a home that primarily services single mothers between the ages of 18-25 with one child for a duration of 12-18 months. The House of Esther Organization provides a safe environment for these families, while also assisting the residents with finding employment and providing childcare. The 825 Transitional Home provides the residents with support services, workshops, and therapy to propel them into being self-sufficient, breaking the cycle of destituteness.

The City Center Program is The House of Esther Organization's educational outreach program. It is a coed program offered to young men and women between the ages of 16-35 that have children or with-child. The goal of the City Center program is to prepare the participants for their GED through a specialized training program, along with courses to prepare them for life. The City Center Program serves the Norfolk community, along with the housing projects of Young Terrace, Calvert Square, Grandy Village, Diggs Town, Tidewater Gardens, and Oakleaf Forest.

The House of Esther Organization promotes these outreach programs through social media posts, primarily during seasons of enrollment.

## **Volunteering**

The House of Esther Organization promotes their volunteering opportunities on both their website and social media platforms. This factor is important as nonprofit organizations need the extra hands to power their cause. There is also the financial benefit of recruiting volunteers. According to Allie Decker (2023), volunteers are twice more likely to donate to their respective non-profits than non-volunteers.

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## Donations

The last component of our research is the marketing efforts for donating! As we know, donations are what keep non-profit organizations afloat, and The House of Esther Organization has several ways for interested parties to give. Their website showcases the following: in-person, over-the-phone, and online donations, material goods donations, seasonal contributions through the Commonwealth of Virginia Campaign, United Way of Virginia Peninsula, and United Way of South Hampton Roads. The House of Esther Organization also participates in Chipotle fundraisers, where 33% of event sales get donated to their cause, along with a 5k charity run titled “Run 4 Hope”, which occurred in July 2023.



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## **Social Media Stats**

The House of Esther Organization has an established social media presence on Instagram, Facebook, and X. Below are the data about their following, posts, and likes.



### **Instagram**

- 589 followers
- 145 posts; strategy includes posting to lead up to special events or having “highlight” posts during Heritage or Identity Months, such as Black History or Women’s History month. A mix of graphics, photos, and reels, but there does not appear to be any continuity.



### **Facebook**

- 510 likes
- 541 followers



### **X**



- 27 followers
- 71 posts; strategy includes announcing big events and programs for organization, such as Run for 4 Hope charity weekend. Once again, posts do not suggest any continuity among them.

## Assessment

The House of Esther Organization has done a good job of establishing their online presence via their website and social media platforms, however, there are some areas that need improvement. Below is a SWOT analysis that will detail the strengths, weaknesses, threats, and opportunities for growth in their current marketing efforts.

Strengths	Weaknesses	Opportunities	Threats
House of Esther has an established online presence with a committed following.	Infrequent posting. This can be detrimental to a brand, which can result in a loss of followers or lack of brand awareness.	Infrequent posting can be remedied with a content plan that is easy to follow for each social media outlet	Competing nonprofit organizations whose mission is similar to The House of Esther organization
They have established events that bring awareness to their cause, i.e. the annual Run 4 Hope charity event and their Chipotle fundraiser .	Low engagement on posts, which could be due to content. Posts are great in appearance, but they do not really encourage engagement.	Content can come from their various outreach programs and initiatives, as well as some “behind the scenes” posts that introduce the people behind the organization, such as the founders, the staff, and volunteers.	Competing nonprofit organizations with stronger social media presence, i.e. Village Family Outreach in Norfolk, Va.
Offer several ways for interested parties to donate to the cause	Infrequent posting can lower awareness about donations, which can result in a lack of funding	Promote ways to donate through mix media of posts, such as reels/short-form video	Donations could be infrequent if people do not know where/when/how to donate

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<p>Their branding is consistent as shown in social media posts, such as incorporating the brand colors into their social media posts.</p>	<p>The blog section of their website has not been updated since 2016, which is a missed opportunity since there have been plenty of events to discuss since then.</p>	<p>Blog can be revamped to not only share the triumphs of the people that the organization has serviced, but also a place to share resources, tips, and words of encouragement. Honorable mention: an SMS text campaign that sends a devotional to those that sign up.</p>	<p>If there isn't a call-to-action to check out the House of Esther Organization's blog, then there is a risk that it will go unnoticed.</p>
<p>Very involved with local community</p>	<p>There is a section on the site for Press Releases, but it is empty.</p>	<p>Partner with local press outlets to gain exposure about the organization in order to control their narrative from the inside out.</p>	<p>Lack of press/ press partnerships can hurt the brand's reputation</p>

## Digital Marketing Recommendations

Now that we have assessed the strengths, weaknesses, opportunities, and threats presented in The House of Esther Organization's current marketing efforts, we will provide some recommendations to help revitalize the organization's online presence.

### Develop a Content Calendar

An organization's marketing strategy is only as good as their content strategy. Implementing a content calendar for The House of Usher Organization's social media platforms can help keep the content organized, and make the distribution of content efficient (Lidia Verasco Design, n.d.). Content calendars also help with maintaining consistency and communication with followers. Not only will a content calendar keep them informed, but it will also keep them engaged.

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Below is a sample content calendar that The House of Esther Organization can follow:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Social media posts: one graphic post, 2-3 story posts	Social media posts: carousel posts, 2-3 story posts	Social media: one reel; 2-3 story posts	Blog posts will be sent out once a month Social media: graphic or carousel posts that announces blog post	Social media posts: Posts that spotlight a participant in the program/donor/volunteer/staff	Send out SMS marketing through devotionals ; Social media: one graphic, 2-3 story posts; perhaps repost of blog drop to drive traffic to site	Social media: one social posts; 2 story posts

### **Revamp the Blog**

The House of Esther Organization has a blog, but it has not been updated since 2016. Blogging is just as important to a brand as social media, as it builds trust and loyalty, increases visibility, increases brand awareness, drives engagement, and helps an organization to get insight into their client's needs (Hines, 2022). The blog can be dedicated to sharing triumphs of the organization and the people we serviced, as well as sharing tips and resources for those that need extra guidance. Additionally, the blog content can be repurposed for social media content, which is a plus! The blog can be sent out once a month, which gives site visitors a chance to anticipate a post from The House of Esther Organization.

### **Create Engaging Social Media Content**

The House of Esther's current social media content is great, however, there are opportunities for revamping. One area of opportunity is to include high quality images that showcase the

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organization’s work. Morand (2023) states that “poor quality photos don’t effectively tell your nonprofit’s story, and they don’t represent your organization well.” We think a great place to start is getting high quality images taken of The House of Esther Organization’s staff, the 825 Transitional housing center, and the Educational Program Center. We also recommend getting “action” shots from events, such as the Run 4 Hope 4K and Chipotle fundraiser. Additionally, consider taking high quality shots of the people being serviced by The House of Esther Organization, especially during high points, such as graduation.

We also recommend arranging the content in a way where it is visually appealing to the viewer, primarily on Instagram. The House of Esther Organization’s currency layout appears to be scattered; an organized layout will help with the continuity issues. Below is a proposed layout that the organization can implement into their strategy:

Photo	Graphic/Carousel Posts	Reel
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We also recommend incorporating more behind-the-scenes footage in your stories, especially when prepping for a major event like the Run 4 Hope 5k! This will build anticipation and interest from your audience.

As for Facebook, this is a great platform for posts that focus on storytelling. Morand (2023) states that “humans are hardwired to crave stories.” Telling stories through Facebook posts can help nonprofit organizations share their impact, and make their posts memorable to their audience. For instance, posts that highlight a single mother being serviced through the program.

**Update the Website**

The last recommendation we have for The House of Esther Organization’s marketing strategy is to update the website. It is imperative to keep a website updated on the regular because it can make or break an organization’s reputation. Coultas (2023) states that keeping a website updated regularly prevents any issues with security, and can also aid in driving more traffic from visitors. The House of Esther Organization’s website should be updated to include recent blog posts, as

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well as including any media coverage so that the “Press” section is not empty. Honorable mention: seek out relationships with local news outlets so that more awareness can be brought toward the organization.

### **Visual Storytelling Rationale**

The above recommendations have been given to aid The House of Esther Organization with telling their story through a visual lens. It is imperative that any business, especially nonprofits, have a solid digital marketing strategy as it helps to connect them to their target audience. Social media and the Internet combined have the power to bring awareness to your organization’s cause of bringing hope to single mothers and at-risk youth, as well bringing in donors and volunteers to support your cause monetarily. Implementing these recommendations will revitalize The House of Esther Organization’s online presence, which will in turn put the organization back on the radar. The followers will be happy to see that the organization has a consistent online presence, and will look forward to seeing the wonderful impact it's making in their local community.

### **Biblical Rationale**

K.W. Media has also taken into consideration that The House of Esther Organization is a Christian-based organization. These digital marketing efforts will not only aid in the secular goal of bringing awareness to the organization’s cause, but also meet the biblical standards as well. 1 Peter 4:10 states “God has given each of you a gift from his great variety of spiritual gifts. Use them well to serve one another”, and as a fellow faith-based organization, K.W. Media is more than willing to aid The House of Esther Organization by using our gifts to help you reach more of God’s people so that you can use *your* gifts. Matthew 5:14-16 states “You are the light of the world-like a city on a hilltop that cannot be hidden. No one lights a lamp and then puts it under a basket. Instead, a lamp is placed on a stand, where it gives light to everyone in the house. In the same way, let your good deeds shine out for all to see, so that everyone will praise your heavenly Father.” The House of Esther Organization is doing so many great deeds for single mothers, their children, and at-risk youth, all in the name of Our Father. The local community needs to be aware of these good deeds so that those in need can reach out, or those that would like to provide

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services can help. Implementing these digital marketing recommendations will be your way of showing your good deeds to the world.

## **Conclusion**

To recap, this proposal has delved into the current marketing efforts that The House of Esther Organization has shown across their digital platforms thus far, in addition to an assessment that highlights what works, what does not work, areas for improvement, and potential threats to the organization's current marketing strategy. We have also developed recommendations that can aid in revitalizing The House of Esther's current marketing strategy that can put the organization back on the radar. The next step is to simply consider partnering with K.W. Media so that we can use our God-given talent to reach people in need of your services.

We would love to discuss how we can implement these recommendations into your current marketing strategy. One way to do this is by booking a free Discovery call, where we'll go deeper into your goals and concerns about digital marketing as a non-profit organization.

In addition to our free Discovery call, our team of Digital Marketing Experts will complete a complimentary audit of your online presence, which saves you \$200 off your service!

We look forward to hearing from you soon!



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