

# Workshop: DIY Digital Marketing on a Dime

## Presented by CanWaCH

Ottawa, November 26, 2019

In collaboration with its [Public Engagement Working Group](#) (PEWG), CanWaCH presented a workshop geared towards public engagement and communications professionals working for non-profit development organizations.

The goal of the 'DIY Marketing on a Dime' workshop was to present a variety of marketing tips, tricks and free digital tools to support non-profit organizations in developing creative, engaging content and marketing strategies with limited or no budget.

This video will provide you with knowledge on how to advance your brand by working with digital influencers, how to create contagious content and how to build your own - free - design and social media shareables, quizzes, infographics, videos and more.

## Go to full video on YouTube:

<https://youtu.be/RKCeKoqPly8>



**CanWaCH**  
Canadian Partnership for  
Women and Children's Health

**CanSFE**  
Partenariat canadien pour  
la santé des femmes et des enfants

## View the video by presenter:

**Go to Presentation 1. "[Communities that Convert: How to create a lasting brand that drives sales in a digital era](#)"** (12 mins)

[Mallory Rowan](#), Influencer and Social Media Strategist

**Go to Presentation 2. "[Creating Contagious Content](#)"** (13 mins)

Ryan Kennery, Senior Strategist,  
[MediaStyle](#)

**Go to Presentation 3. "[Videos on a Dime](#)"** (4 mins)

Lauren Murray, Communications Officer,  
CanWaCH

**Go to Presentation 4. "[Quiz Tools on a Dime](#)"** (5 mins)

Caitlin Reid, Senior Communications  
Officer, CanWaCH

**Go to Presentation 5. "[Graphics on a Dime](#)"** (2 mins)

Caitlin Reid, Senior Communications  
Officer, CanWaCH

