



Important Resources from Marketing & Branding Session

Sattva Consulting conducted a session on **Marketing and Branding for NGOs** on 14th July , 2022 in collaboration with [Forest Street Consulting](#) wherein we discussed the ways to articulate and strengthen the organization's Marketing & Branding. Here are some essential resources that were mentioned during the session . We hope you find these useful.

| Usage | Description | Link |
|---|--|---|
| This tool can be used to create your Brand Persona | An interactive tool to create a buyer persona which is a semi - fictional representation of the ideal customer based on market research and real data about the existing customers | https://www.hubspot.com/make-my-persona |
| This tool can be used to determine your Brand's personality | As a business you can leverage your Brand's personality to create a connection with your target audience | https://brandpersonalityquiz.com/ |
| This tool can be leveraged for effective communication through whatsapp | An open source, two-way communication platform for NGOs to chat & uplift lakhs of lives at the same time | https://glific.org/ |
| Articulate your brand identity using these archetypes | Design your brand identity using this archetype | https://drive.google.com/file/d/1N_HjakW7SGMk97iGACkiWSplU6mCETRL/view |
| Download the comms compass kit for free | Build a compelling narrative and a comms plan tailored for the respective target audience | https://willdomarketing-6798519.hs-sites.com/commscompass-form-landing-page |
| Guide for social media content | A tool to conceptualize your social media content | https://docs.google.com/spreadsheets/d/1mTbp19sbZXUaxK6HrsnxlXQrZXEkK2IVDbx5Laae9-8/edit#gid=1520038398 |