



Social Media Support for Australian Charities and Not-For-Profits

Social Media Marketing firm Cloud Public Relations sets out to help Australian charities and other not-for-profits

Australia's not-for-profits no longer have to face the social media challenge alone, with the help of social media marketing firm Cloud Public Relations.

Established in mid-2011 by online marketing professional Sonja Bertrand, Cloud Public Relations continues where traditional public relations leaves off. Cloud PR understands the web and can help NFPs integrate their online and offline fundraising activities, so they are not missing out on a single opportunity.

"Although many charities have begun to acknowledge the power of social media in fundraising, a lot of not-for-profits are still finding it hard to take the leap from traditional fundraising to a strategic online and social approach," says Cloud PR owner Sonja Bertrand.

That's where a social media marketing firm comes in. Cloud Public Relations has the time, resources and experience to help NFPs become part of the online community and improve their relationship with their donors through interaction, providing relevant and quality content, engaging in conversation and improving the donor experience.

Cloud PR offers charities and not-for-profits a comprehensive array of services, from social media marketing strategy and web copy to online press releases and content productions, at a discounted rate.

"We combine an innate understanding of social media with a passion for digital communication to get the best outcomes for our clients," says Sonja.

To find out more about how Cloud Public Relations can help your charity or not-for-profit, visit www.cloudpublicrelations.com.au

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