

Blog Submission

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Link to Blog:

<https://businessmanagementuwtsd.blogspot.com/>

Words Used In My Blog:

Post 1:

Our purpose and impact

Did you know a study conducted by the London School of Economics and Political Science (LSE) by Marie Curie, indicates that approximately 6,200 individuals in Wales who require palliative care annually are not receiving it (Curie.M, 2025)? That's why the trust is here! At Ty Olwen Trust we believe everyone deserves the highest quality of care and a comfortable service at their end of life. Since its inception in 1981 over £18,000,000 has been donated to the service, giving us the ability to expand to Home Care services, Day Care facilities and Hospital based services(Ty Olwen, n.d).

But we can't do this alone. This is where you come in. Whether you're interested in volunteering, donating or simply spreading the word, your support helps us fuel our mission.

Every £1 given goes directly to patient care and makes a huge difference.

Let us know in the comments what ideas you have to make our goal achievable.

Post 2:

Upcoming events: mark your calendar

Community Fun Run

Date: 5th May 2025

Location: Swansea Bay Waterfront, Kings Road, SA1 8PJ

Sign up on our website at <https://www.tyolwen.org/fund-raising-events/>

Details: Join us for a 5K run to raise awareness and funds for Ty Olwens Trust.

Whether you are a runner, walker or cheerleader there is a place for you.

Tea & Biscuits

Date: 27th January 2025

Location: Ty Olwen, Morriston Hospital, SA6 6NL

Details: Learn how to become an advocate for individuals in Palliative Care.

Dont miss out on these opportunities to make a difference! Follow us on facebook at Ty Olwen Hospice Trust -

https://www.facebook.com/TyOlwenHospiceTrust/?locale=en_GB

Post 3:

Let's talk strategies

Volunteer with Us

Volunteering doesn't just benefit those in need; it's also an opportunity for you to grow. Studies show that giving back improves mental health and builds a sense of community. Interested? Sign up at <https://www.tyolwen.org/volunteers/>

Donate

Every penny counts! Your contributions directly support individuals that require palliative care. Donate securely at <https://www.tyolwen.org/make-a-donation/>

Spread the Word

Social media is a valuable force for positive change. Help spread the word by sharing our posts on social media websites using the hashtag

#SupportTyOlwenTrust to boost our message.

Evaluation of Marketing Theory That Underpins The Blog

The blog post for Ty Olwens Trust is a key element of its marketing strategy, carefully crafted to increase awareness, encourage engagement, and inspire action in support of its mission to assist palliative care patients. This evaluation explores how the blog posts align with Ty Olwens Trust's marketing objectives by utilising targeted communication strategies based on the PESTLE framework and key marketing principles.

Political Factors

The blog serves as a powerful tool to raise awareness about the gaps in palliative care services. Furthermore, Elin (2018) agrees by putting forward that blogging has become an ideal platform for individuals to highlight and raise awareness about various issues. One post mentions that approximately 6,200 individuals in Wales who require palliative care annually are not receiving it (Curie, M 2015). This statistic underlines a gap in healthcare that the blog post is addressing. The Trust's advocacy through these blog posts brings attention to political issues related to healthcare availability, such as inadequate funding for palliative care.

The trust can use the blog platform to influence public opinion and call on political leaders to provide more resources for palliative care services. By creating blog posts promoting events like fundraisers and awareness campaigns, the charity is encouraging its audience to advocate for policy changes that could improve services for those in need.

Economic Factors

The blog posts emphasise the need for financial support, with calls for donations and fundraising such as promoting events. The objection of these blog posts is to raise funds, and they succeed in creating an economic cycle in which donations are directly channelled to support patients in need for palliative care. The Ty Olwen Trust highlights the impact of donations, expressing over £18,000,000 has been donated to the service since its inception (Ty Olwen, n.d). Furthermore, every £1 donated goes entirely toward patient care, making a significant impact.

By sharing these figures, the trust builds credibility and trust with potential donors. Transparency plays a crucial role in building trust and enhancing a charity's reputation (Green, 2024). Moreover by encouraging various forms of involvement - volunteering, donating and spreading the word - the blog aims to engage a broad audience, offering opportunities for people of different economic backgrounds to

contribute. This is a key marketing strategy to ensure sustainable funding for the charity's mission.

Social Factors

The Ty Olwen Trust blog plays an important role in fostering a sense of community and solidarity. Phrases like “But we can't do this alone. This is where you come in” highlights the importance of collective action in a society that values compassion. The strength in collective action can reshape our world, driving positive change for people, the planet and the economy (Castro, 2023).

Target audience is the group of consumers most likely to be interested in a product or service and should be the primary focus of your marketing strategy (Gibson, 2024). Gaining insight into your target audience enables you to distinguish yourself from competing brands/services and foster stronger connections with your customers. While the focus is on individuals who are in need of palliative care, the call for support, both financially and in terms of volunteering, extends to the general public, including families, healthcare professionals and social groups. The call to action (“let us know in the comments what ideas you have to make our goal achievable”) invites the community to actively engage. The goal of a call to action is to encourage a favourable reaction from your target audience (Flannagan, n.d).

Moreover, the blog is sensitive to the emotional needs of its audience. By presenting opportunities for people to honour loved ones, volunteer their time, or donate in a meaningful way the blog taps into emotional motivations for charity work. Segal and Robinson (2024), suggest helping others can benefit both your mental and physical well-being; it can lower stress, fight depression, keep your mind engaged and give your life a sense of purpose.

Technological Factors

The blog posts are designed to be shareable on social media platforms, encouraging readers to “help spread the word” through hashtags like #SupportTyOlwenTrust. This is a powerful tool for engaging a wider audience. Social media is crucial for creating viral campaigns that boost visibility, and the blog successfully merges this into its strategy (Dubey, 2024).

The charity also makes use of its website to host event sign-ups and donation portals. For example, the “Community Fun Run” post allows readers to sign up directly through the blog’s link. This integration of blog posts with digital tools increases the ease which potential volunteers or donors can engage.

Legal Factors

The blog posts effectively communicate the Trust's legal obligations by providing secure donation options and clearly stating the legal status of their fundraising efforts. For instance, the donation page features secure payment options, which reassures potential donors about the safety of their financial contributions. Furthermore, transparency about the Trust's financial achievements - such as the £18 million raised since inception - demonstrates compliance with best practices in charitable fundraising.

The trust also needs to be mindful of data protection laws, particularly when collecting personal details for event sign-ups and donations. A charity's failure to adhere to data protection laws can lead to numerous risks, such as loss of business, funding and donations, harming beneficiaries and reputation, and facing potential enforcement actions (Hook *et al*, 2023).

Environmental Factors

While environmental factors may not directly affect Ty Olwen Trust in the same way they impact other sectors, they can still influence the charity's operations, particularly in relation to fundraising events. For example, the "Community Fun Run" can be an opportunity to promote eco-friendly practices, such as reducing waste at events and encouraging participants to use sustainable transportation to attend.

Additionally, environmental factors like the rise of virtual events can influence the marketing strategy of the Trust, enabling it to reach a wider audience beyond its geographical location.

Target Audience and Marketing Metrics

Marketing segmentation involves dividing a broad market into smaller groups of consumers who share similar characteristics, needs or behaviours (Morley, 2024), furthermore stating market segmentation is essential for business' to create accurate customer personas, effectively reach their target audience, and customise their marketing strategies. The primary target audience of Ty Olwen's Trust's blog posts includes individuals aged 30-60, typically people who are likely to get involved in charitable work, either through donations or volunteering.

To evaluate the success to each blog post, the Ty Olwen Trust can use many marketing metrics such as:

- Engagement Rate - Monitor the number of comments, shares and likes on blog posts helps assess audience interaction and interests (Storyly, 2024).

- Conversion Rate - Tracking conversion rates allows you to determine whether your current efforts are achieving the desired results (no name, 2023)
- Social Media Metrics - The use of hashtags and tracking the shares can help the Trust understand how far its message is spreading.

Conclusion

The Ty Olwen Trust's blog posts represent an effective marketing tool that aligns with both the charity's mission and the needs of its target audience. By utilising the PESTLE framework, we can see how the blog successfully engages with political, economic, sociocultural, technological, legal, and environmental factors to support the charity's growth and visibility. Additionally, through careful monitoring of key marketing metrics, the Trust can continue to refine its strategy, ensuring that its blog posts contribute to its long-term objectives of providing high-quality palliative care and engaging the community in meaningful ways.

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Appendix

The PESTLE Analysis

P	E	S	T	L	E
Political	Economical	Social	Technological	Legal	Environment
Political and government stability Political orientation Local and National elections Taxation (current & future) Trade Unions Wars (both home and international) Pandemic policies Grants, and other funding Pressure groups	National debt Consumer spending Government Spending (current & future) Inflation Unemployment levels Taxation Exchange rate Supply chain volatility Overall economic situation	Demographics Customer attitudes and buying patterns Media Influencers and role models Brand image Ethical issues Consumer spend Post pandemic lifestyle changes Cultural shifts	Technology demand Technology development (current & future) Levels of research and development funding Intellectual property rights & copyright Lifecycle of a product Government investment in technology Internet connectivity	Legislation in areas such as competition, Health & Safety and employment laws Environmental legislation Changes and effects of EU law and Brexit Pandemic law changes Regulatory bodies	Global warming Pollution levels Plastic waste Attitude of customers, media, protestors, and law makers on the environment Renewable energy Deforestation Green issues Sustainability Environmental protection

<https://localiq.co.uk/blog/a-complete-guide-to-using-swot-pestle-for-marketing>