9MOUNTAINS

MARKETING

CLIMB HIGHER. MARKETING THAT MAKES A DIFFERENCE

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YOUR MISSION. OUR STRATEGY. WE'LL HELP YOU CLIMB

9 Mountains brings professional marketing expertise to charities, ensuring your message reaches the people who need to hear it - funders, supporters and those who rely on your work.

YOUR MISSION DESERVES TO BE HEARD

Marketing can feel like an uphill climb, one that keeps getting steeper and one that leads you through ever-changing and unfamiliar terrain. How do you reach the right audience? How do you cut through the noise? How do you make every penny count? With a tailored, strategic approach, we help you focus your efforts, optimise your resources, and amplify your impact.

OUR PRINCIPLES: THE FOUNDATION OF SUCCESS

EXPERTISE THAT MATTERS

Marketing today is complex, and no single approach fits every organisation. That's why we bring together specialists who provide expert support where you need it most.

ECONOMIES OF SCALE

Why hire a full marketing team when you can access ours for a fraction of the cost? We deliver cost-effective solutions with exceptional value.

BUILD AS YOU GROW

Whether your charity has £500 or £50,000 to invest, our flexible mix-and-match model lets you focus on high-priority activities first. Start small, see results, and scale up at your pace.

Our team goes beyond traditional services by analysing your existing challenges.

We provide tailored solutions to address them effectively.

BRANDING

WIN HEARTS & MINDS WITH THE 9 MOUNTAINS BLUEPRINT

Struggling to get noticed?

We help charities stand out with a unique brand identity, refined mission, and compelling storytelling.

Problems building trust?

We build donor trust with transparent visuals and authentic messaging.

Want to truly connect to your audience?

We craft data-driven, emotional campaigns to engage new audiences and serve your existing community.

WE'LL BUILD YOUR WINNING BRAND, TOGETHER

We understand the unique challenges charities face. Limited time, tight budgets, and shifting priorities make it hard to invest in branding, but the right foundation makes everything else easier. A well-crafted brand helps you secure funding, attract volunteers and create lasting connections.

We'll help you define a brand that speaks directly to the people who matter most: your beneficiaries, supporters, and funders.

Cost: Starting from £500.

Timeline: 1–2 months.

EMAIL MARKETING

STAY CONNECTED, STAY SUPPORTED, WITH 9 MOUNTAINS

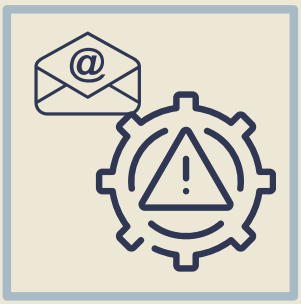
Low engagement rates?

We create tailored email campaigns with data-driven optimisation to boost engagement, build donor trust and save you time.

Lack of personalisation?

We craft personalised campaigns and donor-aligned messaging to engage your supporters at every stage of their journey.

Inefficient email management?



We manage the entire email process, including supporter engagement, freeing you to focus on your mission.

WE'LL REEL IN ENGAGEMENT WITH EVERY CAMPAIGN

We take the stress out of email marketing by managing the entire process, from strategy and design to execution and analysis. We craft compelling, personalised campaigns to engage supporters, drive action, and build lasting relationships.
With automation tools, we streamline communication, ensuring timely, welcome emails, event reminders, and donor appreciation messages, without any added workload for you.

Cost: From £500 per campaign.

Timeline: 1 month.

GOOGLE ADS

LET YOUR CAUSE SHINE WITH 9 MOUNTAINS

Underused Google Ad grants?

We expertly manage Google Ad Grants, maximising the $10,000/month credit for impactful engagement.

Limited visibility?

We create Google Ads campaigns to boost your charity's visibility and connect with your target audience.

Ineffective ad campaigns?

We cut through the complexity, ensuring your ads connect with those who need your work the most.

RISE ABOVE THE REST WITH 9M

We'll make Google Ads work for you. Managing ad campaigns can be overwhelming, but done right, they can significantly boost your charity's visibility and reach. We help you cut through the noise, ensuring your ads connect with the right audience and drive real impact. With expert strategy and careful optimisation, we make sure every click brings you closer to your mission.

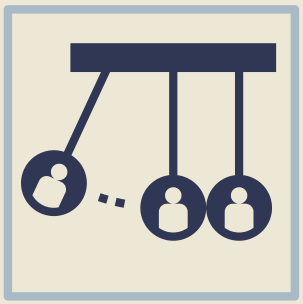
Cost: From £250 (grant application) to £799/month (comprehensive management).

Timeline: 2–3 months setup; ongoing monthly support.

MARKETING METRICS

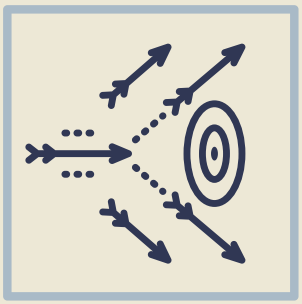
MAXIMISE YOUR IMPACT WITH 9 MOUNTAINS

Difficulty in measuring impact?



We measure impact beyond donations using KPIs, surveys, proxy metrics and analytics tools.

Data collection and accuracy issues?



We improve tracking with UTM links, automation, and data training. We also leverage free tools, grants, and high-impact channels to maximise ROI.

Poor balance of cost and ROI?

We use free tools and tech grants, ensuring the cost is not passed to you. We focus on high-impact channels like email marketing and targeted ads

START TRACKING YOUR SUCCESS WITH 9M

Marketing is about impact. We help charities go beyond surface-level stats, focusing on the metrics that drive donations, engagement, and real growth. We track how supporters interact with your campaigns, pinpoint what's working, and provide clear, actionable insights, without the jargon. Using free and low-cost tools, we make data work for you, so you can make informed decisions and maximise every opportunity.

Cost: From £500/report.

Timeline: 1 month.

MARKETING STRATEGY
FIND CLARITY & DIRECTION WITH 9 MOUNTAINS

Not engaging your target audience?

We specialise in audience analysis to identify key demographics, behaviours, and preferences for targeted campaigns.

Inconsistent branding and messaging?

We help refine your brand with consistent messaging and a compelling story to build trust, recognition and loyalty.

Inefficient allocation of resources?

We optimise your marketing budget, prioritising high-impact strategies to maximise ROI and drive growth.

GET ON TRACK WITH 9M

Marketing without direction wastes time and resources. 9 Mountains gives your charity a clear, structured strategy designed around your goals and audience.
We help you focus on what works, providing the insights and tools to make confident, strategic decisions. With a plan tailored to your mission, each clear step moves you closer to real impact.

Cost: £2,500.

Timeline: 1–2 months.

PUBLIC RELATIONS (PR)

MAKE YOUR CHARITY'S VOICE HEARD WITH 9 MOUNTAINS

Lack of media attention & public awareness?

We craft compelling narratives and secure strategic media placements to amplify your charity's impact.

Negative publicity? need crisis management?

We provide expert crisis communication strategies and media training to prevent negative publicity and protect and restore your charity's reputation.

Limited resources for PR & communications?

We offer affordable, tailored PR solutions to maximise visibility and engagement within your budget.

BE HEARD AND BUILD TRUST WITH 9M

Your charity's story deserves to be heard. 9 Mountains will help you gain media coverage, build trust and protect your reputation.

We craft compelling narratives, connect with journalists, and provide crisis support, ensuring your message reaches the right people, at the right time.
Stay in control of your story. Make a lasting impact.

Cost: From £2,500 for one story to £5,000 for a full PR package.
Ongoing support from £500/month.

Timeline: 2–3 months for setup; ongoing monthly support.

SEARCH ENGINE OPTIMISATION (SEO)

GET DISCOVERED WITH 9 MOUNTAINS

Low website traffic?

We boost your charity's traffic with expert SEO, including keyword optimisation, content marketing and technical enhancements.

Missed opportunities?

We fix missed opportunities with SEO optimisation, boosting visibility and content to drive growth.

Lack of trust and credibility?

We enhance trust for charities by optimising content, increasing transparency and improving search rankings to engage supporters.

GO FROM INVISIBLE TO UNMISSABLE WITH 9M

Our advanced optimisation strategies ensure your brand consistently ranks at the top of search engines, helping you dominate search rankings. With our expertise, you'll experience traffic growth, driving measurable results and increasing your website's visibility and impact.

Get in touch for pricing.

Timeline: Flexible.

SOCIAL MEDIA MANAGEMENT
ENGAGE, INSPIRE, GROW, WITH 9 MOUNTAINS

Limited resources and expertise?

We offer affordable management, expert training, and content support to help you maximise your online presence.

Engagement and audience growth challenges?

We boost engagement and growth with data-driven content, influencer partnerships and optimised ads.

Negative feedback and online reputation?

We safeguard charities with real-time monitoring, crisis response strategies, and content moderation.

'LIKE' 9M, AND SHARE YOUR SUCCESS

Keeping up with social media can feel overwhelming, but it's a vital tool for engaging supporters and raising awareness. 9 Mountains takes the pressure off, helping you create meaningful content, grow your audience, and maximise impact.

We craft strategies tailored to your mission, ensuring your message reaches the right people on the right platforms.

Cost: £500–£2,000/month depending on scope.

Timeline: Immediate results within the first month.

WEBSITE DESIGN

CRAFT WEBSITES THAT DRIVE CHANGE WITH 9 MOUNTAINS

Limited budget & resources?

We offer cost-effective, scalable website solutions tailored for charities, ensuring high quality without high costs.

Poor user experience?

We design fast, mobile-friendly, and easy-to-navigate websites for seamless user experience.

Ineffective donation processes?

We simplify donations with secure, one-click payments and multiple payment options.

POWER YOUR JOURNEY THROUGH 9M

We provide affordable, user-friendly websites for charities with fast navigation, mobile optimisation, and secure, one-click donations. Our scalable designs enhance engagement, boost visibility, and simplify donor management, helping your charity grow your impact online.

Cost: Website design starts at £500 for standard and varies for bespoke.

Timeline: 1–2 months.

HOW TO WORK WITH US

YOUR JOURNEY TO THE SUMMIT CONTINUES HERE

FINALLY, EXPERT HELP THAT FITS THE WAY WE WORK

"Working with 9 Mountains has been a turning point for us. They understood our challenges and gave us the direction we needed. With expert support in marketing, fundraising, strategy, and operations, we've gained clarity, confidence, and real momentum. We're moving forward with more focus, confidence, and a sense that we're building something sustainable."

— Jo Early, CEO, SAMM National

LET'S CLIMB THIS MOUNTAIN TOGETHER

Whether you're starting out or ready to grow, 9 Mountains helps you build a smart, sustainable marketing engine tailored to your ambition. Book a session to explore your challenges, and we'll connect you with the right experts. We know the climb is tough, but the view from the top is worth it. Together, we'll map the best route to reach your peak goals.

CONTACT

Get in touch to book your free appointment and take the first step toward elevating your charity to new heights.

0800 208 4749 info@9mountains.co.uk

To explore more ways 9 Mountains can support your charity, including our full range of services and other mountains, visit our website.

www.9mountains.co.uk