Introduction

* Care Australia is a primary international aid institution that helps in the fight against poverty and the management of disaster.
* The organization has been using social networks to reach out to various populations with information on the latest stories and news regarding their care work in society.
* This is meant to publicize their services, focusing on different populations, women and girls being the target population. The volunteers also focus on enhancing the lives of the black women as well as highlight their plights

Thesis

* The organic strategy employed in this organization to increase the publicity of the services provided is the co-creation strategy. These methods will encourage the participation of both influencers and the stakeholders of Care Australia. The organization can reach out to new clients in different parts of the world and attract new volunteers and donors because of their excellent work.

Influencer strategy

* The influencer marketing strategy identifies individuals who have a substantial impact on the target audience. The approach entails forming a partnership with the influencer in which the latter agrees to expose their audience to the content or company’s message

Co-creator strategy

* In Care Australia, a co-creation strategy is expected to produce positive results. The company has many followers on Twitter compared to Facebook, which means a hashtag would reach out to many people than a Facebook post.
* Although the company has tried this approach in the past, it was not successful because of the type of message in various posts

Conclusion

* The recommended strategies to enhance the social media marketing in this organization are influencer strategy and co-creation strategy.
* Influencer strategy would include both micro-influencer and micro-influencer from various countries. The drawback of this approach is the high cost associated with compensating influencers