Digital Marketing 101
Digital Marketing Strategies, Big and Small

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Hi! We like the internet

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What are we doing here?

Wow, that’s a great question
10 digital wins

Beginning strategies
• How to get up and running
Already got it?
• Ideas of what to do next
This feel familiar?

I HAVE NO IDEA
WHAT I'M DOING
Don’t try to be like this.
Digital Win #1: Email

Email is your most powerful digital tool.

What You Need:
An email platform
An email list
An email template
A reason to email people
Digital Win #1: Email

• Email revenue = 26% of all online revenue
• In 2016, nonprofits sent an average of
  – 24 fundraising emails
  – 20 advocacy messages
  – 11 newsletters

2017 M+R Benchmarks study: mrbenchmarks.com
Digital Win #1: Email Platform

There are lots of platforms at various costs.

- Mailchimp is easy, and free for under 2k list
  - Includes your email sign-up form
  - Simple templates
  - Audience management
  - Metrics (CTR, open rate, unsubscribes, etc.)
Digital Win #1: Build an Email List

- Add a sign-up button to your homepage
- Add one to your Facebook page
- Post on Facebook and ask people to join your email list
Moment of Realness: Email Sign-Ups

You cannot email people without their permission.

**Opt-in** means you have permission to email.  
**Opt-out** means you do not have permission.

This is the law. CAN-SPAM Act of 2003 requires the unsubscribe option on every email, and prohibits the use of lists acquired without permission or falsifying sender information.
Digital Win #1: Email Template

Create a template that includes:

- Logo
- Image
- Link style
- Button
- Signature
- Footer
- Social sharing

Your template MUST be mobile-friendly!
You need someone who can code.
Digital Win #1: A Reason to Email

• You aren’t ready to send an email until you can answer:
  – Why am I sending this?
  – Why should my audience open it?
  – What am I asking them to do?
Digital Win #1: Email

**TODAY:** Get a Mailchimp account, put your logo on a generic template, and put a sign-up button on your website.

**TOMORROW:** Send two email appeals this year on Giving Tuesday and December 31. Send a thank you after each one.

**NEXT LEVEL:** Do a resend of your latest appeal to people who didn’t open it.
Digital Win #2: Social Media

*Social is about engaging your community.*

**What You Need:**
- Social media accounts
- Someone who can manage them
- Content to share
- A written social strategy
Facebook First

- 1.94 billion monthly active users (March 2017)
- Age 18 to 29 is the most common age demographic
- Slightly more women than men
- Engagement highest on Thursday and Friday
- Traffic highest mid-week (1-3 pm), but engagement highest in evenings
What should I post?

• Success stories
• Adoption promotions
• Behind-the-scenes footage
• News, inside scoop
• Photos and videos
How should I post?

- Be human
- Watch your formatting and grammar
- Simplify your call-to-action
- Shorter is (generally) better
- Keep text on graphics to a minimum
- Be positive
- Always keep your brand and overall message in mind
Digital Win #2: Social Media Strategy

- What do you share?
- What don’t you share?
- How often?
- What’s the process?
- Policy on responding to comments/messages
- Standard answers for common questions
Social media fail: adopting Polly
Digital Win #2: Social Media

**TODAY:** Set up a Facebook account. Post at least twice a week.

**TOMORROW:** Run a contest! Great way to build your email list.

**NEXT LEVEL:** Start adding video to your posts. (We’ll cover video in a bit.)
Digital Win #3: Your Website

*Stories + Mobile = Website Success*

**What You Need:**
- A CMS
- Content to share
- A donation form
Digital Win #3: Website CMS

• CMS = content management system
• Check out Drupal and Wordpress
  – Easy to manage once they’re set up
• Don’t forget Google Analytics

Drupal vs. Wordpress: johnhaydon.com/nonprofit-website-drupal-wordpress
Digital Win #3: Website Content

- Adoptable animals
- Donate button
- Stories
- Email sign-up
- Who you are: your mission and financials
- Contact information (don’t make this hard!)
Digital Win #3: Mobile Website

• Mobile now drives more than 56% of web traffic to top sites
• It needs to be your **top website priority**
Digital Win #3: Website

**TODAY:** Get your mobile optimized site up with a donation form.

**TOMORROW:** Post a great story and share the link on social media.

**NEXT LEVEL:** Add an option for monthly giving to your website.
Digital Win #4: Search Advertising

Search is king.

What You Need:
A Google Grant account
A call to action
Digital Win #4: Search

Sign up for a Google Grant account.

- 501c3s are eligible
- $10k free in-kind advertising every month
- Adwords Express — for when you have limited time
Digital Win #4: Search

What do I do with all of this free advertising?

- Recruit volunteers
- Tell stories
- Attract new donors
Digital Win #4: Search

![Search results for "volunteer opportunities in Africa for recent grads"](image)

- **Volunteer In Africa - Volunteer Experience Of A Lifetime**
  - Change Lives Abroad. Learn More!
  - Destinations: Costa Rica, Ghana, Tanzania, Thailand, India, Peru, Brazil, Morocco, Guatemala

- **Peace Corps for Teens - experiencegla.com**
  - Summer Volunteer Program to Africa For ages 14-18. Get a free catalog.
  - Adventure + Svc-Learning - Full-Svc Parent Support - Peace Corps Inspired

- **Recent Graduates | Projects Abroad**
  - This background increases the breadth and depth of responsibilities available to the volunteer at the project. In fact, we see many recent graduates go on to work...
Digital Win #4: Search

Google search results for "adopt a dog in maine"

Puppies for Adoption - West Kennebunk, Maine
Open your heart and home to a new puppy from the Animal Welfare Society.
Animal Adoptions - Spay/Neuter Services - Feral Cat Resources - Behavioral Training
Pet Adoption
AWS Services
AWS Programs
About AWS

Adopt a Rescue Puppy - Lovable Dogs are Waiting - foundanimals.org
Make a Rescue Puppy Your Pet! Find a Shelter Near You & Adopt Today.
Volunteer - Non-profit Organization - Adopt/Foster - 10+ Years Helping Pets
Get Involved - Pet Licensing - Pet Care - Why Spay/Neuter Your Pet?

Don't Shop, Adopt - Dogs puppies kittens and cats - nhspca.org
Open your heart and home to an animal in need. Adopt from the NHSPCA today!
Dogs - Home - Training

1,000's Of Dogs Available - Start Your Search Here
www.theshelterpetproject.org/ *
Adopt A Dog Today!

Almost Home Rescue of Maine | Connecting Dogs of All Breeds with...
almosthomerescue.net/ *
Connecting Dogs of All Breeds with Loving Homes.
Available Dogs - Support the Rescue - How to Adopt - Questions & Answers

Best Friends
SAVE THEM ALL
Digital Win #4: Search

A few guidelines to keep in mind:
- Ads are entirely text-based (no videos or images)
- They appear on Google search results pages, below the ads of paying advertisers
- Campaigns are keyword-targeted
- Your maximum cost-per-click (CPC) will be $2.00
Digital Win #4: Search

**TODAY:** Apply online for a Google Grant. Set up one goal.

**TOMORROW:** Optimize your landing page. How can you make it work better?

**NEXT LEVEL:** Budget for paid advertising to beat the $2 CPC if you’ve got competition.
Digital Win #5: Digital Content

Oh, wait: Content is king.

What You Need:

Stories

More stories
Digital Win #5: Digital Content

With better stories, you can raise more money.

• It’s how you get people excited about your cause.
• It’s how you tap into their emotions.
• It’s how you keep them coming back.
Digital Win #5: Digital Content

Where do stories come from? EVERYWHERE.

• Volunteers
• Staff
• Adopters
Digital Win #5: Digital Content

How do I use them best?
• Appeals (email, mail)
• Stories on your website
• Social posts
• Renewals
• Stewardship
Digital Win #5: Digital Content

**TODAY:** Tell a great adoption story. Make sure it highlights your specific work.

**TOMORROW:** Post that story on your website. Tease it on social with a link.

**NEXT LEVEL:** Turn that story into an appeal. Because this work doesn’t happen without your donors.
Everyone wants more video.

What You Need:
You already have it in your pocket.
Digital Win #6: Video

**Step 1: Use what you’ve got**
Record high quality HD video with a smartphone camera, and hold it sideways to capture a wider view.

**Step 2: Be smart with sound**
Videos on Facebook auto-play without sound. Create something that gets your point across even if it’s played silently.

**Step 3: Edit like a pro**
To make your video more polished and professional, use a video-editing app for quick and easy editing.
Digital Win #6: Video

• Upload videos directly to Facebook. (This gets a 30% higher watch rate than YouTube.)
• Include a call to action in your text: adopt, volunteer, donate, etc.

Facebook video ad guidelines: facebook.com/policies/ads
Digital Win #6: Video

**TODAY:** Shoot some fun footage of an adoptable animal. Post on social and ask people to come meet that animal and others like him.

**TOMORROW:** Create a Facebook Live.

**NEXT LEVEL:** Use editing software to create a montage of adopted animals. Use it to promote adoption, stewardship, or an ask.
Digital Win #7: Digital Advertising

What You Need:

A budget
Creative assets
Tracking capabilities
Digital Win #7: Digital Advertising

Paid placements to help you reach new audiences
• Facebook advertising
• Boosted posts
• Third-party sites
Digital Win #7: Digital Advertising

Facebook advertising
- Boost a post to extend your reach
- Run ads for page likes
- Run a fundraising ad with audience targeting
Digital Win #7: Digital Advertising

Third-party paid placements
• Goal: reaching new audiences
• Paid placements (check out e-miles, care2)
• In-kind advertising offers
Digital Win #7: Digital Advertising

**TODAY:** Run a “likes” ad on Facebook.

**TOMORROW:** Use your email list as an audience. Target them with a fundraising ask.

**NEXT LEVEL:** Use your renewal audience. Target them with renewal content.
Digital Win #8: Call to Action

What You Need:
A clearly defined goal
A button or a text link
Digital Win #8: Call to Action

What do you want?
Digital Win #8: Call to Action

Tell me what you want me to do:

• Take a survey
• Donate
• Register for an event
• Read a story

The call to action is the goal. JUST HAVE ONE.
Digital Win #8: Call to Action
Digital Win #8: Call to Action

**TODAY:** Look at your recent social posts, webpage, and emails. Do you have one clear CTA?

**TOMORROW:** Try adding urgency to your CTAs, or personalized language.

**NEXT LEVEL:** Run a test of your CTA language.
Digital Win #9: Running a Digital Campaign

What You Need:
A plan
Creative assets
Tracking
Digital Win #9: Digital Campaign

Make a list

Priorities:
• Dogs
• Dogs
• Dogs
• Specific dog
• Food
• Lifespan of parents
Digital Win #9: Digital Campaign

- Goal
- Timing
- Audiences
- Channels
- Key messaging points
- Call to action
- Creative assets needed
- Tagging
Digital Win #9: Digital Campaign

Dear Friend,

Today’s the day — a full 24 hours dedicated to celebrating your best friend. They come in all shapes and sizes, but true best friends have some things in common: They love unconditionally, they don’t judge and they’re extremely loyal. And sometimes, they’re funny.

When you donate to Best Friends Animal Society during our entire day of giving, you’ll not only recognize the special bond you share with your pet; you’re helping other cats and dogs find forever homes — and best friends — of their own.

Make my Best Friends Day gift! >

Thank you for being a best friend to homeless pets. Together, we will Save Them All.

Gregory Castle, CEO
Best Friends Animal Society

Dear Friend,

Best Friends Day is right around the corner. How will you celebrate?

**Best Friends Day** is the perfect opportunity to give back to those special friends who mean so much to you. And let’s face it: Pets, with their unconditional love and loyalty, are the ultimate best friends.

Help save the lives of our furry friends on this day of friendship, and spread the word with an e-card so others can do the same. Your gift not only recognizes the special bond you have with your pet, it helps save the lives of other cats and dogs.

Learn more >

Thank you for being a best friend to homeless pets. Together, we will Save Them All.

Gregory Castle, CEO
Best Friends Animal Society

P.S. You can give a gift today and have it count toward Best Friends Day.
Digital Win #9: Digital Campaign

**TODAY:** Run a fundraising campaign across email, website and Facebook.

**TOMORROW:** Add Google Analytics tracking to see how the channels each contribute. Add a next action after your donors give.

**NEXT LEVEL:** Ad targeting on Facebook; add a pop-up to your homepage.
Digital Win #10: Simplify

What You Need:

A red pen
Digital Win #10: Simplify

I'M HAVING CANDY FOR DINNER!

Best Friends
SAVE THEM ALL
Digital Win #10: Simplify

- People have short attention spans online.
- Cut down on words in your emails, social posts, webpages.
- Look at things you can automate. (Create templates!)
- Consider if you’re spending too much time on things that don’t bring you value.
People to follow

- John Haydon (johnhaydon.com)
- M+R Lab (mrss.com/lab)
- Nerdy Nonprofit (thenerdynonprofit.com)
- NTEN (nten.org)
More resources

- Mailchimp: mailchimp.com/pricing
- M+R Benchmarks: mrbenchmarks.com
- Google Grants: google.com/grants
Questions?

I MUSTACHE YOU

A QUESTION