



DIGITAL MARKETING FOR NON-PROFITS ON A SHOESTRING BUDGET

Carol Boeira
Alex Hosselet
Hayley Robateau

AGENDA

- Marketing Fundamentals
- Digital Donation Platforms
- Content Marketing
- Social Media
- Digital Advertising
- Email Marketing
- Analytics & Measurement
- Closing Thoughts & Questions

HAYLEY ROBATEAU



- Pizza enthusiast

CAROL BOEIRA

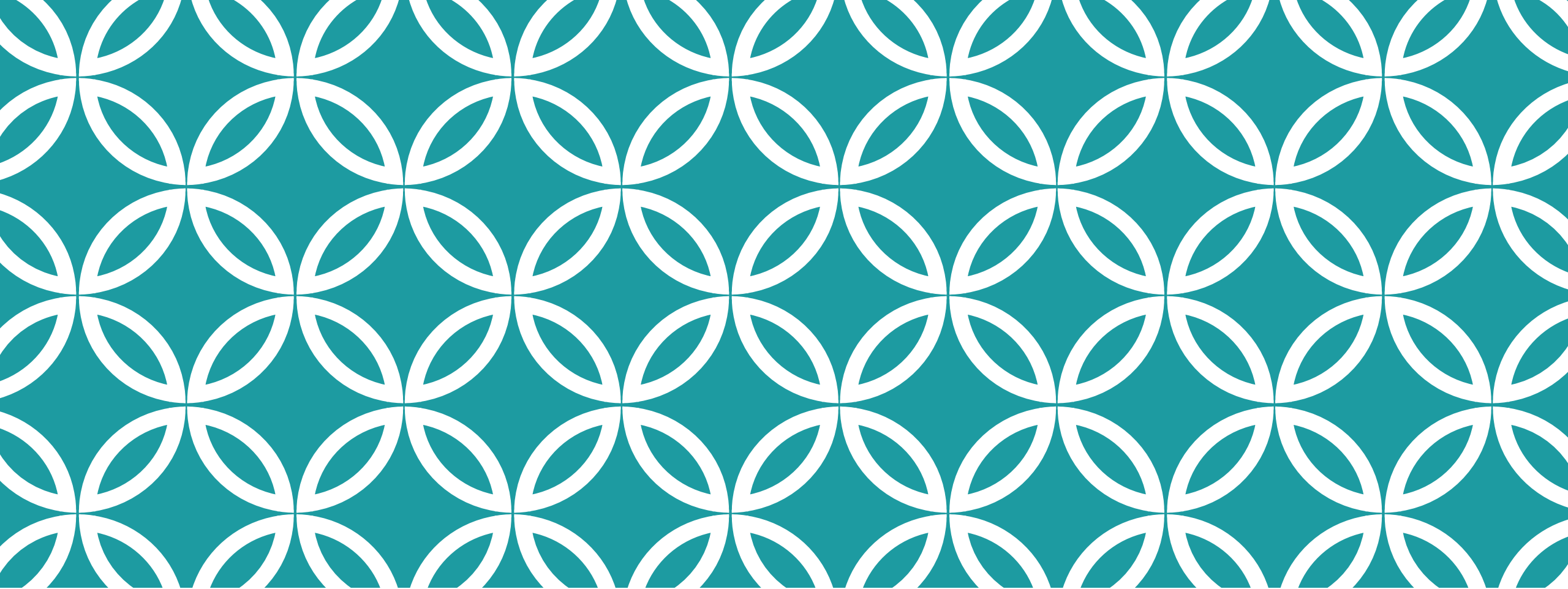


- Content consumer

ALEX HOSSELET



- Cat fancier

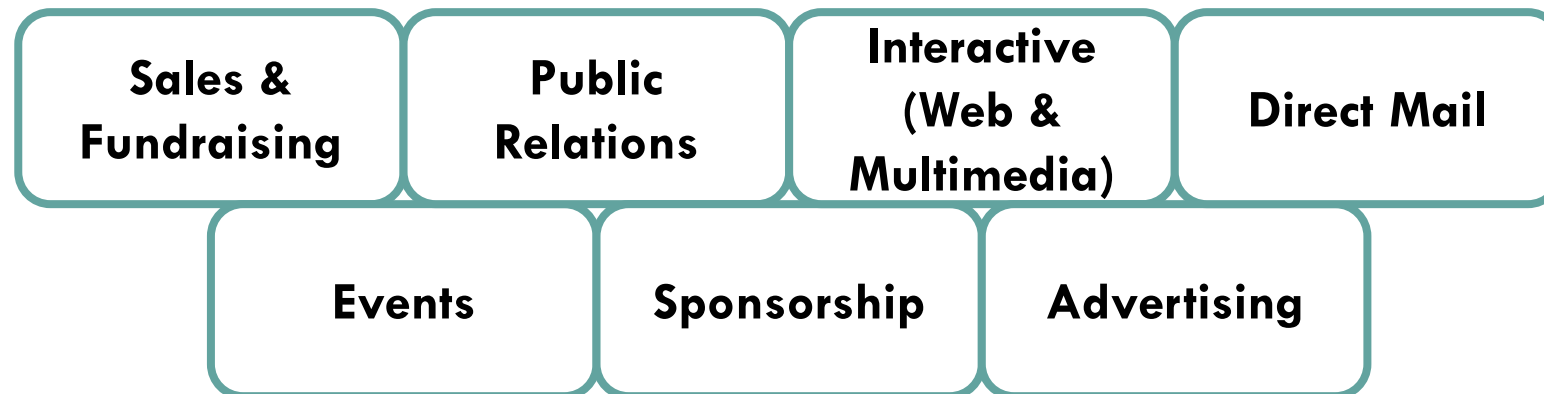


MARKETING 101



WHAT DO WE MEAN BY “MARKETING”?

- Any contact your organization has with the outside world
- Communications, partnerships, donor relations, reports, events, program development
- A team effort, not just the domain of the “marketing person”



MARKETING PLANNING

**Strategic Plan
(3-5 year view)**

- Where will the organization be in 3-5 years?
- What are our major areas of focus?
- What major changes need to happen to accomplish these goals?

**Business Plan
(1 year view)**

- How will we advance the strategic plan this year?
- How will we allocate resources and budget?
- How can we measure annual success?

**Marketing Plan
(1 year view)**

- How can marketing fulfill our business plan?
- How do we spend the marketing budget?
- What metrics do we need to measure?

HOW CAN WE USE DIGITAL FOR MARKETING?

Sales & Fundraising

- 1-1 outreach
- Personalized content
- Digital donation tools

Public Relations

- Media releases
- Influencers
- Content partners

Interactive (Web & Multimedia)

- Website, SEO
- Social media
- Storytelling

Direct Mail

- Email campaigns
- Digital donation on traditional direct mail

Events

- Webinars & virtual participation
- Digital event management

Sponsorship

- Digital recognition
- Sponsored content
- Cross-promotion

Advertising

- SEM
- Social media ads
- Digital ad networks

MARKETING PLANNING

Environment Scan

- Trends (PESTLE)
- Audiences
- Competitors
- SWOT Analysis

Marketing Strategy

- Marketing objectives from business plan
- Strategies
- Tactics (both traditional & digital)

Implementation Plan

- Budget
- Measurement
- Timeline
- Evaluation

PROS AND CONS OF DIGITAL MARKETING

Pros

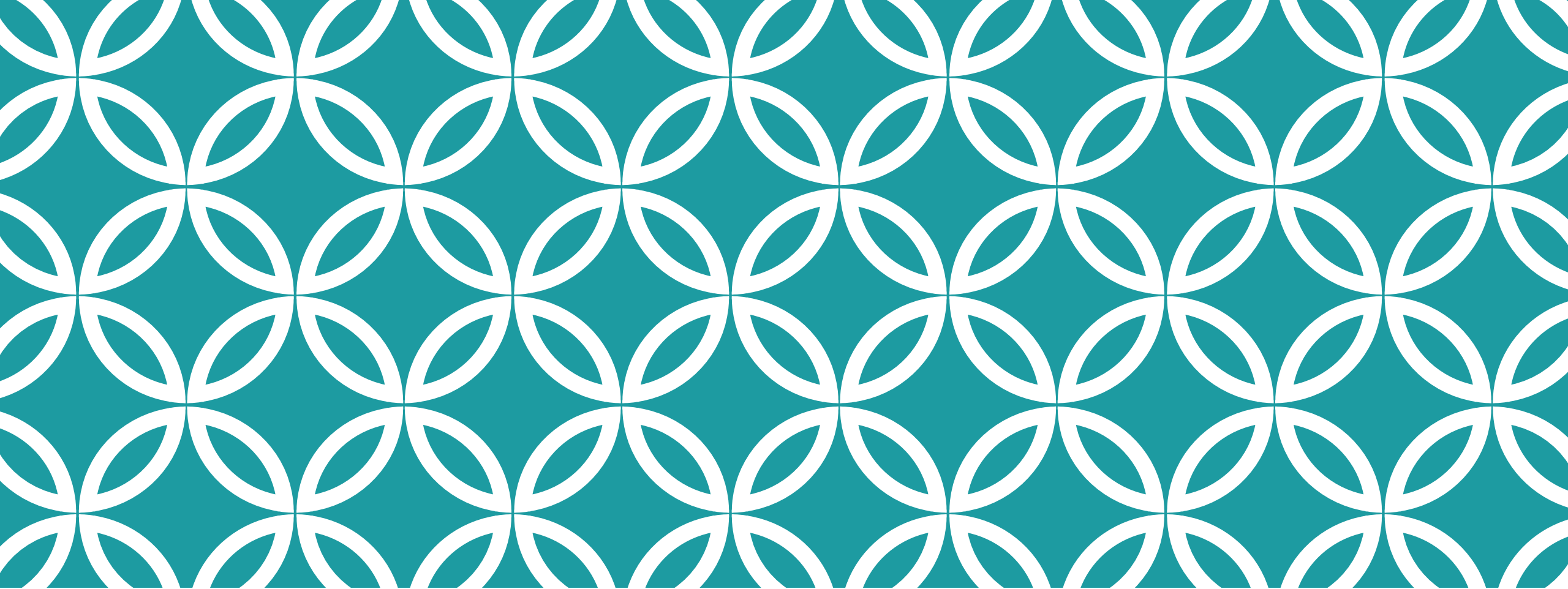
- Can be much lower cost
- Mass to personal communications
- Most channels are owned
- Can plan and deploy very quickly
- Highly customizable and controllable
- Very measurable

Cons

- Not a substitute for human interaction
- Requires learning skills and tech
- Always evolving and changing
- Sometimes so fast you make mistakes
- May require contractors
- Less effective at reaching certain audiences



ANY INITIAL QUESTIONS?



DIGITAL DONATION PLATFORMS



CANADAHELPS

- Created automatically for every CRA-recognized charity in Canada
- Well-known and easy to use
- Customizable with a lot of information
- Directory on their website or embeddable on your website
- General donations, specific funds, events, and peer-to-peer fundraising
- Handles tax receipting and finance concerns
- Provide support and information for charities
- You and CanadaHelps both get the donor data (they'll contact them, too)

BENEVITY

- Becoming increasingly popular with workplace campaigns
- Highly customizable content
- Setup and managed by workplaces, not charities
- Includes volunteering opportunities as well as donations
- Great customization tools for users
- Dashboard and reporting tools for charities

CHIMP

- Similar to CanadaHelps: free and accessible by all charities
- Focus on donors to plan and manage their philanthropy
- Sleek and modern design
- Customizable and embeddable
- Event, peer-to-peer campaign, and family/friend group options

E-COMMERCE PLATFORMS

- Non-charity-specific options also work for payment
- Square, Stripe, PayPal, Shopify, and many more options
- Usually not set up for non-profits or tax receipting
- Can be more complex to integrate into website
- May be used as special alternatives (events, product sales, etc.)



ANY QUESTIONS?



CONTENT MARKETING



WHAT IS DIGITAL CONTENT?

- Information found online in different formats such as blogs, social media posts, videos, newsletters, podcasts, fact sheets, reports, etc.
- Content does not need to explicitly promote a brand, but is used to stimulate interest
- Should have some sort of value for the consumer

WHAT IS CONTENT MARKETING?

- Creating and distributing valuable, relevant, consistent content
- Education: Unlike other marketing approaches, content marketing delivers information that makes your audience more intelligent
- Pull vs push strategy
- Builds brand familiarity and loyalty
- First steps:
 - What are your goals?
 - What is your mission? Why do you exist?

YOUR BRAND + YOUR CONTENT

- Content used to maintain, strengthen and build your brand
- Image of brand can remain constant but audience experiences with it can vary
 - A content creator promotes their brand in various different mediums (video, blog/website, Twitter, Instagram, Facebook, etc.)
 - Values of brand hold true throughout
- 'Go to' messaging. What can people expect?
 - Length, tone, production value, emotional response, intellectual response

TOPICS + FORMATS

Topics

- Impact/Results
- Donor testimonials
- Thought leadership
- Facts and Stats
- Campaign

Formats

- Blog posts
- Video
- Newsletter
- Podcast
- Live stream
- Social media
- Infographic



CONTENT PARTNERSHIPS

- Mutual benefit to all brands involved
- Guest bloggers on your own site
- Submitting relevant content to other sites

Examples

- [Why giving before 2018 can help you save big at tax time](#)
- [Community Builders: The people who make us fall deeper in love with our city](#)



ANY QUESTIONS?



SOCIAL MEDIA |

YOUR GOALS + THE LANDSCAPE

- Social media comes into play during two key processes of content marketing:
 - Listening to your audience
 - Distributing content
- Before you begin:
 - Have a content 'hub' – Where are you directing followers?
 - Know your resources and choose your platforms wisely
 - Content plan for each platform you choose
- Consider:
 - Goal of the platform
 - Desired action
 - Type of content
 - Tone
 - Frequency
- Let your goals and audiences dictate the decisions you make

FACEBOOK

Pros

- Easily automated/managed within the platform itself.
- Great analytics.
- Native content reigns supreme
- Easy to target content
- Great for video accessibility/experience (subtitles)
- Live streaming well developed

Cons

- Algorithm gives preference to friends and groups vs business pages
- Pay to play
- Preference given to posts with media, especially video

TWITTER

Pros

- Easily automated/managed with tools like Hootsuite
- Great for 'listening'
- Easy to share other people's content
- Organic reach more likely if tied to relevant hashtags
- You can publish more frequently

Cons

- Weak analytics
- Content can get lost/overlooked
- Engagement more difficult to predict
- Posts with media attached perform better
- 280 character limit. Clickbait culture
- No editing
- Bad video experience if not customized for native posting

INSTAGRAM

Pros

- Easy to interact and keep up to date
- Instagram Stories are a huge asset to humanizing your organization
- Use up to 5 @ mentions and 30 hashtags
- Analytics available for business accounts
- Predictable

Cons

- Interactions limited to the platform: links not clickable on descriptions or comments. Only *one* clickable link in bio.
 - TIP: Use Linktree (FREE!)
- No *actual* automation option

YOUTUBE

Pros

- Easy to use
- Accessible
- Can be used as a content 'hub'
- Easily customizable experience
- Useful tool for accessibility/experience requirements like closed captions
- Exceptional analytics

Cons

- Content will likely not reach target audience organically. Must cross-promote to get views and engagement.
- Personality fueled
- If you want to grow your channel, must deliberately ask viewers
- Always changing

LINKEDIN

Pros

- Audience clearly defined from the get-go
- Marketing thought leadership content
- Content related to influencer partnerships
- Corporate and workplace giving recognition

Cons

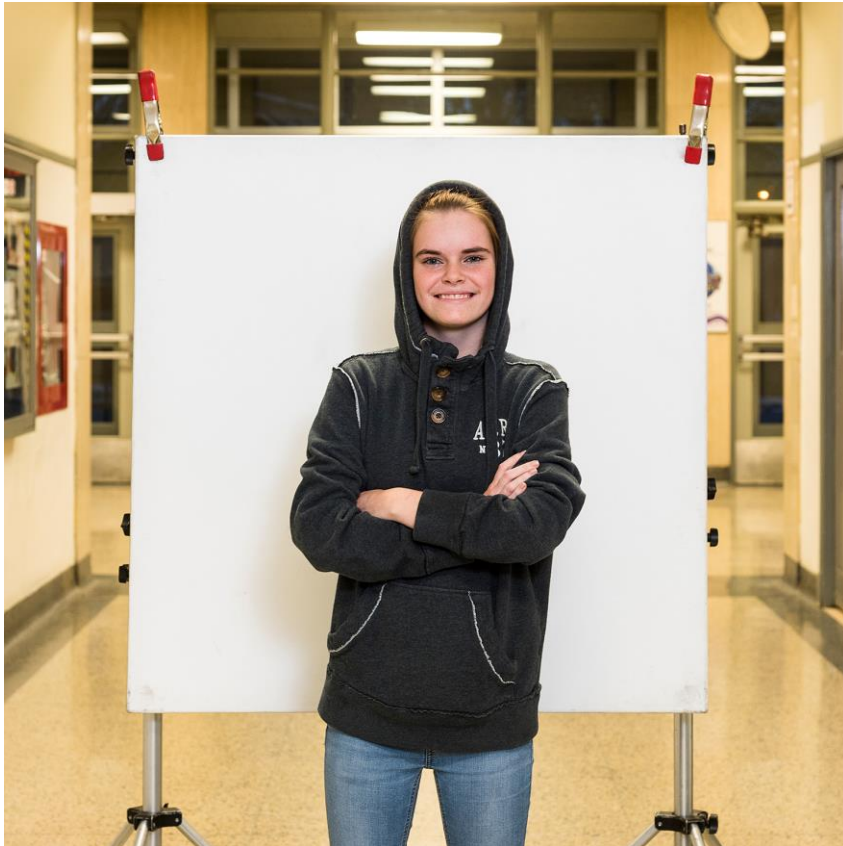
- Infrequent user interactions
- Poor feed algorithm
- Subpar content in general
- Limited reach

INFLUENCERS

What's an influencer?

- Thought leaders, industry mavens, bloggers, celebrities, etc.
- Have a notable following of a specific group/demographic of people
- Engagement with group/demographic leads to influence over their decisions

INFLUENCERS

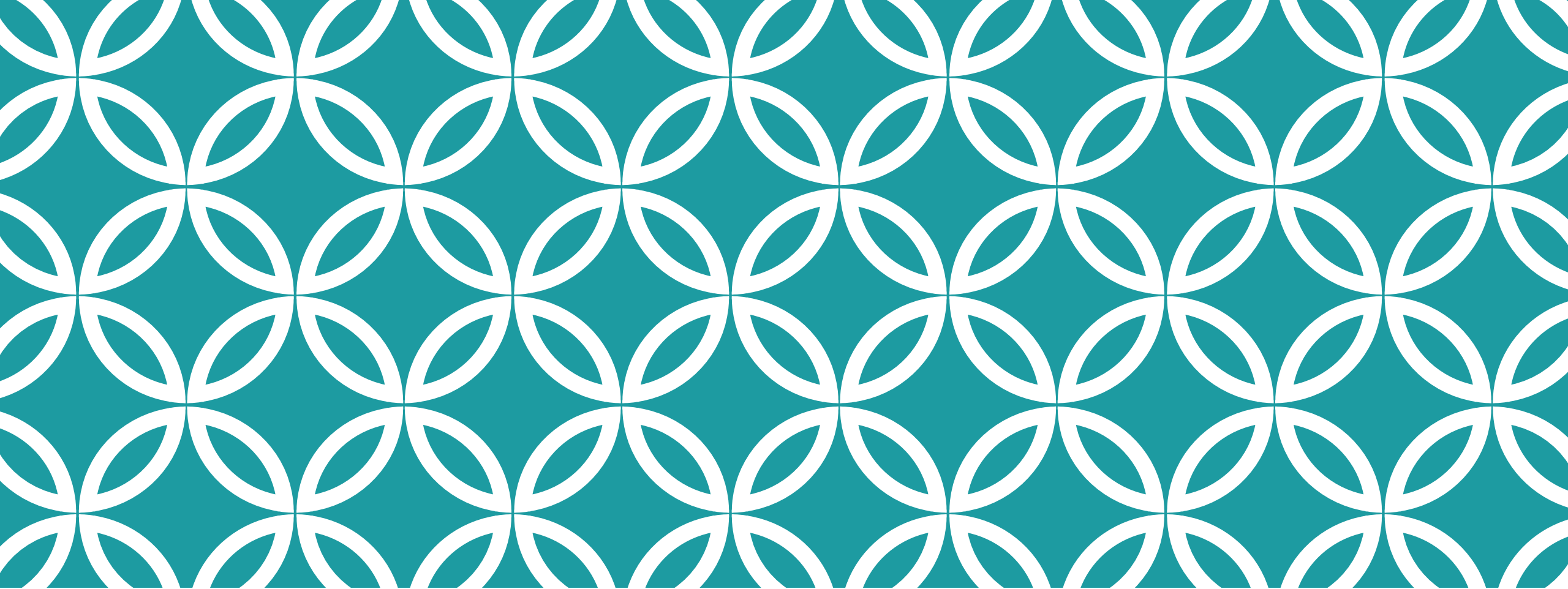


How do you use influencers?

- Online version of peer-to-peer marketing and influence
- Supplement your brand activities
- Push your messaging to wider audiences online
- Influence buying (donation) intentions of their audiences



ANY QUESTIONS?



DIGITAL ADVERTISING |

GOOGLE & YOUTUBE

- Search: search results on Google & partners
- Display: image and text ads on affiliate sites, dynamic option
- YouTube/Video: video, text, and image ads on video networks
- AdGrants available to TechSoup-registered charities
- Many payment options: click, view, conversion, other actions
- Daily or campaign-level budgeting
- Great for reaching new audiences on a very wide network by demography, geography, sites, search terms
- Lots of customization and reporting options
- Can be daunting – learning available online

FACEBOOK & INSTAGRAM

- Easy to setup across Facebook, Instagram, and third-party content partners
- Options with text, images, video, and dynamic ads
- Daily and campaign ad budgets
- Costs per click and view
- Excellent for targeting based on interest, demographic and behaviour
- Less daunting than Google and easy to setup
- Very good at supporting organic Facebook content (boosted posts)

LINKEDIN

- Only for business and professional contacts
- Traditional ads, boosted stories, and InMail (direct messages)
- Targeting industry, employer, title, level, geography
- Limited applications but ideal for job-based targeting
- Relatively low-cost and easy to budget

TWITTER

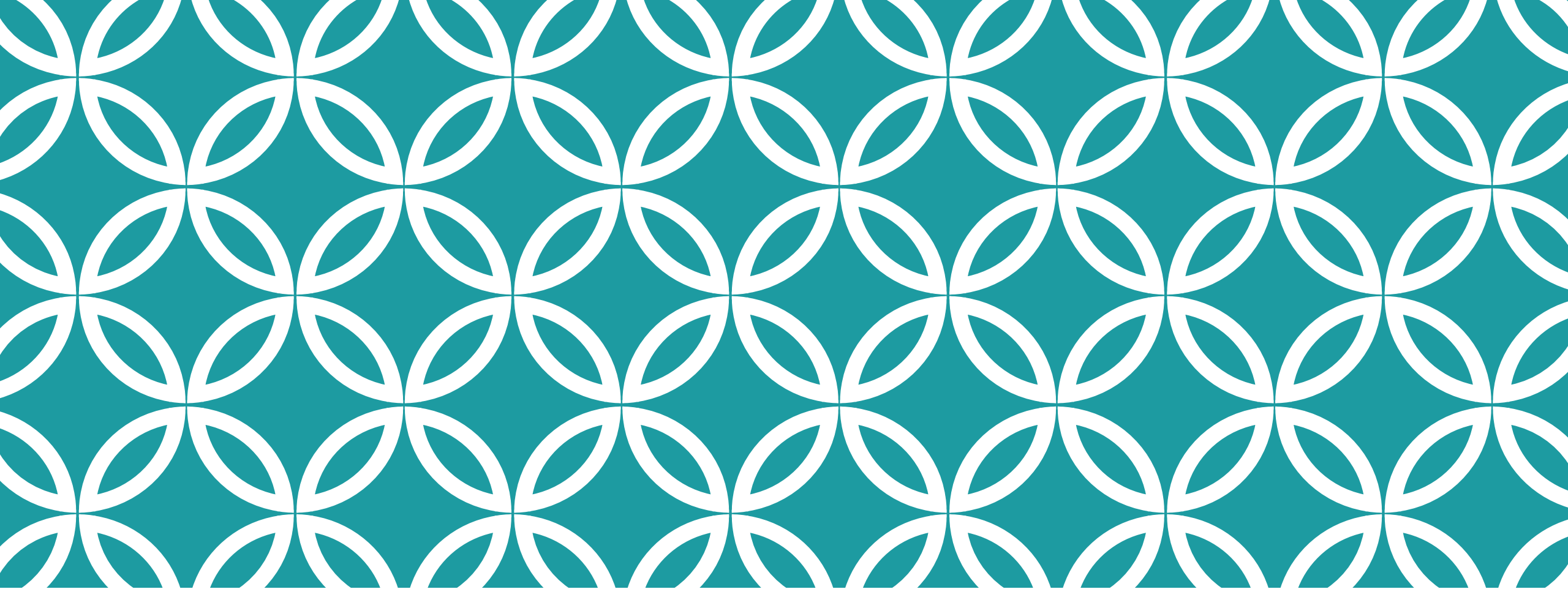
- A hot mess
- Only useful in large-scale (read: expensive) brand campaigns
- Inaccurate targeting and cluttered environment
- Not recommended!

AD NETWORKS

- Setup by independent advertisers and publishers
- Often cover one or more websites (banner ads)
- Higher costs but the campaign is managed for you
- Can be useful, but alternatives are more likely to be more effective/lower cost
- Generally not recommended



ANY QUESTIONS?



EMAIL MARKETING



APPLICATIONS

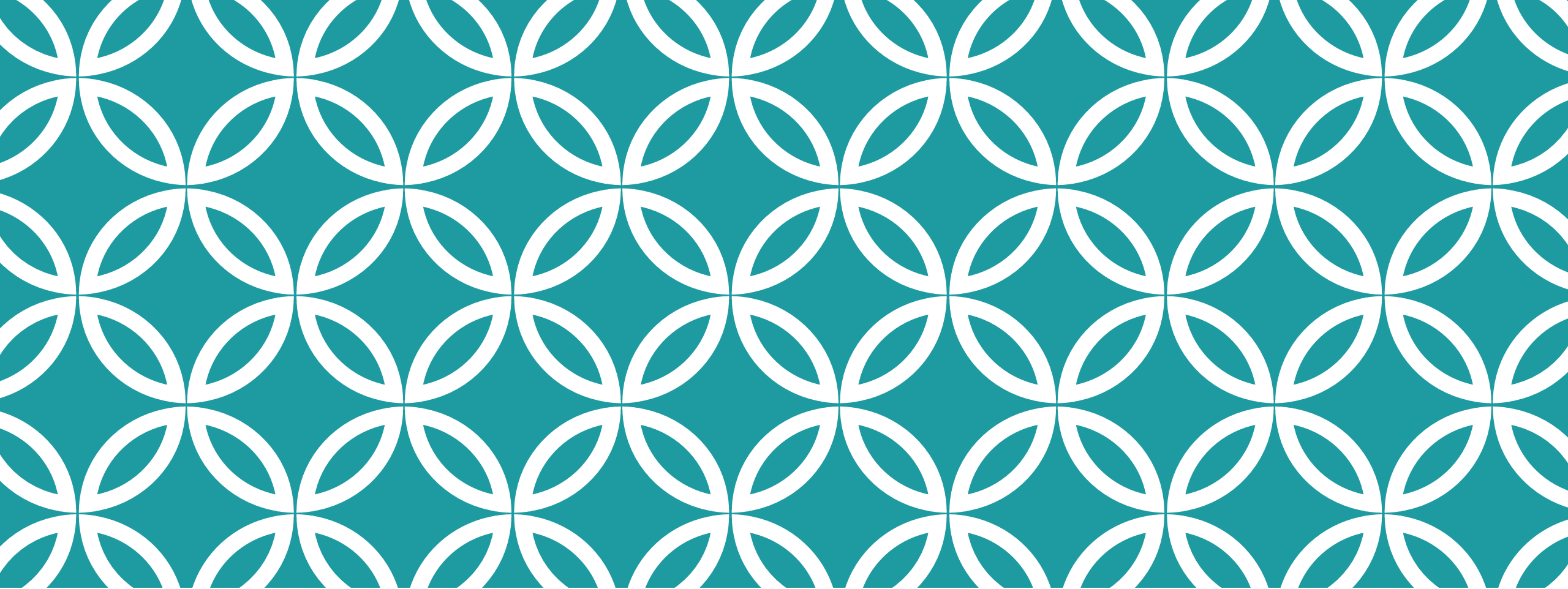
- Newsletters: keeping your stakeholders regularly informed
- Donations: soliciting funding directly or indirectly
- Invitations: getting your stakeholders to your events
- Announcements: major updates and reports
- Stewardship: thanking and recognizing donors
- Partners & Sponsors: important messaging relating to partners and sponsors

LEGAL REQUIREMENTS

- PIPEDA & CASL: Canadian requirements with some exemptions for non-profits
- CAN-SPAM in USA
- DPEC & GDPR in Europe
- Best practices:
 - Clear privacy/data policy
 - Users (double) opt-in
 - Only contacting people from >2 years since last interaction/donation
 - One-click, permanent unsubscribe
 - Don't buy or sell lists

PLATFORMS

- MailChimp
- Constant Contact
- Campaign Monitor
- Emma
- All perform similar functions with a range of features
- Manage lists, unsubscribes, collect data, integrate with other tools
- Select based on features, list size, budget, and other tools for integration



ANALYTICS & MEASUREMENT



GOOGLE ANALYTICS

- Must-have for all websites, even if you rarely use it
- Measures all traffic sources to your website and behavior on your website
- Free and easy to setup with the most basic technical skill
- Lots of customizable reports and insight
- Inbound traffic can be tracked with “UTM tags”
- Great for measuring success of campaigns and user behavior
- Best way to inform improvements to your website and valuable content
- Google Tag Manager is a more advanced way to implement this and others

SOCIAL MEDIA TRACKING & AUTOMATION

- Social media without measurement has no value
- Automation of content makes social media much more manageable
- Hootsuite for tracking, measuring, and scheduling (Twitter, Facebook, Instagram, LinkedIn, YouTube)
- Buffer for scheduling (Twitter, Facebook, Instagram, LinkedIn)
- Union Metrics for detailed tracking (Twitter, Facebook, Instagram) (Paid)



CLOSING TIPS



CAROL'S TIPS

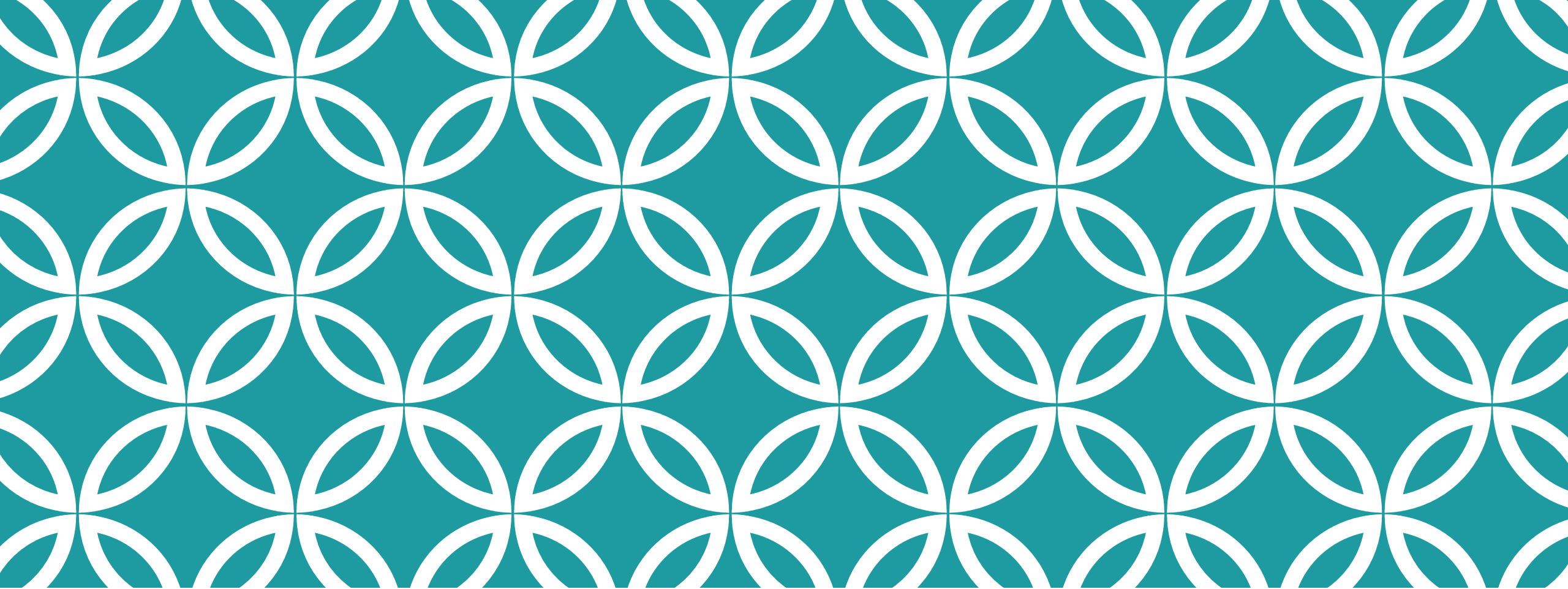
- Practice what you preach ... Consume!
- Don't be afraid to take risks and try out new trends
- Best practices are great, but there are many 'right' ways to go about something
- If there's no time, there's no time. Don't sacrifice quality for quantity.

ALEX'S TIPS

- Get group input but trust your experts
- Learning tools and being creative is cheaper than hiring contractors
- Use online learning tools to keep building skills and knowledge
- Don't risk breaking platform rules or the law
- Make reporting and valuing reports part of your culture to succeed

HAYLEY'S TIPS

- Plan, follow-through, measure, and improve
- Invest time in research instead of failing at execution
- Play to your expertise
- Relationships are everything!



**I'M SURE THAT WAS A LOT TO TAKE IN.
DO YOU HAVE ANY QUESTIONS FOR US?**

Thank you for your time.

GET IN TOUCH



- Carol Boeira
[linkedin.com/in/carol-boeira-01486810b/](https://www.linkedin.com/in/carol-boeira-01486810b/)
- Alex Hosselet
[linkedin.com/in/alexhosselet](https://www.linkedin.com/in/alexhosselet)
- Hayley Robateau
[linkedin.com/in/hayleyrobateau](https://www.linkedin.com/in/hayleyrobateau)