Fundraising with Digital Marketing

Nick Day

Digital & Direct Marketing Practitioner | Consultant | Trainer

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We'll cover

1. Digital Marketing Planning Considerations
2. Using the Digital Marketing Toolkit:
   - Search Marketing
   - Website
   - Email
   - Social Media
   - Text/SMS

We'll cover

3. Measuring performance and keeping track
    - Google Analytics
    - Google URL Builder
4. GDPR and data considerations

Digital Quiz!

1. How many **years** (duration) of video are uploaded to YouTube every day?

2. What **% of UK traffic** is on a mobile device?

3. How many **active LinkedIn users**?

4. Twitter has 320mn active users – **how many tweets** are sent per day?

5. How many **active Instagram users**?

Digital Quiz!

1. How many years (duration) of video are uploaded to YouTube every day? **50 years**

2. What % of UK traffic is on a mobile device? **52%**

3. How many active LinkedIn users? **250mn**

4. Twitter has 320mn active users – how many tweets are sent per day? **500mn**

5. How many active Instagram users? **1bn**

Developing a strategic approach to digital marketing campaigns

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RABOSTIC
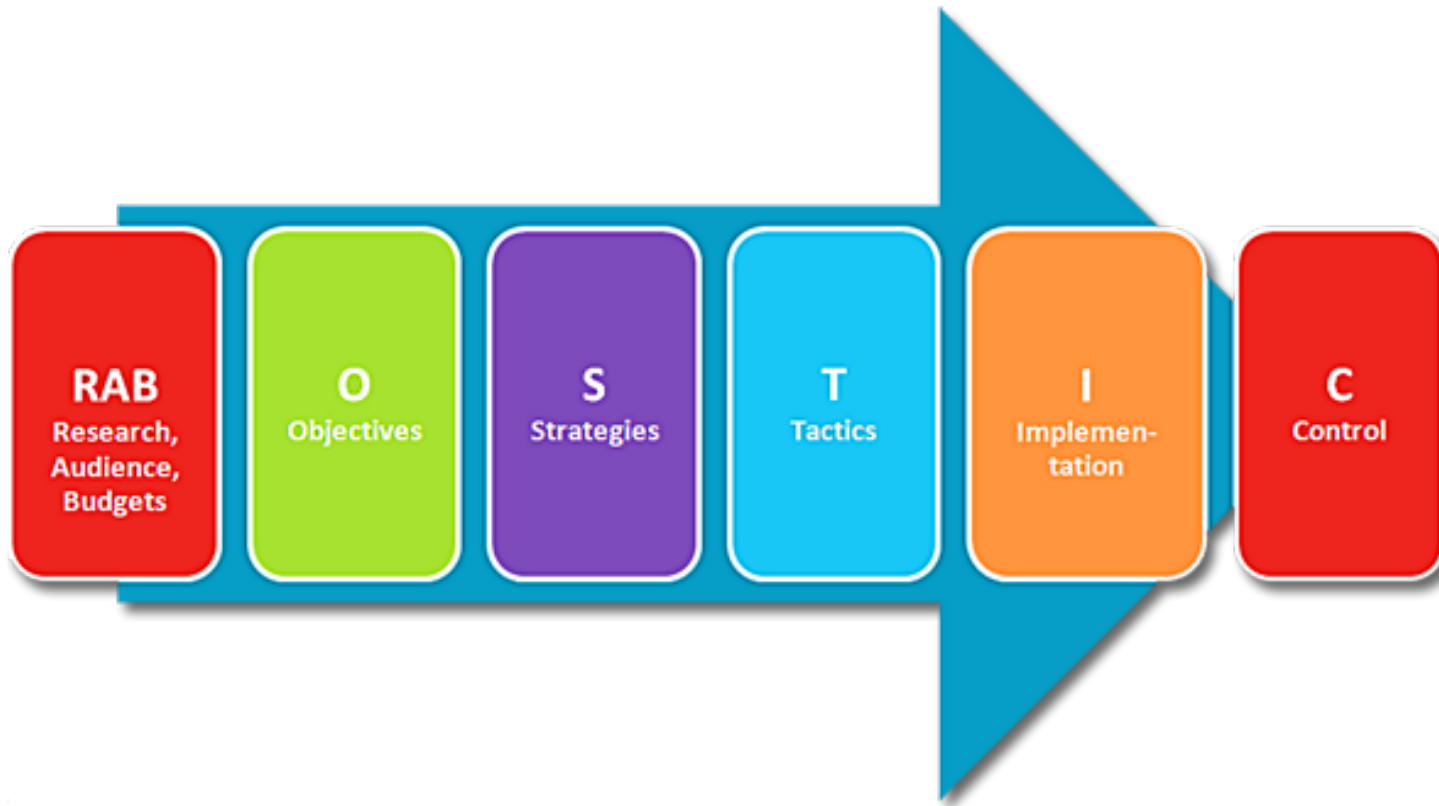
Research

- **Research** is the phase that is often missed, but if you don't check back at what you've done before, look at what others are doing and what's happening in the wider marketplace, then you might not identify all the threats and opportunities.

Research

Target Audiences

- **Audience** understanding is vital to success. Rather than trying to please everyone, focus on those who really matter!

Target Audiences

- What do they look like?

- What are their interests?

- What matters most to them?

- What communication channels do they like best?

Target Audiences

Your proposition should be able to address:

- What problem will it solve?
- What do I expect from the charity?
- What benefit do I get?
- Why should I choose this over an alternative?

Budget

- **Budget** appropriately. Consider what communication channels are best at reaching your target audience and work out realistic costs for each.

Budget

- How much can you spend?
- What resources do you have available?
- Who can help you?
- Contingency?

Objectives

- **Objectives** are essential to be able to measure your results and help you focus your campaign.

Objectives – 5S model

- **Sell** – increase income
- **Speak** – create dialogue
- **Serve** – add value
- **Save** – time & money
- **Sizzle** – create excitement

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Strategy

Tactics

- **Tactics** enable you to convert your strategy into components that should all fit together and deliver a consistent campaign.

Tactics: RACE model

REACH
Acquisition strategy to build awareness of off-site and in offline media to drive web presences

- Search Engine Optimisation
- Pay Per Click (PPC)
- Affiliate and Partner marketing
- Online advertising
- Online PR
- Social Media Marketing

ACT & CONVERT
Acquisition strategy to build awareness of off-site and in offline media to drive web presences

- Conversion rate optimisation
- Ecommerce management
- Lead generation techniques
- Home page optimisation
- Landing page optimisation
- AB and mulitvariate testing

ENGAGE
Retention and growth strategy to build customer and fan relationships to encourage repeat visits and sales

- Content marketing
- Enewsletters and promotional emails
- E-contact strategy
- Customer service and support
- Mobile marketing
- Social CRM

Tactics: the message

Tactics: the message

- **Attention** – the right media, good visuals and thought provoking headline

- **Interest** – address the things you've identified as important to your audience and make it relevant to them – they don't need to know everything!

- **Desire** – make them want to act

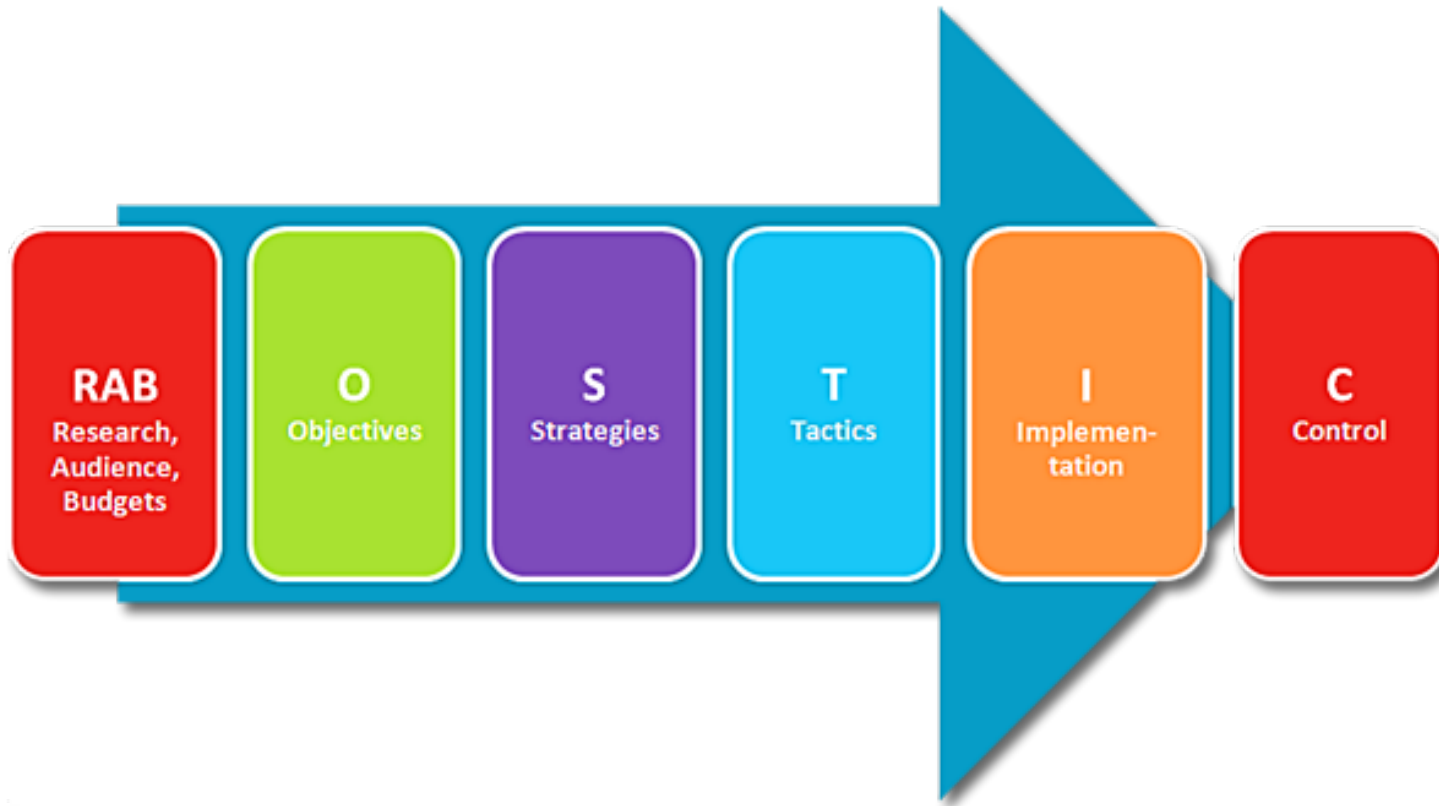- **Action** – make it clear what you want them to do and how they do it

Implementation

		Budget	Comments	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Website Design	Action 1	XXX					🟩	🟩							
	Action 2	XXX													
Search Engine Optimization	Action 1	XXX			🟩	🟩	🟩								
	Action 2	XXX													
Blog	Action 1	XXX		🟩	🟩										
	Action 2	XXX				🟥									
Social Media	Action 1	XXX		🟩											
	Action 2	XXX		🟩	🟩	🟩	🟩	🟩							
E-Mail/News Letter	Action 1	XXX													
	Action 2	XXX				🟩									
Analytics	Action 1	XXX		🟥				🟥							
	Action 2	XXX													
Total		XXX													

Control

- Google Analytics
- Google Search Console
- Email marketing dashboard
- Social media dashboards

- **Avoid vanity metrics and focus on meaningful interactions and goal completions and conversions**

RABOSTIC

RAB — Research, Audience, Budgets

O — Objectives

S — Strategies

T — Tactics

I — Implementation

C — Control

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Your digital marketing toolkit

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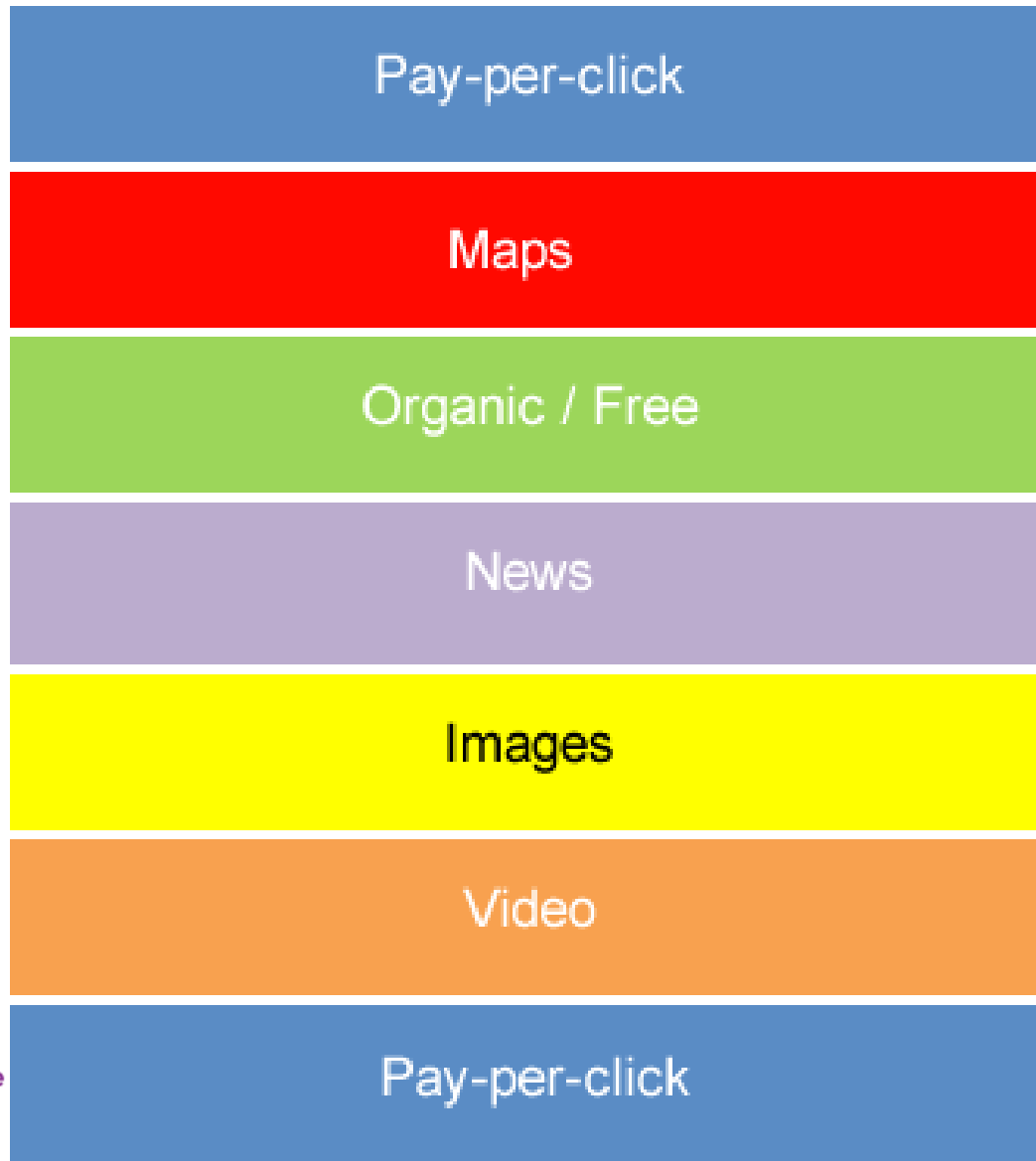
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RACE Model Activities

- **Reach:**
  - Search Engine Optimisation (SEO)
  - Pay-per-click
  - Google Business Listing
- **Act and Convert:**
  - Website
- **Engage:**
  - Email
  - Social Media
  - Text/SMS

REACH: Search Marketing

Google Search Results

Pay-per-click

Maps

Organic / Free

News

Images

Video

Pay-per-click

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Organic search results

- Google uses **algorithms** to work out if and where your pages will be placed based on:
  - Page title
  - Meta description
  - Page URL
  - Page content
  - Headings <h1>
  - Text links
  - Popularity of site

NO ONE LOVE'S ME ANY MORE AND THATS DUE TO GOOGLE

Organic search results

- **Page Title** – You have 66 characters to describe your page. If your home page title is just your name then you're missing out on a key GSEO opportunity

- **Meta Description** – A short paragraph (155 characters) to summarise the page content that is 'keyword' rich. It must be a true reflection of the page content!

Google Search Console

- The new name for **Google Webmasters**
- A **FREE tool** to help you better understand your site's performance in **Google 'Organic' Search**
- Does NOT include data from other Google services such as 'Adwords' or 'My Business'

Google Search Console

- Make sure that Google can **access your content**
- Submit **new content** for crawling
- **Remove content** you don't want shown in search results
- Maintain your site with **minimal disruption** to search performance
- Monitor and resolve **malware or spam** issues so your site stays clean

Google Search Console

- Which **queries** caused your site to **appear** in search results?

- Did some queries result in **more traffic** to your site than others?

- Which sites are **linking** to your website?

- Is your **mobile site** performing well for visitors searching on mobile?

Google Search Console

- https://support.google.com/webmasters/answer/4559176?hl=en

Pay-per-click 'Ads'

- "Google Grants has given 'Ads' (formerly Adwords) advertising to hundreds of qualified non-profit groups whose missions range from animal welfare to literacy, from supporting homeless children to promoting HIV education."

'Ads' Advantages

- **Speed** of set up
- **Testing** capability
- **Free** to set up
- Geographic **targeting**
- **Instant** results

'Ads' considerations

- **Maximum Cost per click (CPC)** is the maximum amount you are prepared to pay ('bid') for a click

- **Minimum CPC** is the lowest bid that Google will accept for a keyword/phrase

- **Google monitors Click Through Rates (CTR)** and can suspend Google Grants for performance below 5%
  https://searchengineland.com/google-grants-policy-changes-5-percent-click-through-rate-288452

'Ads' considerations

- Set a daily **budget**

- **Key words** attached to the ad trigger appearance, not the ad itself!

- Build your keywords and phrases gradually and **check regularly** which ones are creating **impressions** (showings) and viable **CTRs**

'Ads' check list

- A **call to action** is essential
- Include some **keywords** – makes it relevant
- It has to be **short, simple** and **focused**
- **Link** to most **relevant page** NOT necessarily your home page

'Ads' check list

- **Title case** is fine, but overuse of CAPITALISATION is not allowed
- **Excessive repetition** not allowed or any other gimmicks!
- Look professional, but **differentiate** from competition
- Apply your **copywriting** expertise
- Focus on **benefits & advantages**

Activity: 'Ads'

Create an adwords advert to attract one of your target audiences

- **2 x 30 character headlines**
- **90 character description to convey your proposition**
- **List 5 trigger words/phrases**

Pay-per-click 'Ads'

- https://www.google.com/grants/

- https://www.google.com/grants/success-stories/#?modal_active=none

Local search results

- **Google Business listing** – it's free and ensures you are presented when people are searching with a geographic bias

Google My Business

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Google myths buster

- There is no such a thing as "**ideal keyword density**" – just use sensible repetition

- Google **DOES NOT** use social media as a ranking factor

- Pay-per-click advertising on google **DOES NOT** have any impact on FREE LISTINGS position

(courtesy of 123-reg.co.uk)

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Google myths buster

- SEO is not just about great site content – it's a **combination of factors**

- Expensive SEO software **IS NOT** the only way of achieving a high ranking

- Google **DOES NOT** have any special relationship with any SEO companies

(courtesy of 123-reg.co.uk)

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REACH: Facebook

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FB Developments

- FB needs to improve reputation and it recognises that supporting charities can help with this!

- 2 new features to explore:
  - Fundraisers
  - Donate Button Upgrade

- https://www.facebook.com/help/1640008462980459

The keys to success

1. An ask that is **timely**, **specific** & **compelling**

2. Eye-catching **visuals** to tell a story and inspire action

3. An incredibly **easy-to-use** fundraising platform

4. An **easy way** for donors to ask their peers for donations

FB Fundraisers benefits

- Borrows from approaches successfully used on **crowd funding** platforms such as Kickstarter

- Supporters set up their own **dedicated pages** to raise money for your causes

- You can then **interact** with their supporters and update on overall progress

FB Fundraisers benefits

- Everything is **centralised** on one place which potentially makes it more effective by maximising opportunities rather than fragmenting them

- **Sharing** is easy and includes the Donate button, extending reach

- https://www.facebook.com/donate/10153931644563580

FB Donate Button

- No longer have to leave FB to donate to remaining on a **trusted** platform
- Appears on **supporters' peer-to-peer pages** when they fundraise for you
- **Credit card** details can be saved in the system for future donations

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FB Donate Considerations

- Donations are **itemised on bills as Facebook** rather than the charity name

- Reports are forwarded on donor names and email addresses, if provided

- **5% processing fee**

- https://donations.fb.com/en-gb/

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Why pay for FB advertising?

- The average Facebook Page only reaches 2.6% of its fans through "**organic reach**"

- Paying enables you to boost your Posts, get more Likes, increase views of a particular video, encourage website traffic, and **entice people to take an action** like donating or signing up for your newsletter

FB advertising options

- You can **design the ads** using your unique wording, headlines, and images, but be careful of using too many words and making them too small to read on mobile

- Although the **20% word coverage** has been relaxed, exceeding it will still affect reach!

FB advertising options

Image Text Ratings

✓ Image Text: **OK**
Your ad will run normally.

⚠ Image Text: **Low**
Your ad's reach may be slightly lower.

⚠ Image Text: **Medium**
Your ad's reach may be much lower.

⚠ Image Text: **High**
Your ad may not run.

https://www.facebook.com/business/ads-guide/image

FB advertising options

- There is also some research that indicates overlaying text may supress performance, perhaps because it looks too much like the advert that it is!

FB advertising options

- 2 basic options:
  - Boosted Post
  - Facebook Ads
- https://www.facebook.com/business/help/317083072148603?helpref=page_content
- https://www.facebook.com/business/ads-guide/?ref=fbb_header
- https://www.facebook.com/business/ads-guide/image/facebook-feed/post-engagement

Post Boost

- Use this kind of 'ad' if you want to increase the number of people who **see a specific post** on your Page

- Best to promote a post that already has **above average engagement**

- **DO NOT** pay to promote a post that has zero likes, comments, or shares!

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Some video links

- https://youtu.be/gaUFH9Ie4iU

- https://youtu.be/40Vcnd5fEk4

- Miles Beckler has many useful videos on YouTube to help you make the most of Facebook advertising and guide you through the **new Ad Manager Dashboard**!

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So FB Advertising can:

1. Get more "Likes" on your Facebook Page
2. Increase engagement (likes, comments, shares) on a particular post
3. Increase signups for email newsletter
4. Get more people to events
5. Ask for year-end donations
6. Get more video views
7. Collect signatures on a virtual petition

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ACT & CONVERT: website

7 Steps to a Great Website

1: Audience

- Think about the supporters you want to attract and design for them – you can't please everyone and trying to is pointless!

- Put target supporters at the heart of all decisions

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7 Steps to a Great Website

2: Clear goals, purpose & messaging

- Be extremely clear with what the charity is, what it does, how it can be supported and the benefits that support will bring

- Have clear, standout calls to action using stand out font sizes and colours

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7 Steps to a Great Website

3: Consistency

- Visitors like consistency in layout and style as it gives them the confidence to use the site – especially important if you are taking donations online

- Multi-device responsive is expected

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7 Steps to a Great Website

4: Visual stimulation

- Use pictures, video and audio to showcase what the charity is all about.

- Research suggests that donations to charity websites can be significantly increased by using short educational films

- Visuals should make the visitor "feel something"

7 Steps to a Great Website

5: Make donating easy

- Make donation a very simple and clear procedure but don't try and do this too fast. You need to convince people first and take them on the correct journey through your site - do not be too eager!

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7 Steps to a Great Website

6: Open up direct marketing channels

- Offer the option to receive updates and email sign up. It may take several weeks of courtship and customer education before they are prepared to donate to your charity

- Follow GDPR rules!

7 Steps to a Great Website

7: Use the statistics

- Installing an analytics package gives you useful information about what's popular and working and what is not.

- Online visitors vote with their feet!

Presenting website content

Eye tracking visualizations show that users often read Web pages in an F-shaped pattern: two horizontal stripes followed by a vertical stripe:

1. **Horizontal top**
2. **Horizontal middle**
3. **Vertical left**

Presenting website content

- Important content in **hot zones**
- **Visual stimulation** such as video and images essential to hold attention
- The **first two paragraphs** of text must state the most important information such as the primary feature or benefit

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Presenting website content

- **Subheads, paragraphs and bullet points**
  help break up the content and enable scanning to points of interest

- Get important information **before scrolling needed**

- **Quick links** in hot zones to key things visitors searching for below the fold

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Presenting website content

- Use **AIDA** to ensure that pages are taking visitors on journey through your website
- Effective calls to action are key to encouraging people to click!

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Great NFP websites

- https://www.charitywater.org/

- http://breastcancernow.org/

- https://www.worldwildlife.org/

- http://understandingdementia.org.nz

- https://www.charityandbiscuits.com/blog/analysing-best-charity-websites-2018-look-top-100-uk-charity-sites/

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ENGAGE: email

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Suppliers

- http://www.charityemail.co.uk/

- http://www.dotmailer.com

- http://www.mailchimp.com

Basic checks

- **Personalisation** – do the data fields work?

- **Copy** – is it linked to the correct data segments?

- **Links** – do they take to the right landing place?

- **Landing page** – is it correctly loaded and hosted?

- **Un-subscribe** – does it go to the right landing page and update database?

Basic checks

- Does the written text grab **attention** – it maybe all the receiver can see initially!

- Are all fonts, images and backgrounds correctly set?

- Check appearance www.litmus.com

- Litmus available as a Mailchimp add on

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Improving performance

We make decisions on whether to open based on:

- Is it from **someone** I want or need to hear from
- Does the **subject line** capture my attention
- How big is it?
- When was it sent?
- Is it **SPAM**?

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Key components

- From field
- Subject line
- Personalisation
- Preview Pane
- Calls to Action
- Landing Pages
- Unsubscribe & Update

The From field

Save The Children and emailinform <email@eform4.com>

Kevin Degenhard - RSPCA <supportercomms@mail.rspca.org.uk>

WWF <news@email.wwf.org.uk>

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The From field

- Use a Brand name – it's recognised
- Up to 20 characters
- You can test this variable!

The Subject Field

Nicholas, help inspectors like Trevor save animals' lives today

Nick, every moment counts

Request your complimentary Will Writing Guide

Our position on badgers and bovine TB and fracking

The Subject Field

Nicholas, help inspectors like Trevor save animals' lives today

RSCPA

Nick, every moment counts

CRUK

Request your complimentary Will Writing Guide

Save the Children

Our position on badgers and bovine TB and fracking

National Trust

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The Subject field

- Length of what shows can vary between 19 and 46 characters…so font end loading can ensure key point gets across
- Should encapsulate the **core proposition and key benefits**
- Test easily

Test subject lines

Want to self-test your subject lines? Try these handy headline analysers:

http://coschedule.com/headline-analyzer

https://www.touchstonetests.io/

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Personalisation

Do you have some kindness to share Nicholas?

At the British Red Cross, we know that kindness comes in many forms. And that lots of simple acts of kindness come together to make a big difference for people in crisis.

Dear Mr Day ,

For nearly two decades, hedgehogs in Britain have been declining at the same rate as tigers worldwide. We don't want to let this continue, and I'm sure you don't want it to either.

Personalisation

Hi Mr Day

Pavel Fomenko is a Tiger Protector in Russia. He knows the forests of the Russian Far East like the back of his hand and uses this knowledge to help protect the endangered Amur tiger.

Quick question: can we still email you?

Nicholas, trust me when I say that your support means everything to Macmillan nurses like me. So I hope you can spare us one simple click today.

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Preview Pane

Preview Pane

Preview Pane

Latest news, updates and events from the BHF

View email online »

Don't forget to let us know how we can contact you!   **UPDATE YOUR PREFERENCES NOW >**

British Heart Foundation

It's the first May bank holiday! This can only mean one thing, Summer is on its way! Get summer ready with our list of 10 sensational salad ingredients. A good salad has a mixture of textures and flavours; add a variety of seeds and nuts to your salad for an added crunch!

Calls to Action

We need your permission to keep contacting you

The law is changing, and we need you to confirm that you still want to hear from us.

If we don't receive your confirmation soon, we won't be able to share our wonderful zoo news, updates and Marwell events.

It will only take a moment and you can change your mind at anytime on our registration page, for more details please see our Privacy Policy.

Simply click the button below and we'll keep you up to date with the zoo!

Continue hearing from us!

Calls to Action

TAKE PART IN THE SURVEY

Calls to Action

It's the first May bank holiday! This can only mean one thing, Summer is on its way! Get summer ready with our list of 10 sensational salad ingredients. A good salad has a mixture of textures and flavours; add a variety of seeds and nuts to your salad for an added crunch!

More sensational ingredients »

5 amazing science videos

We create lots of videos and animations to help inform, inspire and support people to live a heart-healthy lifestyle. Here are 5 of the best science videos we've produced recently. Prepare to be amazed...

Watch the videos »

Improving landing pages

- Be clear about what the **point** of it is!
- What was the **call to action** again?
- **Consistency** of appearance
- People are easily distracted on the web – stay **focused** on the reason they clicked through
- **Test** it first if you can

Unsubscribe/Update

- The opportunity to unsubscribe or update details must be clearly displayed on every e-shot and e-newsletter

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ENGAGE: Social Media

Develop a strategy

- **Reactive:** Respond and engage accordingly

- **Proactive:** Approach social networking with a targeted rationale

Develop a strategy

- **Who** do you want to talk to?
- **Where** are they engaging in a social space
- Who are the key **influencers**
- **What** are they discussing
- **How** can you influence this

Building social proof

1. Be **current** – only set up those you have time/resource to manage

2. Be **consistent** – relies on user's developing habits so fit with that

3. A distinctive and consistent **personality** will give you standout

4. Use your current **supporter base** – get them committed to your media choices

Building social proof

5. Be prepared to **invest** a lot of time and effort before you expect results

6. Engage **proactively** – to both good and bad comments

7. Good **manners** and etiquette are important – you are representing an organisation, not yourself!

8. Manage **expectations** to what you can deliver

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Building social proof

9. Encourage people to **share** – with prompts and calls to action

10. Encourage **dialogue** – no one likes someone who only talks about themself!

11. **Integrate** with other media via plugins, media logo + id etc.

Shelter Scotland – #SocialMediaSanta

- Shelter Scotland supports hundreds of children, aged 6 months to 16 years

- people and companies donate gifts for Christmas by becoming Social Media Santas

- The campaign has been running annually since 2012

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Shelter Scotland – #SocialMediaSanta

Breast Cancer Now – #WearitPink

- Wear it Pink day has been going since 2002 and has raised more than £30m to fund research into breast cancer.

Breast Cancer Now – #WearitPink

- Last year, [Breast Cancer Now](#) wanted to bring in a fundraising relationship approach to this mass-participation event by sending supporters personalised video content on Twitter to say "thank you" for taking part when they tweeted using [#Wearitpink](#).

Breast Cancer Now – #WearitPink

- The charity worked with EchoMany to create video assets that could then be personalised by bringing in a user's name, profile picture and any picture they included in their tweet.

Breast Cancer Now – #WearitPink

- It sent out 267 video replies throughout #Wearitpink day: nearly 50 per cent of the recipients retweeted their videos and almost 80 per cent liked them. This means that those videos then reached more than 77,000 people on Twitter.

Breast Cancer Now – #WearitPink

Movember & Unmute – Ask Him

- 'Unmute – Ask Him' is a campaign that uses the metaphor of muted videos on social media. It involves three subtitled videos, which on the surface appear to show men demonstrating simple tasks such as making a fishing rod or changing a flat tyre.

Movember & Unmute – Ask Him

- However, when the user unmutes the video, they can hear what the men are really talking about (their underlying personal worries and concerns).

- https://youtu.be/j72YKZsdDRM

ENGAGE: Text/SMS

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Suppliers

- https://www.textlocal.com/
- https://fastsms.co.uk/information/business-sectors/non-profit-organisations.html

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6 ways to use text messaging

1. Thank your donors

- Keep your supporters engaged and make them feel good about their donation with a quick follow up thank you text

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6 ways to use text messaging

2. Send alerts to supporters

- Important information can be quickly disseminated throughout the community or your supporters with a short text message

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3. Increase event sign-ups & participation on the day

- Increase attendance at fundraising events with promotional messages sent to your opted-in database

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4. Save phone call time with a text

- A quick message to your database can prompt donations from previous supporters more quickly and effectively than a phone call

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6 ways to use text messaging

5. Link to social media

- Synchronise your outgoing messages with your social media pages to provide a consistent message across all channels

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6 ways to use text messaging

6. Drive website traffic

- Include a short link in your messages to send followers to your website and track to see how many recipients followed the link

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Donations via digital channels

Some of the choices

JustGiving

Localgiving.com
make a difference in your community

Virgin moneygiving

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Just Giving

Advantages

- Automatic Gift Aid reclaim – 25p in the £

- Trusted brand

- Your own branded landing page

- Highly interactive individuals raising sponsorship income can show their own photos, videos & messages

- Links with other popular sites – facebook, twitter, linked in

- Builds viral marketing

Just Giving

Disadvantages

- Costs £15 per month + tariff of commissions etc.
- Cost is quite high and does attract VAT
- Data owned by Just Giving

Local Giving

Advantages

- Cheaper at £96 per year
- Match funding opportunities
- It's local!

Disadvantages

- Not as well known

Google Analytics

Website analytics

- **Google Analytics** can be integrated with and used in conjunction with Adwords
- Displays critical key information:
  - Visits
  - Page views
  - Average pages per visit
  - Bounce rate
  - Average time on site
  - New v. repeat visits
  - Source – search engine, direct, referral
  - Most popular pages
  - Routes maps and drop offs

GDPR

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GDPR

- The European Union (EU) **General Data Protection Regulation** (GDPR) brings data protection legislation into line with new, previously unforeseen ways data is now used

- Supersedes the **Data Protection Act 1998**

- Makes data protection rules more or less identical throughout the EU

- Gives EU citizens more control over how their personal data is used

GDPR: the basics

- All 'Controllers' and 'Processors' of **personal data** need to abide by the GDPR irrespective of where in the world they are based

- Personal data must be processed **lawfully**, transparently, and for a specific purpose

- Once that purpose is fulfilled and the data is no longer required, it should be deleted

GDPR: the basics

6 lawful reasons to process data:

1. **Consent**
2. Contract
3. Legal obligation
4. Vital interests
5. Public task
6. Legitimate interest

https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/

GDPR: the basics

You should ensure when gathering customer and prospective customer **data for marketing purposes**, that:

- Appropriate **consent** has been given
- The **date** and **method** through which consent was given should be recorded
- Data sourced from third parties, such as mailing lists, complies to the above

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GDPR: the basics

Appropriate consents include:

- **'Opt-in'** box a person has to proactively tick, rather than pre-ticked!

- A **clear statement** along the lines of… "By providing your details you consent to the receipt of marketing communications by email…"

THANK YOU

Nick Day

Digital & Direct Marketing Practitioner | Consultant | Trainer