



# Fundraising with Digital Marketing

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# We'll cover

1. Developing a digital fundraising strategy
2. Using the Digital Marketing Toolkit:
  - Search Marketing
  - Website
  - Email
  - Social Media
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 web 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? **82 years**
2. What % of web 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

WHAT'S THE BIG  
CAMPAIGN IDEA?

WE'RE GOING  
DIGITAL

FACEBOOK

YOUTUBE

A MOBILE  
APP

PINTEREST

WHAT ARE WE  
GOING TO DO IN ALL  
THOSE CHANNELS?

I DUNNO,  
WE'LL FIGURE  
IT OUT LATER

TOM  
FISH  
BURNE

# What is digital fundraising?

All the ways that people can give, digitally, but mainly:

- **Ongoing online donation:** from your website or fundraising pages on social media, e.g. Facebook
- **Fundraising campaigns:** Time limited and focused
- **Sponsorship:** Raised on your behalf by your supporters

# What is digital fundraising?

- Digital fundraising is more than just another source of donations
- 70% + of donors begin their donation research online
- Although many research online, offline donation channels can still be important



# The basic toolkit

- Website and/or Facebook
- Ways to collect money, digitally, e.g. Just Giving
- A way to track performance, e.g. Google Analytics

Start fundraising with  
**JustGiving™**



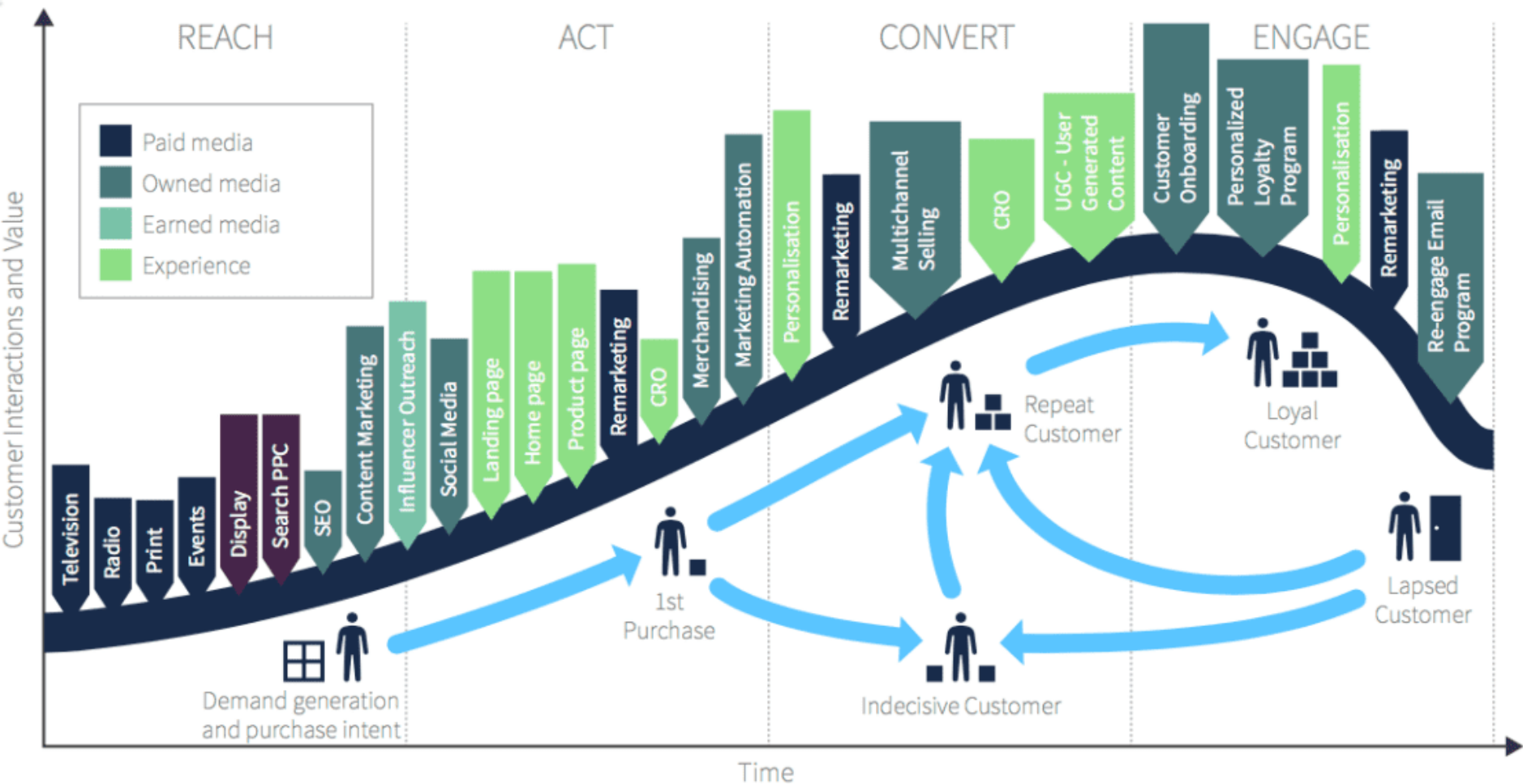
# The basic toolkit

- Multiple ways to be contacted:
  - Phone
  - Email
  - Text
- Newsletter and social media to keep supporters updated on progress

# The mechanics

- Single donation
- Regular donation
- Text donation
- Matched giving
- Crowdfunding
- Competitions & Lotteries
- Sponsorship

# The 'Customer' Journey



# Using the RACE planning approach



Race Digital Marketing Planning Framework

<https://www.smartinsights.com/digital-marketing-strategy/race-a-practical-framework-to-improve-your-digital-marketing/>

# Using the RACE planning approach

Key digital strategies: How do we want to grow our online business?

**REACH**

prospects & customers

**ACT**

Achieve interaction

**CONVERT**

to Lead or sale

**ENGAGE**

through time

Marketplace analysis: How well are we using digital media now?

Audience and customer  
analysis

Competitor  
benchmarking

Online partner analysis

SWOT: Own digital  
marketing review

Objective setting: Which goals and KPIs should we use?

Vision and mission  
setting

Goal setting and  
evaluation

Google Analytics

Managing digital  
marketing

Strategy: How can we achieve our goals?

Segmentation and  
targeting

Brand positioning and  
value proposition

Engagement and  
content strategy

Integrated  
communication strategy

# Audience Analysis

- What do they look like?
- What are their interests?
- What matters most to them?
- What communication channels do they like best?



# Digital SWOT Analysis





# Objective Setting

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



# Value Proposition

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?

# Using the RACE planning approach

## Tactics: Which digital marketing activities do we optimise?

### 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 multivariate 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



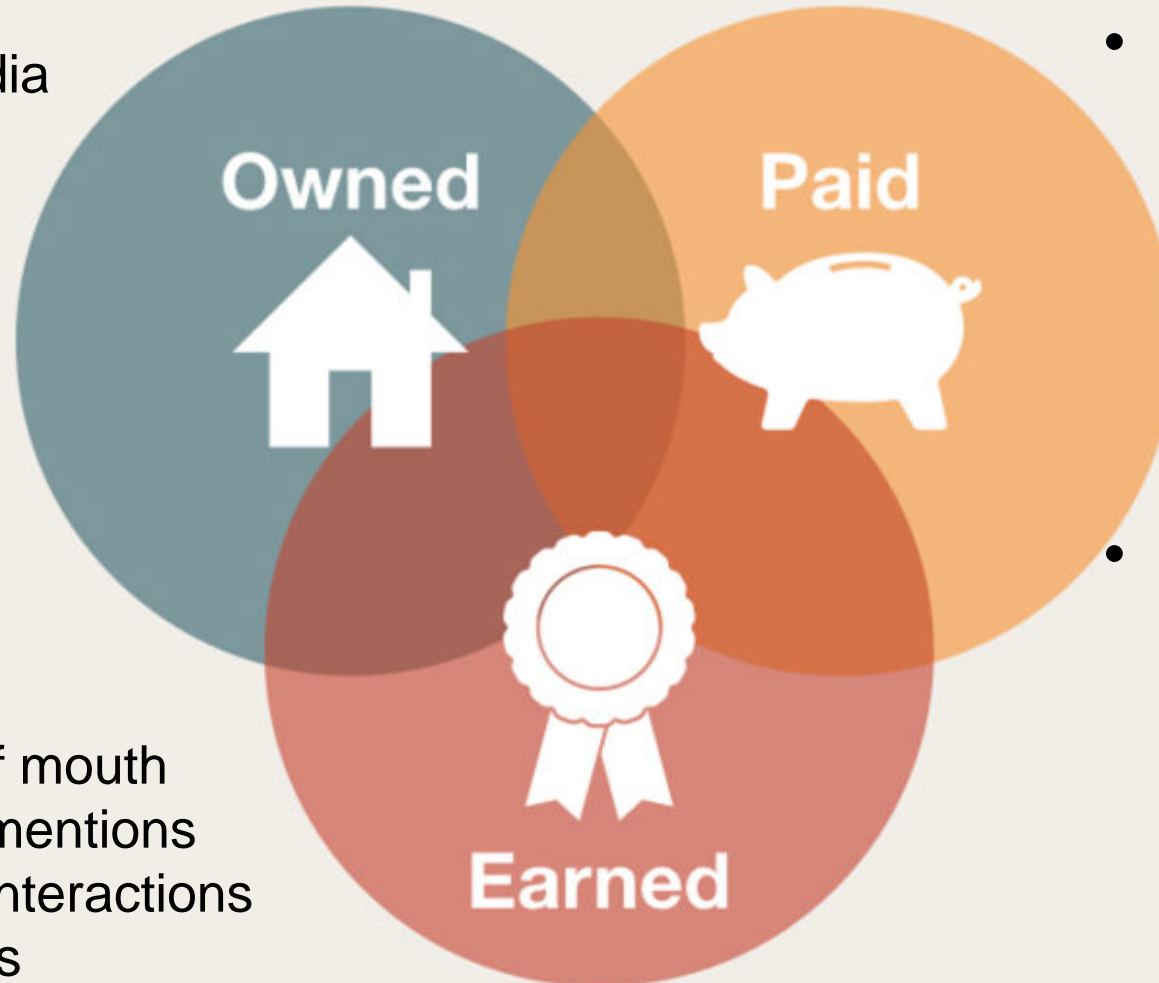
# Your RACE digital fundraising toolkit

# Building a RACE funnel



# Your media toolkit

- Website
- Social Media Pages
- Blog
- Campaign micro site
- Email
- SEO



- Advertising online/offline
  - PPC
  - TV
  - Radio
  - Inserts
  - Doordrops
  - Display
- Direct Mail

- Word of mouth
- Social mentions
- Social interactions
- Reviews

# RACE Digital Fundraising Toolkit

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

# Reach

Build awareness online on other websites and via offline media to drive to your website



# Reach

- Your website will probably be at the heart of every marketing campaign you do – it's where potential supporters can check you out, interact and, most importantly, donate!
- This first stage considers how you can reach the new audiences you want to target and get them to your site

# Reach considerations

- **Paid media:**
  - **PPC – Google Ads, Facebook Ads**
  - TV advertising
  - Radio advertising
  - Inserts in print media
  - Display advertising in national and local press
  - Direct mail
- **Owned media:**
  - **Search engine optimization (SEO)**
  - **Content marketing**



# REACH: Search Marketing

# Google Search Results



# 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>

# Reaching with paid media

- **Attention** – the right media, good visuals and thought provoking headline
- **Interest** – applying your positioning to focus on the features, benefits and advantages 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 and how they do it



# 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](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



# 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

# 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)



# REACH: Facebook

# 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

# 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/>

# 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 suppress 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/help/317083072148603?helpref=page_content)
- [https://www.facebook.com/business/ads-guide/?ref=fbb\\_header](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!

# Some video links

- <https://youtu.be/gaUFH9le4iU>
- <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!**

# 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



# REACH: Content marketing

# Content marketing

“Content marketing is a strategic marketing approach focused on creating and distributing **valuable, relevant and consistent content** to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.”

<https://contentmarketinginstitute.com/what-is-content-marketing/>

# Why do content marketing?

- **SEO:** Search engines reward businesses that publish quality, consistent content
- **PR:** Successful PR strategies address issues readers care about
- **PPC:** For PPC to work, you need great content behind it
- **Inbound marketing:** Content is key to driving inbound traffic and leads



# Content marketing examples

- <https://www.linney.com/5-inspirational-charity-content-marketing-examples/>
- <https://www.dontpaniclondon.com/5-content-marketing-examples-from-charities-that-inspire-us/>

# Act & Convert

Build the brand via your website  
and social channels to achieve  
conversion of goals

# Act & Convert considerations

- **Owned media:**
  - Social Media
  - **Your Website**
- **Experience:**
  - **Website landing page**
  - **Website home page**
  - **Making a donation process**
  - UGC – User generated content
  - Personalisation
- **Paid Media:**
  - Remarketing

# Act & Convert considerations

- The key here is **conversion rate optimisation (CRO)**
- You've worked hard to get visitors to your site, so make sure you are maximising their **user experience (UX)** and starting to build that relationship

# Act & Convert considerations

- Create great **landing pages** for your campaigns and provide a range of ways to move forward
- Many might not be ready to donate just yet, so give them ways to find out more about what you do: videos, case studies and links to social content can be important ways to build **credibility & trust**

# Act & Convert considerations

- You can't develop the relationship towards giving if you don't build **data**, so give visitors great reasons to join your newsletter, pick up the phone or request further details about your organisation

# 7 steps to a great website user experience (UX)

## 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 decision making

# 7 steps to a great website user experience (UX)

## 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



# 7 steps to a great website user experience (UX)

## 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

# 7 steps to a great website user experience (UX)

## 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 user experience (UX)

## 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!

# 7 steps to a great website user experience (UX)

## 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 user experience (UX)

## 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

# 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



# Interesting 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/>

# Engage

Build the supporter loyalty to  
enable retention and development

# Engage Considerations

- **Owned media:**
  - **Social Media**
  - Your Website
  - **Email – direct marketing**
  - Text – direct marketing
  - Direct Mail – direct marketing
  - Telemarketing – direct marketing
- **Experience:**
  - **UGC – User generated content**
  - **Opportunities to interact**



# ENGAGE: email

# Suppliers

- <http://www.charityemail.co.uk/>
- <http://www.dotmailer.com>
- <http://www.mailchimp.com>

# To read or not to read...

- Is it from **someone** I want/need to hear from?
- Does the **subject line** get my attention?
- How is it **personalised**?
- Is there items of **interest**?
- Can I **act** on something?

# The components of effective emails

- 'From' field
- 'Subject' field
- Personalisation
- Preview pane
- Content sections & headlines
- Calls to action/click through
- Website landing pages

# Who is it from?

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

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

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



# Does the subject get my attention?

- What's in it for me? (WIIFM) Make it relevant
- Ask a question
- Offer a teaser
- Use 5-10 words or 40-60 characters
- Make your recipient feel like you're speaking directly to them
- Should encapsulate the **core proposition and key benefits**

# Not so good subject lines...

- Scientists conduct cell transplant experiments
- News update from our CEO
- Charity Newsletter #407
- Welcome to our newsletter

# Test subject lines

Want to self-test your subject lines or headlines? Try this handy headline analysers:

<http://coschedule.com/headline-analyzer>

# Personalisation

- Dear 'First Name' is the protocol
- Possible to personalise in the subject line and other areas
- Great care is needed because if you get wrong it's very visible and noticeable...

# Personalisation

- Even those who should know...

What will you spot?

No pictures? See this email in full



Dear ,

This is the best time of year to get started with nature recording for spring. We've already started to see the early signs of spring; there are lots of birds showing breeding behaviour near Woodland Trust HO in Grantham. And the mild weather some of us are still

# Personalisation

- Make the content relevant to them
- Segment lists using geo-demographics e.g. region, gender etc.
- Segment based on behaviour and interests

# Preview pane

- Reinforce/establish who you are
- Summarise the proposition
- Remember it's a snapshot!

# Preview Pane

[View this email in your browser](#)



Hampshire &  
Isle of Wight  
Wildlife Trust

## Closer to wildlife

### Make every day a little wilder

**30**  
DAYS  
WILD  
1<sup>st</sup>-30<sup>th</sup> June





# Preview Pane

Our planet needs heroes like these!

[View online](#)



HERO 🐅 PROTECTOR RETURNS TO WORK  
IN RUSSIA



# 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 >](#)



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!

# Content: Attention grabbing headlines

- Classic 'How-to'
- Identify and Solve a Problem
- Strike A Note Of Controversy
- Shorter Titles Are Great
- Ask Questions

# Content: Telling great stories

- Stories are a central part of your communications strategy because they draw readers in emotionally. This approach makes people more psychologically inclined to donate.
- Use photos to tell a compelling and emotional story.



# Content: Telling great stories



Hi Chari,

You've kick-started Samir's\* future. At 13, he is already dreaming big:

*"I'd like to become a doctor in the future. I'd like to become an eye doctor to help people. Some of them cannot afford to go to the doctor and I'd like to help them."*



Dear John,

Like all snow leopard cubs, this cub was blind at birth. Its eyes opened when it was a week old. It will be dependent on its mother until it's at least one year old.

Imagine if this beautiful cub were orphaned today.

Tragically, a snow leopard is illegally killed each and every day. There are now fewer than 6,500 left in the wild.

From poaching to deforestation to climate change, nature around the world faces serious threats. **You can help!**

John, will you [act now to stop threats to nature and protect life on our planet](#) with a monthly gift to sustain our global conservation work? With your ongoing support, you will create a safer world for wildlife, protect amazing places, and help build a future where people live in harmony with nature.

[Watch our snow leopard video >](#)

# Content: Telling great stories



## 'It was the most difficult rescue I've been on'

When Andrew McGeown saw Arnold, his 2-year-old Staffordshire bull terrier, vanish off of the side of the sea wall, he instinctively went in after him. What happened next sparked a tragic chain of events that would severely test the crew of Scarborough's inshore lifeboat and would become a defining moment for the close-knit seaside community.

[Read more about the award-winning rescue](#)

# Content: Asking for donations

- Sign post and give appropriate options



**Habitat for Humanity®**

Limited-Time Matching Gift Opportunity

Your gift today to help a family build a safe, affordable home will be worth twice as much!

Give today and your gift will be worth twice as much!

Donate \$50 = \$100

Donate \$150 = \$300

Donate \$500 = \$1000

**Twice** the Research.  
**Twice** the **Lifesaving Impact.**

**\$100** becomes **\$200**

**\$200** will double to **\$400.**

**\$300** will multiply to **\$600** —  
all to help eradicate cancer and save lives.

**GIVE NOW →**



# Content: Asking for donations

- Sign post and give appropriate options
- Give the donation context

If you give a monthly donation...

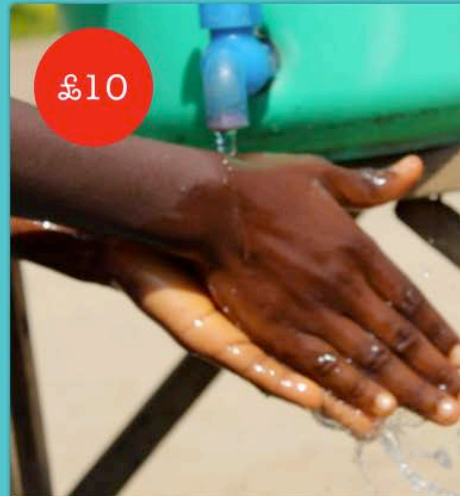
Give a regular gift to help women and girls living in conflict situations

£15



**Donate £15 a month** to help educate girls in menstrual hygiene and reproductive health.

£10



**Donate £10 a month** to help build safe, clean toilets in schools so that girls can manage their periods hygienically

£3



**Donate £3 a month** to help provide hygiene kits containing soap, clean underwear and sanitary pads



# Click Through...

- **Relevance** and **dialogue** is key to achieving a click through – you must give a good reason to!
- Use **headlines**, **indents**, **images**, **interact**:  
What do you think about...?

# Click through...



## Because you're amazing...

We're pioneering new ways to prevent cancer, diagnose it earlier, develop new treatments and improve existing treatments to make them more effective.

[Watch our animation](#)



## Our achievements in 2018/19

From improving treatment for leukaemia to boosting survival for men with prostate cancer, find out what we've achieved this year.

[What you've helped to fund](#)



Thank you for your support,  
**The Cancer Research UK Team**

# 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

# Some further resources

- <https://www.classy.org/blog/nonprofit-email-marketing-9-examples/>
- <https://www.classy.org/blog/writing-the-perfect-fundraising-email/>
- <https://www.charityemailgallery.com>



# ENGAGE: Social Media



# Engaging with social

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

# Engaging with social

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

# Engaging with social

9. Encourage people to **share** – with prompts and calls to action
10. Encourage **dialogue** – no one likes someone who only talks about themselves!
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

# Shelter Scotland – #SocialMediaSanta



Be a **#SocialMediaSanta** and give a homeless child a Christmas to remember.

SANTA Claus

Shelter Scotland

**Shelter Scotland** ✓  
@shelterscotland

Last chance to be a **#SocialMediaSanta**! If you're taking part, you need to send us your gifts or drop them off by Monday.  
[scotland.shelter.org.uk/get\\_involved/s...](http://scotland.shelter.org.uk/get_involved/s...)

1:25 PM - Dec 7, 2017

# 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>



# Measuring performance

# 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

# Creating a Dashboard

## The Smart Insights RACE Digital Marketing Dashboard

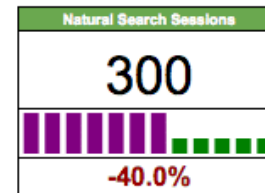
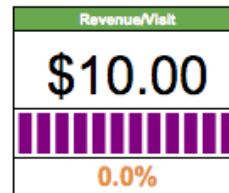
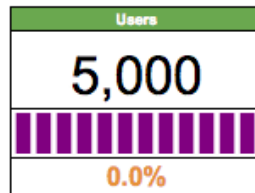
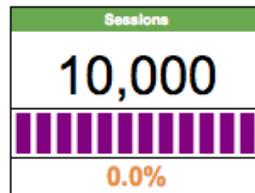
Last 3 months

Reporting period 09/01/2016 - 11/30/2016 compared to

06/01/2016 - 08/31/2016

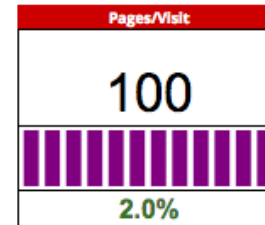
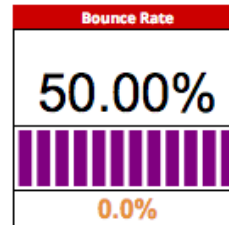
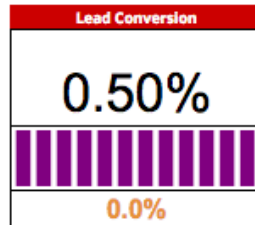
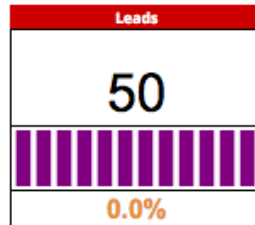
### Reach

Increase awareness and drive site visits using inbound marketing



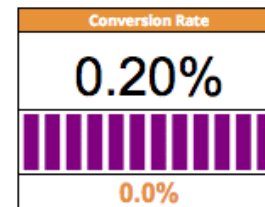
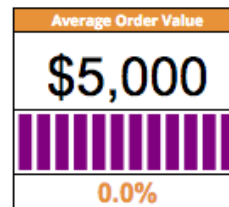
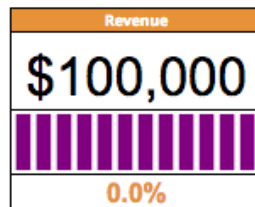
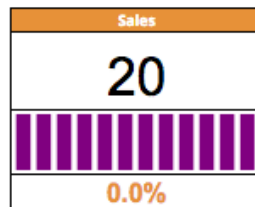
### Act

Define customer journeys to connect website visitors with relevant content to generate leads



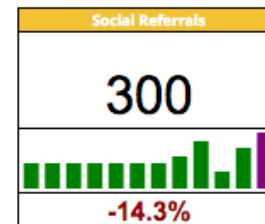
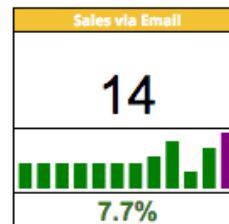
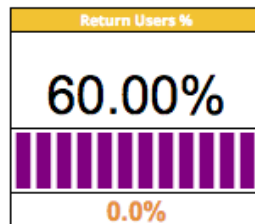
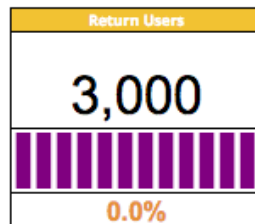
### Convert

Convert to sale online (or offline) using reminders and persuasion.



### Engage

Customer communications to encourage advocacy and repeat sales





# GDPR

# 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

# 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

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Practitioner | Consultant | Trainer