Welcome to
Creating an integrated marketing campaign

Nick Day

Digital & Direct Marketing Practitioner | Consultant | Trainer

We'll cover

1. The basics of campaign integration
2. Using the RACE campaign planning model

Online and offline integration

Achieving online & offline integration

Integrated Branding:

- It is "the promise you keep" in all customer experiences

- Integrated branding includes

  – Messages

  – Visual branding

  – Tone and manner

  – Employee and management actions (across the organization)

Achieving online & offline integration

The 4 Cs Of Integrated Campaigns:

- *Coherence* – Are all aspects of your campaign logically connected?

- *Consistency* – Do all messages and connotations support (and not contradict) each other?

- *Continuity* – Are the communications of your campaign connected and consistent across platforms throughout all the campaign?

- *Complementary* – Does the whole campaign add up to something better than the sum of its parts?

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Achieving online & offline integration

Social Nurturing:

- Social media has a great deal more resources which can be used to provide consumers with all of the information which they might require. And it allows for engagement.

- Use offline to drive audiences to social media to continue the journey

- # HASHTAGS make it easy and engaging

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Achieving online & offline integration

Driving to website:

- Your website is the hub, but people don't expect to have to work hard to continue the journey…

- Custom URLs make it easy to drop at appropriate landing pages and enable you to track performance

- Create custom, shortened URLs https://bitly.com/

- Publish QR Codes http://www.qrstuff.com/

Achieving online & offline integration

Create teasers and reminders:

- Use cheap, low cost digital tools to build awareness and tease about big budget campaigns

- After the main campaign use digital to remind people to respond to the call to action – we are all busy and need several nudges before we act!
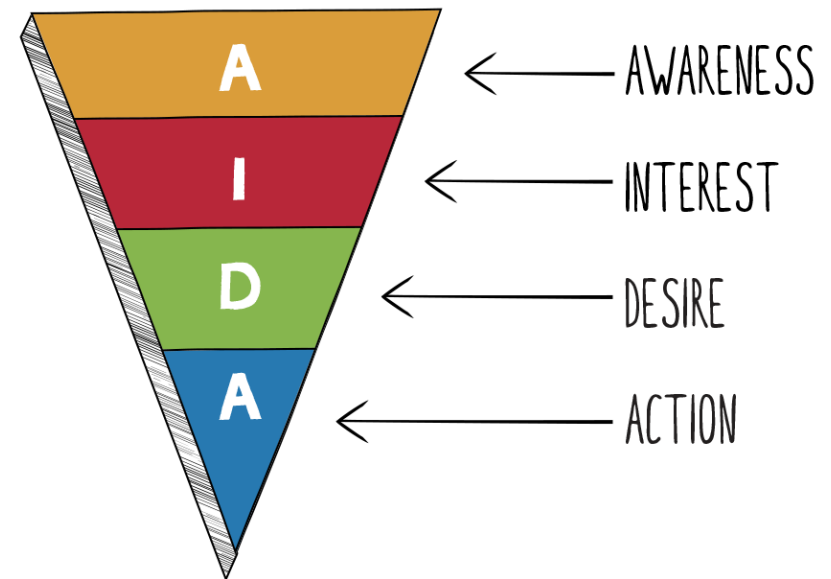
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Achieving online & offline integration

Clear calls to action:

- Make sure you complete the journey

THE AIDA MODEL

A — AWARENESS

I — INTEREST

D — DESIRE

A — ACTION

ESSENTIAL MARKETING MODELS HTTP://BIT.LY/SMARTMODELS

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The RACE
planning approach

SmartInsights.com

Audience Analysis

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

Your Objectives

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

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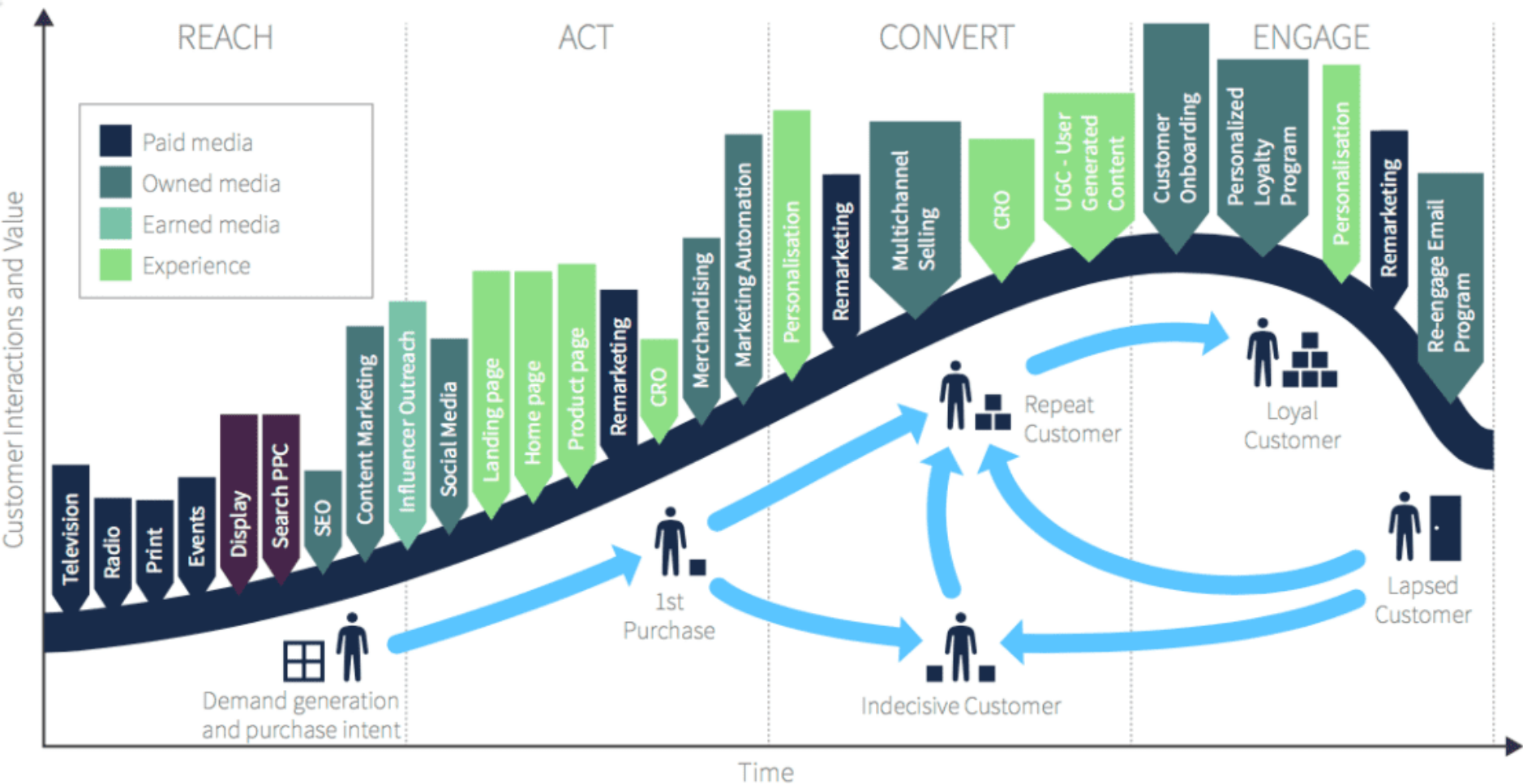helping you to help others

Your Value Proposition

Your proposition should 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?

Applying the RACE planning approach

REACH
Build awareness on other sites in offline media and drive web presence

ACT
Engage audience with brand on its website or other online presence

CONVERT
Achieve conversion to marketing goals such as fans, leads or sales on web presence and offline

ENGAGE
Build Customer and fan relationship through time to achieve retention goals

SmartInsights.com

The 'Customer' Journey

Your campaign media choices

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

Owned

Paid

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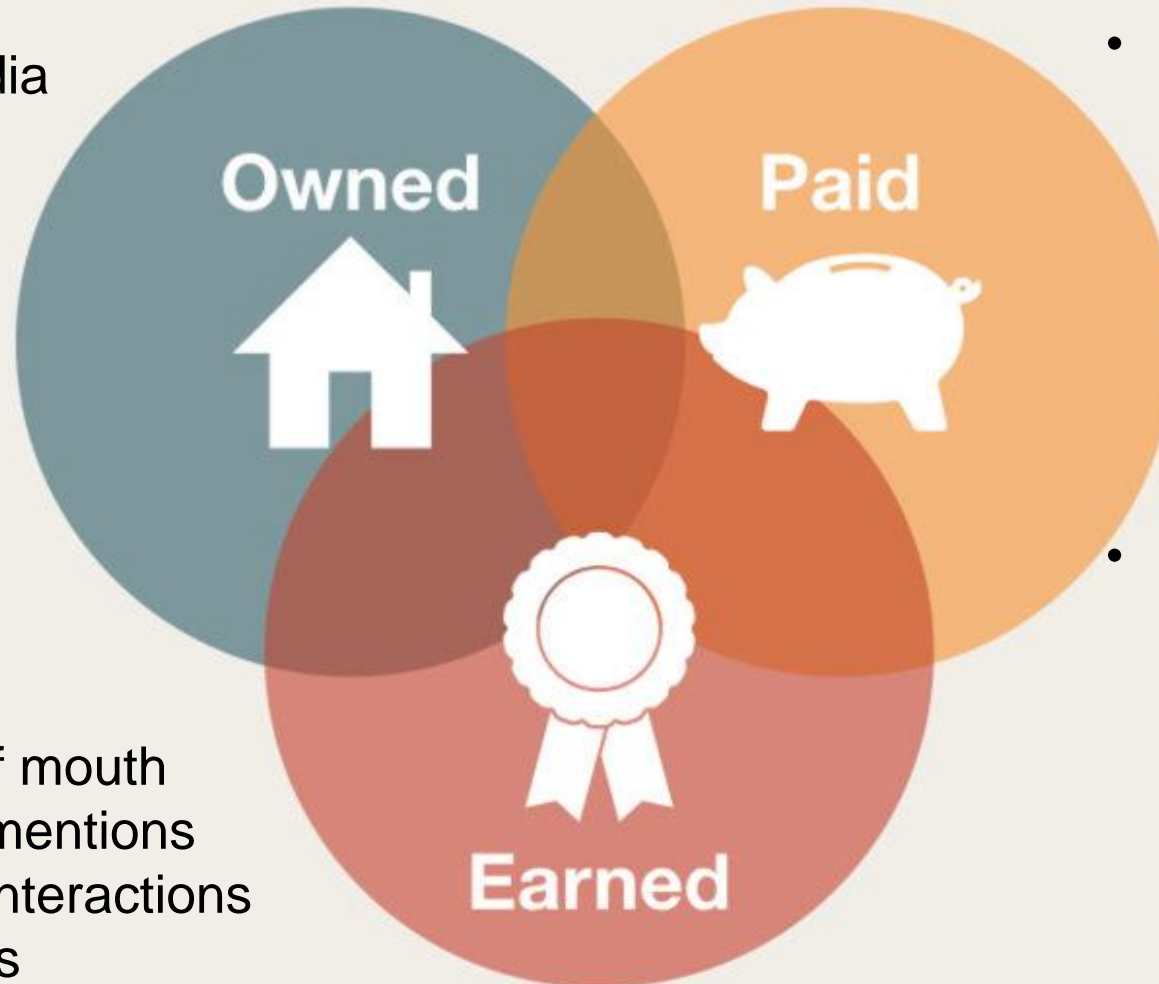
- Advertising online/offline
  - PPC
  - TV
  - Radio
  - Inserts
  - Doordrops
  - Display
- Direct Mail

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

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
  - Doordrops via Royal Mail or other provider
  - Display advertising in national and local press
  - Direct Mail
- **Owned media:**
  - Search engine optimisation
  - Content marketing

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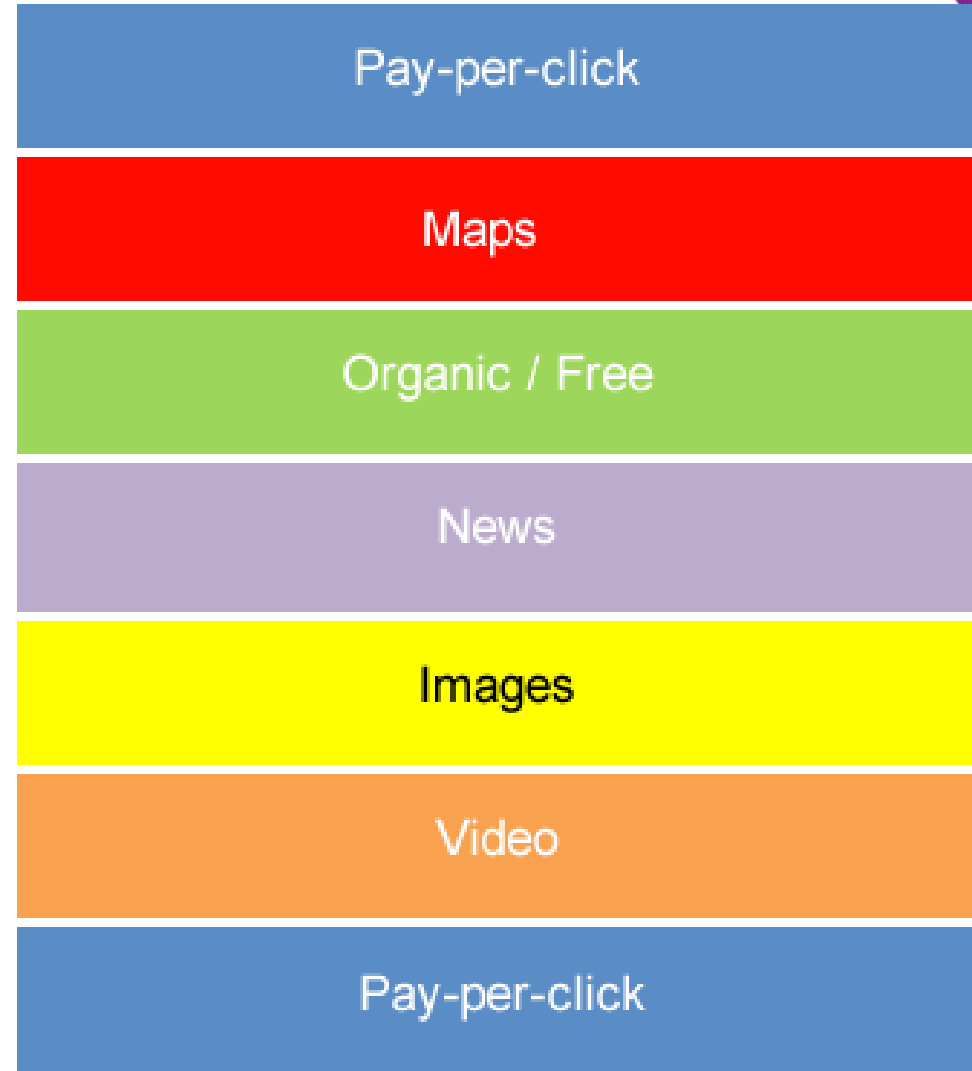
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Reaching with paid media

- **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

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Google Search Results

- Consider all the areas on google where you can be found!

- Developing actions for each area improves reach

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

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Organic Search Results

- **Page Title** – You have 66 characters to describe each and every page of your website. If your campaign page title is not considered, then you're missing out on a key SEO 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!

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."

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

Pay-per-click 'Ads'

- **Easy** and **free** to set account up
- '**Pause**' and '**play**' buttons
- **Testing** capability
- Geographic **targeting**
- **Instant** results

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Pay-per-click 'Ads'

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

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

Why pay for Facebook 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

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The keys to success with Facebook advertising

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

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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/

Campaign URL Builder

- Google Campaign URL builder in conjunction with Google Analytics can help you to keep track of the performance of both online and offline channels

- https://ga-dev-tools.appspot.com/campaign-url-builder/

- Integrates with Bitly

- https://bitly.com/

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Act & Convert

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

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 experience 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 and 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 the campaign

- GDPR supports permission-based marketing, so see the rules as applying best practice and a route to building a quality, sustainable donor base

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

7 Steps to a great user experience

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 user experience

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 user experience

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 user experience

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"

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7 Steps to a great user experience

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 user experience

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 user experience

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!

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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**
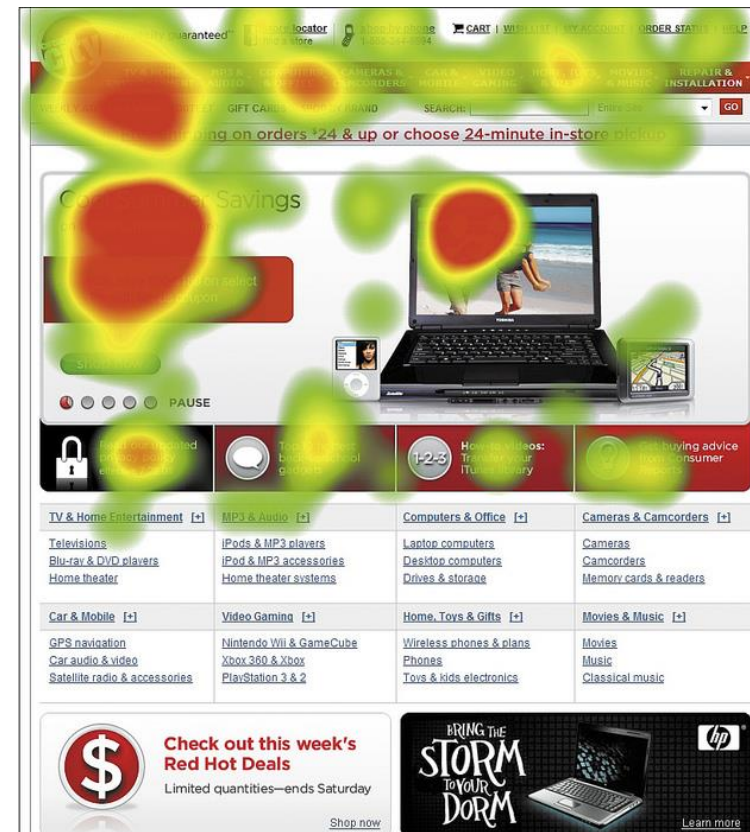
Presenting website content

- 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

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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

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 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

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.

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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

Thank You

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