

Digital Marketing 101

Digital Marketing Strategies, Big and Small

Amy Starnes & Kate Moore





Hi! We like the internet

Amy Starnes

Director, Digital Fundraising

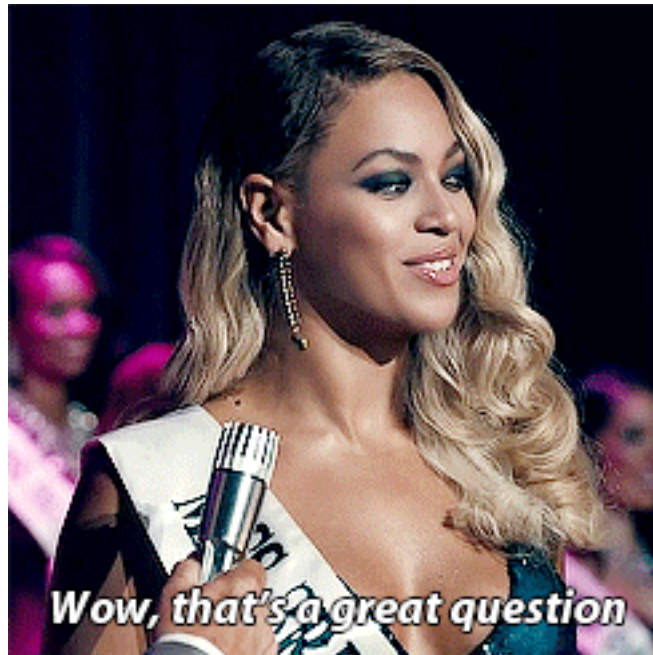


Kate Moore

Manager, Digital Campaigns
and Email Marketing



What are we doing here?



10 digital wins

Beginning strategies

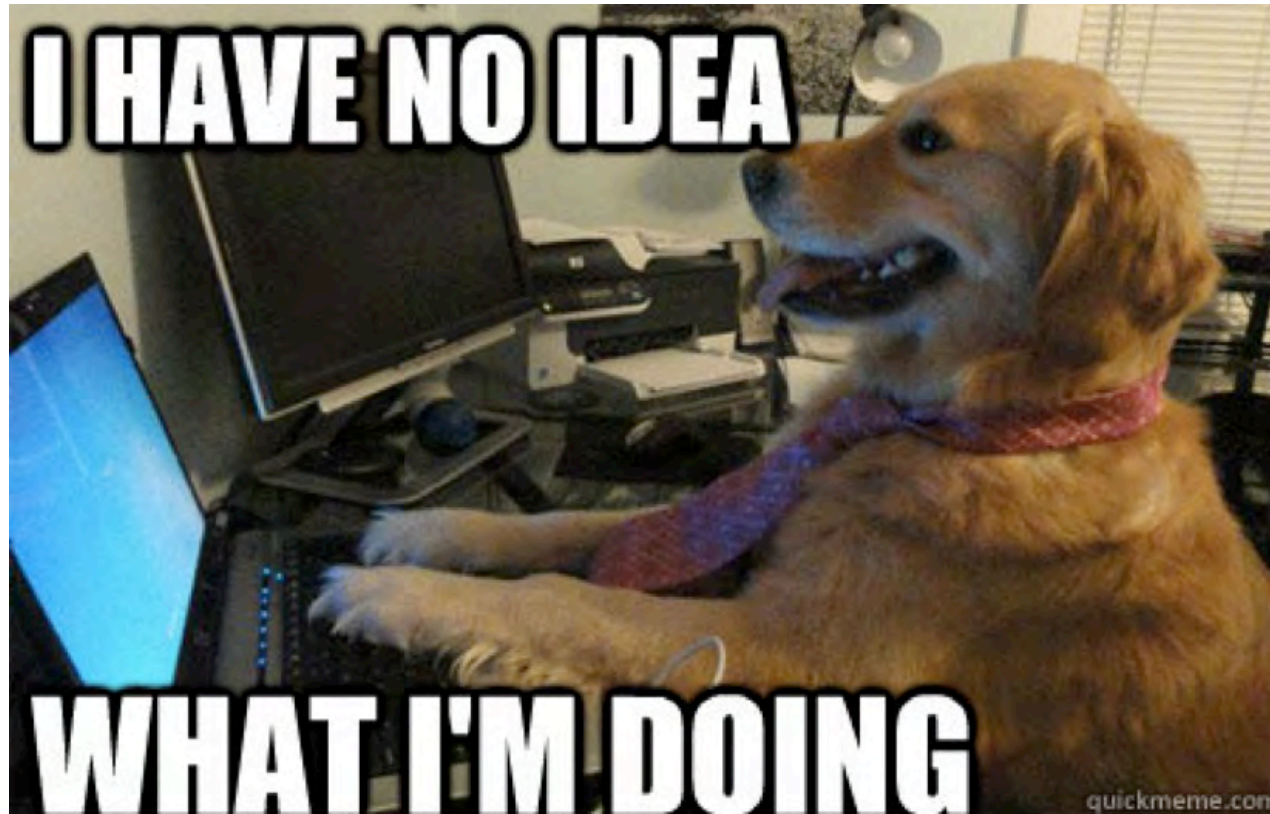
- How to get up and running

Already got it?

- Ideas of what to do next



This feel familiar?



 Best Friends[®]
SAVE THEM ALL

Don't try to be like this.

DOING ALL THE THINGS!!!



Best Friends®

SAVE THEM ALL



Digital Win #1: Email

Email is your most powerful digital tool.

What You Need:

An email platform

An email list

An email template

A reason to email people

Digital Win #1: Email

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

2017 M+R Benchmarks study: mrbenchmarks.com



Digital Win #1: Email Platform


There are lots of platforms at various costs.

- Mailchimp is easy, and free for under 2k list
 - Includes your email sign-up form
 - Simple templates
 - Audience management
 - Metrics (CTR, open rate, unsubscribes, etc.)



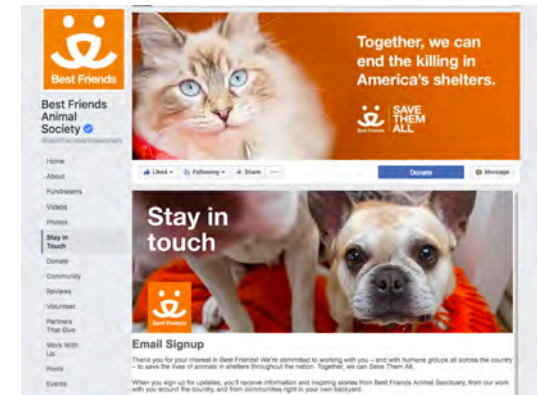
Digital Win #1: Build an Email List

- Add a sign-up button to your homepage
- Add one to your Facebook page
- Post on Facebook and ask people to join your email list

 **Sign Up for News**

Stay informed on disaster alerts, preparedness tips, and ways to get involved.

SUBMIT



Moment of Realness: Email Sign-Ups

You cannot email people without their permission.

Opt-in means you have permission to email.

Opt-out means you do not have permission.

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



Digital Win #1: Email Template

Create a template that includes:

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

Your template MUST be mobile-friendly!



Snuggly Monkey or Majestic Lightfoot?

Dear [NAME],

I think we can all agree that life as a cat sounds pretty awesome. So, why not indulge the idea a bit and explore what your own "cat mood" might be with our [fun-and-fluffy five question quiz?](#)

[Take the quiz >](#)

Whether your results tell you that you're regal and majestic or a bit of a goofball, you can rest assured that any cat attitude is the best attitude. We'll even show you some adorable adoptable felines who share your personality!

And if adopting a fancy new feline is on your summer bucket list, you can check that item off by [adopting a new cat or kitten](#) for just \$10 this June during the Summer to Save Them All.

Cheers to whatever your cat mood may be and to the joy of life with (and as) a cat!

Together, we can Save Them All.

Kate Moore

Kate Moore
Online community manager
Best Friends Animal Society



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Kate Moore

Kate Moore
Online community manager
Best Friends Animal Society



You need someone who can code.



Digital Win #1: A Reason to Email

- You aren't ready to send an email until you can answer:
 - Why am I sending this?
 - Why should my audience open it?
 - What am I asking them to do?

Digital Win #1: Email

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

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

NEXT LEVEL: Do a resend of your latest appeal to people who didn't open it.





Digital Win #2: Social Media

Social is about engaging your community.

What You Need:

Social media accounts

Someone who can manage them

Content to share

A written social strategy

Facebook First



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

What should I post?

- Success stories
- Adoption promotions
- Behind-the-scenes footage
- News, inside scoop
- Photos and videos



How should I post?

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



Digital Win #2: Social Media Strategy

- What do you share?
- What don't you share?
- How often?
- What's the process?
- Policy on responding to comments/messages
- Standard answers for common questions



Social media fail: adopting Polly



Digital Win #2: Social Media

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

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

NEXT LEVEL: Start adding video to your posts.
(We'll cover video in a bit.)





Digital Win #3: Your Website

Stories + Mobile = Website Success

What You Need:

A CMS

Content to share

A donation form

Digital Win #3: Website CMS

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

Drupal vs. Wordpress: johnhaydon.com/nonprofit-website-drupal-wordpress



Digital Win #3: Website Content

- Adoptable animals
- Donate button
- Stories
- Email sign-up
- Who you are: your mission and financials
- Contact information (don't make this hard!)



Digital Win #3: Mobile Website

- Mobile now drives more than 56% of web traffic to top sites
- It needs to be your **top website priority**



Digital Win #3: Website

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

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

NEXT LEVEL: Add an option for monthly giving to your website.





Digital Win #4: Search Advertising

Search is king.

What You Need:

A Google Grant account

A call to action

Digital Win #4: Search

Sign up for a Google Grant account.

- 501c3s are eligible
- \$10k free in-kind advertising every month
- Adwords Express — for when you have limited time



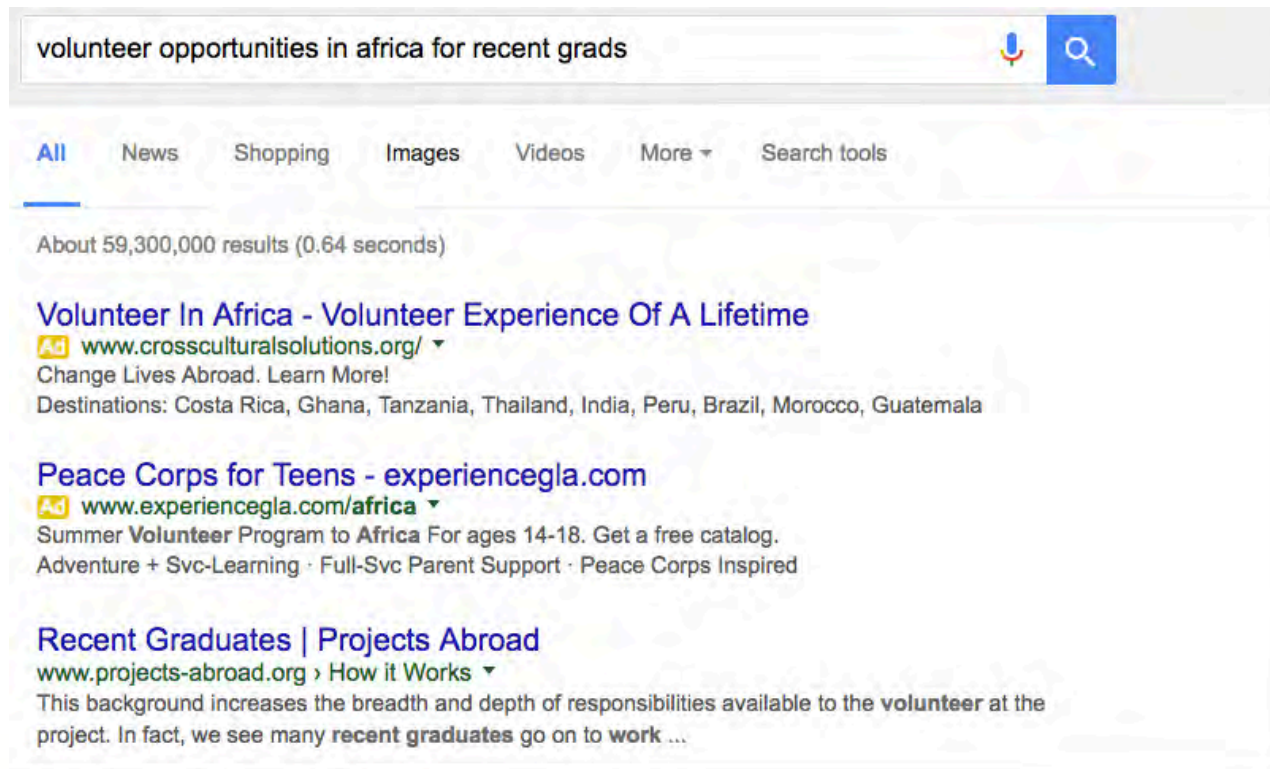
Digital Win #4: Search

What do I do with all of this free advertising?

- Recruit volunteers
- Tell stories
- Attract new donors



Digital Win #4: Search



volunteer opportunities in africa for recent grads

All News Shopping Images Videos More Search tools

About 59,300,000 results (0.64 seconds)

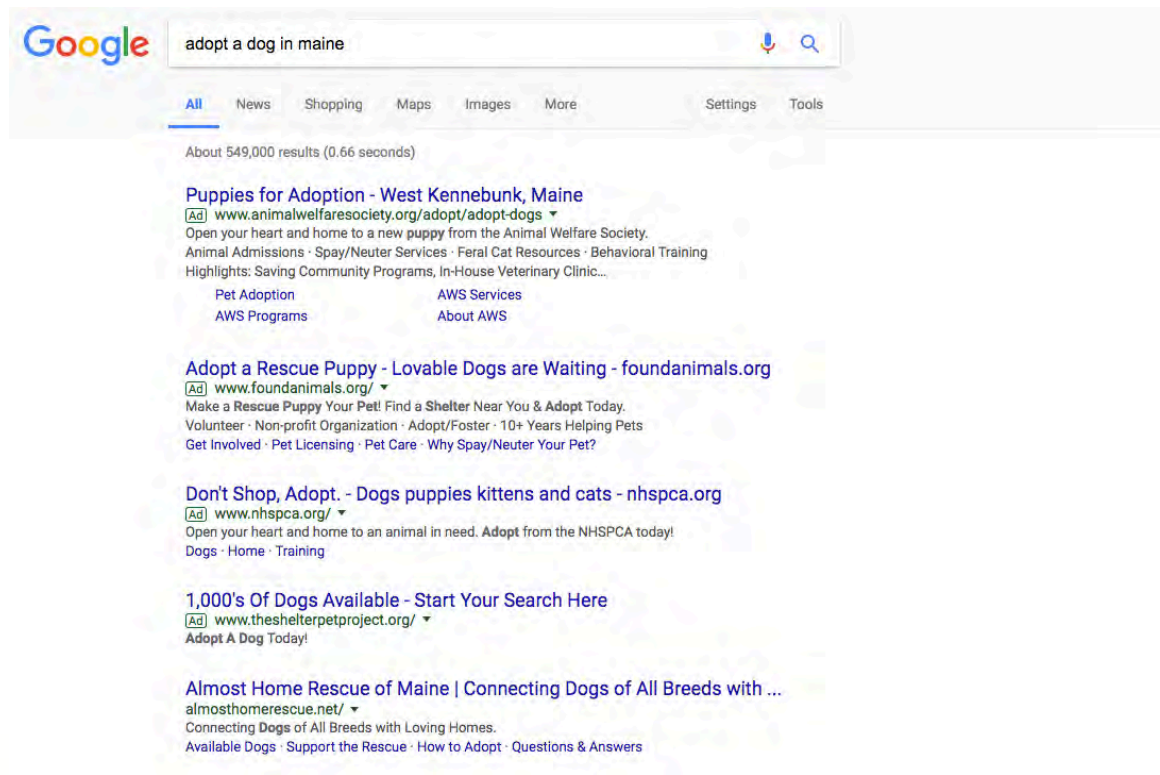
Volunteer In Africa - Volunteer Experience Of A Lifetime
Ad www.crossculturalsolutions.org/
Change Lives Abroad. Learn More!
Destinations: Costa Rica, Ghana, Tanzania, Thailand, India, Peru, Brazil, Morocco, Guatemala

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

Recent Graduates | Projects Abroad
www.projects-abroad.org > How it Works
This background increases the breadth and depth of responsibilities available to the volunteer at the project. In fact, we see many recent graduates go on to work ...



Digital Win #4: Search



Google adopt a dog in maine

All News Shopping Maps Images More Settings Tools

About 549,000 results (0.66 seconds)

Puppies for Adoption - West Kennebunk, Maine
www.animalwelfaresociety.org/adopt/adopt-dogs
Open your heart and home to a new puppy from the Animal Welfare Society.
Animal Admissions · Spay/Neuter Services · Feral Cat Resources · Behavioral Training
Highlights: Saving Community Programs, In-House Veterinary Clinic...
Pet Adoption AWS Services
AWS Programs About AWS

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

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

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

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



Digital Win #4: Search

A few guidelines to keep in mind:

- Ads are entirely text-based (no videos or images)
- They appear on Google search results pages, below the ads of paying advertisers
- Campaigns are keyword-targeted
- Your maximum cost-per-click (CPC) will be \$2.00



Digital Win #4: Search

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

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

NEXT LEVEL: Budget for paid advertising to beat the \$2 CPC if you've got competition.





Digital Win #5: Digital Content

Oh, wait: Content is king.

What You Need:

Stories

More stories

Digital Win #5: Digital Content

With better stories, you can raise more money.

- It's how you get people excited about your cause.
- It's how you tap into their emotions.
- It's how you keep them coming back.



Digital Win #5: Digital Content

Where do stories come from? EVERYWHERE.

- Volunteers
- Staff
- Adopters



Digital Win #5: Digital Content

How do I use them best?

- Appeals (email, mail)
- Stories on your website
- Social posts
- Renewals
- Stewardship



Digital Win #5: Digital Content

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

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

NEXT LEVEL: Turn that story into an appeal. Because this work doesn't happen without your donors.





Digital Win #6: Video

Everyone wants more video.

What You Need:

You already have it in your pocket.

Digital Win #6: Video



Step 1: Use what you've got

Record high quality HD video with a smartphone camera, and hold it sideways to capture a wider view.



Step 2: Be smart with sound

Videos on Facebook auto-play without sound. Create something that gets your point across even if it's played silently.



Step 3: Edit like a pro

To make your video more polished and professional, use a video-editing app for quick and easy editing.



Best Friends®

SAVE THEM ALL

Digital Win #6: Video

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

Facebook video ad guidelines: facebook.com/policies/ads



Digital Win #6: Video

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

TOMORROW: Create a Facebook Live.

NEXT LEVEL: Use editing software to create a montage of adopted animals. Use it to promote adoption, stewardship, or an ask.





Digital Win #7: Digital Advertising

What You Need:

A budget

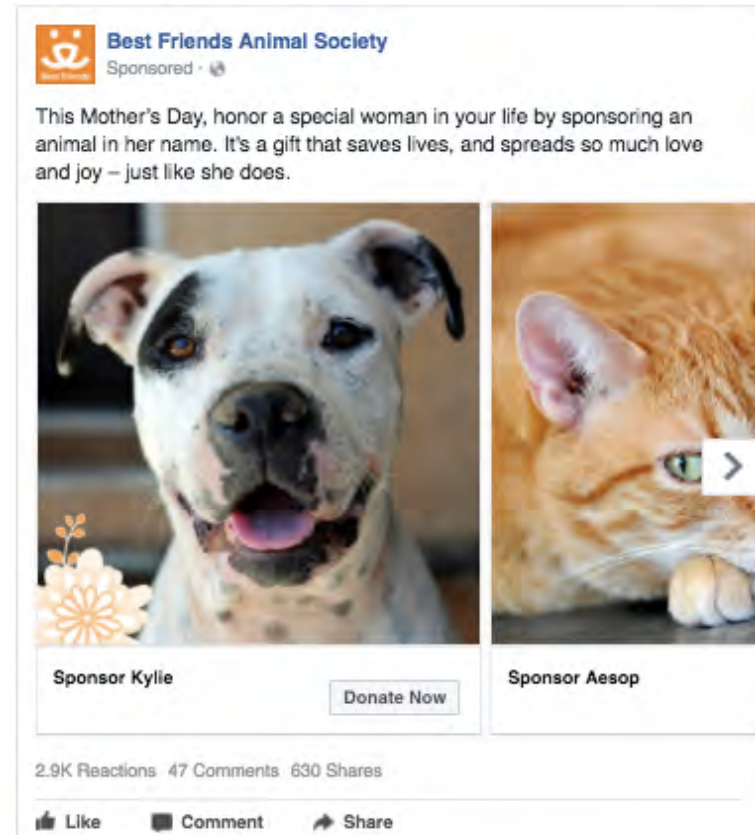
Creative assets

Tracking capabilities

Digital Win #7: Digital Advertising

Paid placements to help you reach new audiences


- Facebook advertising
- Boosted posts
- Third-party sites



Digital Win #7: Digital Advertising

Facebook advertising

- Boost a post to extend your reach
- Run ads for page likes
- Run a fundraising ad with audience targeting



The image shows a screenshot of a Facebook sponsored post from the Best Friends Animal Society. At the top left is the organization's logo and name, with a 'Sponsored' label. To the right is a 'Like Page' button. The main text reads: 'Become a Best Friends Guardian Angel and help homeless pets when they need it most.' Below this is a large image of a brown and white dog's face. An orange button with the text 'GIVE MONTHLY >' is overlaid on the bottom of the dog's image. Underneath the image, the text says 'Help animals year round' followed by 'Sign up for monthly giving. You'll receive updates on how your gift is saving lives.' Below that is the website 'BESTFRIENDS.ORG' and a note 'Not affiliated with Facebook'. A 'Donate Now' button is on the right. At the bottom, it shows engagement metrics: '825 Reactions 13 Comments 134 Shares'.

Digital Win #7: Digital Advertising

Third-party paid placements

- Goal: reaching new audiences
- Paid placements (check out e-mails, care2)
- In-kind advertising offers

The screenshot shows a petition page on the Care2 platform. At the top, it says 'care2 PETITIONS'. Below that is a photo of a small dog. The title of the petition is 'Pledge to help end the killing of pets in shelters'. It is created by 'Best Friends Animal Society'. There is a progress bar showing '64,003 SUPPORTERS' and a goal of '65,000 GOAL'. To the right of the progress bar is the 'SAVE THEM ALL' logo. Below the progress bar, there is a paragraph of text: 'Every day in this country, more than 9,000 dogs and cats — about six per minute — are killed in animal shelters, simply because they don't have safe places to call home. Each one of these pets is an individual. Each one is a valued life worth saving. **That number should be zero — and it can be.**' On the right side of the page, there is a 'SIGN PLEDGE' form with fields for 'FIRST NAME', 'LAST NAME', 'EMAIL', 'COUNTRY' (set to 'United States'), and 'STREET ADDRESS'. Below the form is a 'Sign Now' button and a checkbox for 'Share with my Facebook friends'. At the bottom right, there is a 'privacy policy' link and a note: 'By signing, you accept Care2's terms of service. Having problems signing this? Let us know.'

The screenshot shows a banner for 'Save the Children'. On the left is the 'Save the Children' logo. The text reads: 'Every minute, 11 children under the age of five die from preventable causes. Join over 37,000 generous donors who help Save the Children give children the confidence that life-saving support is always near.' Below this text is a link: 'Learn More About This Offer'. On the right side of the banner, there is a blue button that says 'Earn 5 + 1000' and a link below it that says 'No thanks, remove'.



Digital Win #7: Digital Advertising

TODAY: Run a “likes” ad on Facebook.

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

NEXT LEVEL: Use your renewal audience. Target them with renewal content.





Digital Win #8: Call to Action

What You Need:

A clearly defined goal

A button or a text link

Digital Win #8: Call to Action



Digital Win #8: Call to Action

Tell me what you want me to do:

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

DONATE NOW

Redeem now

BUY NOW


Learn more >

Take the Survey

The call to action is the goal. JUST HAVE ONE.



Digital Win #8: Call to Action



charity: water

Love is love,
no matter where you live.

Lijalem and Alemtehay have lived in the same home since they were married 30 years ago. They have eight children, a little farmland, and some livestock. And even though they didn't have access to clean water when we first met them, they couldn't have been more in love.

WATCH THE VIDEO (1:33)



Austin Pets Alive!
June 19 at 5:11pm · 🌐

Missy only needs \$425 more to meet the \$1,500 necessary for her double knee surgery. The support for this dog has been outstanding so far- can we get her surgery funded today? Donate here:



Austin Pets Alive! Missy's Knees Need Surgery - Austin Pets Alive!

Missy is a 6-year old lab mix who arrived at APA! with injuries to her knees on May 3rd. The individual who surrendered Missy told Austin Animal Center that she fell out of a car and that is why she is injured. On...

AUSTINPETSALIVE.ORG

Like Comment Share

41



Best Friends Animal Society
5 mins · 🌐

Will you scratch, purr, or take over the world? Press the pause button on your workload and explore what your "cat mood" might be with our quick, fun-and-fluffy five-question quiz! -emily



Which cat mood are you?

Which cat mood are you? | Best Friends Animal Society

Will you scratch, purr, or take over the world? Find out in just 5 questions.

SUPPORT.BESTFRIENDS.ORG

Melissa Miller Inman and 9 others

Like Comment Share



Digital Win #8: Call to Action

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

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

NEXT LEVEL: Run a test of your CTA language.





Digital Win #9: Running a Digital Campaign

What You Need:

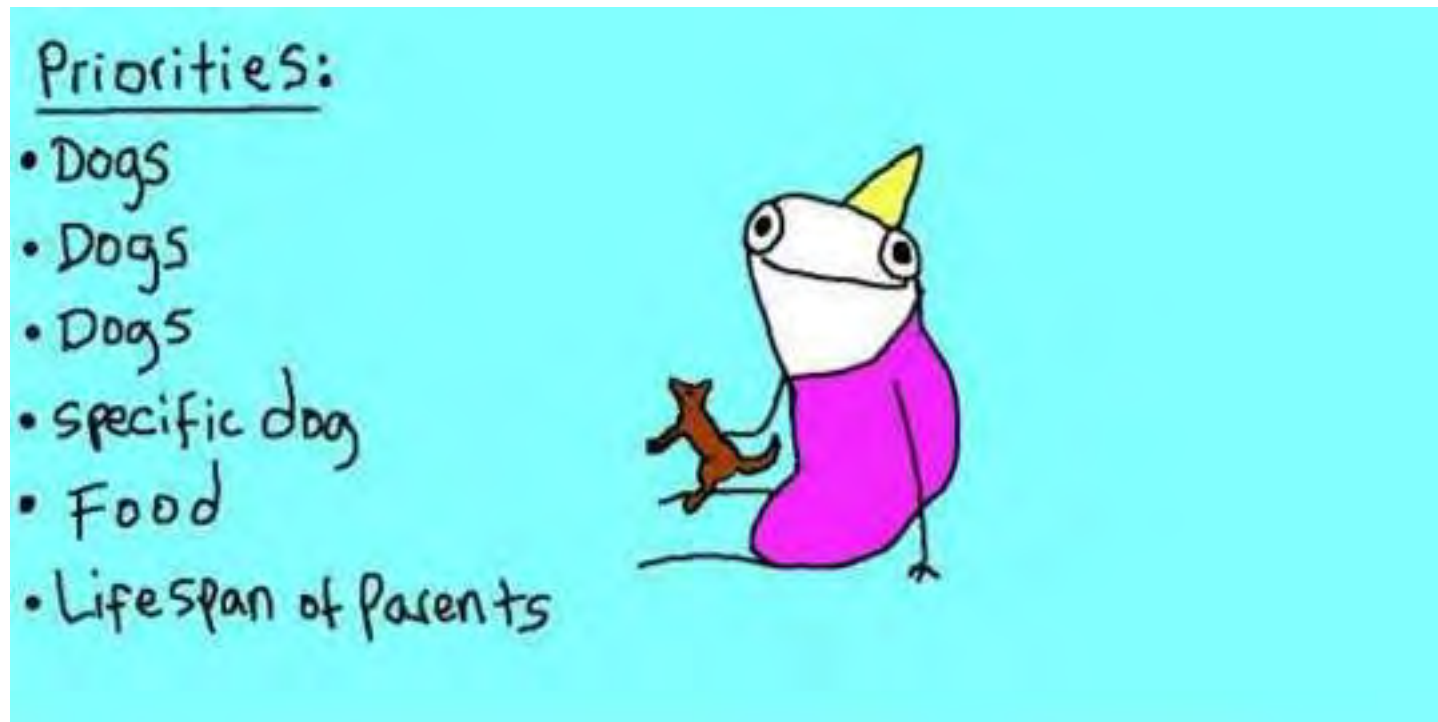
A plan

Creative assets

Tracking

Digital Win #9: Digital Campaign

Make a list




Digital Win #9: Digital Campaign

- Goal
- Timing
- Audiences
- Channels
- Key messaging points
- Call to action
- Creative assets needed
- Tagging



Digital Win #9: Digital Campaign



Dear Friend,

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

When you donate to Best Friends Animal Society during our online day of giving, you're not only recognizing the special bond you share with your pet, you're **helping other cats and dogs find forever homes** -- and best friends -- of their own.


[Make my Best Friends Day gift >](#)

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

Gregory Castle
 Gregory Castle, CEO
 Best Friends Animal Society

Share: [Facebook] [Twitter] [LinkedIn] [Email]


Follow Us: [Facebook] [Twitter] [LinkedIn] [Instagram] [YouTube] [Pinterest]



You are receiving this email because you are signed up to receive Best Friends Animal Society emails.

[Unsubscribe](#) | [Privacy Policy](#) | [Contact Us](#)

© 2017 Best Friends Animal Society® All Rights Reserved



Dear Friend,

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

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

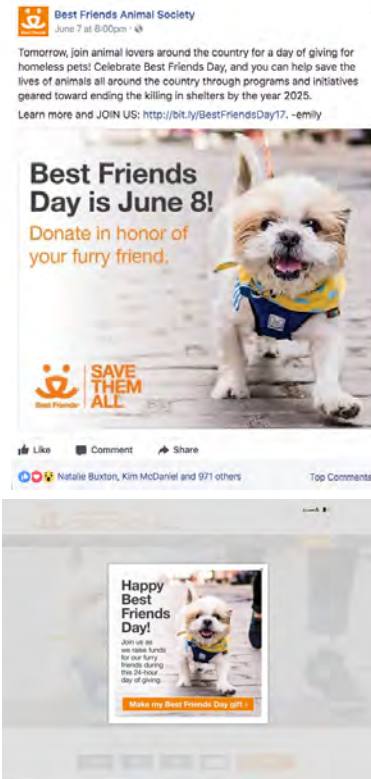
Help save the lives of our furry friends on this day of friendship, and spread the word with an e-card so others can do the same. Your gift not only recognizes the special bond you have with your pet, it **helps save the lives of other cats and dogs.**

[Learn more >](#)

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

Gregory Castle
 Gregory Castle, CEO
 Best Friends Animal Society

P.S. You can **give a gift today** and have it count toward Best Friends Day.



Best Friends Animal Society
 June 7 at 8:00pm · 4k

Tomorrow, join animal lovers around the country for a day of giving for homeless pets! Celebrate Best Friends Day, and you can help save the lives of animals all around the country through programs and initiatives geared toward ending the killing in shelters by the year 2025. Learn more and JOIN US: <http://bit.ly/BestFriendsDay17>. -emily


Best Friends Day is June 8!
 Donate in honor of your furry friend.

Like Comment Share

Natalie Buxton, Kim McDaniel and 971 others · Top Comments

Happy Best Friends Day!
 Join us as we raise funds for our furry friends during the 24-hour day of giving.

[Make my Best Friends Day gift >](#)



Best Friends Day
 June 8, 2017

Best friends for life

Support friendships and the animals of Best Friends Animal Society. When you have a pet, every day is Best Friends Day. So while the official holiday may have come and gone, it's not too late to honor the love and loyalty of your favorite four-legged friend.

When you **donate** to Best Friends on behalf of your pet, you help other dogs and cats get the care they need on their journey to finding forever homes and Best Friends of their own.

Give a gift to Best Friends today.
 Thank you for being a best friend to homeless pets.

Donation Amount: \$20 \$50 \$100 \$1000

Gift Information

Name: [input]
 Address: [input]
 City: [input]
 State: [input]
 Zip: [input]
 Phone: [input]
 Email: [input]

Payment Information

Card Number: [input]
 Expiration: [input]
 Name: [input]
 Address: [input]

[Make My Gift >](#)



Digital Win #9: Digital Campaign

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

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

NEXT LEVEL: Ad targeting on Facebook; add a pop-up to your homepage.





Digital Win #10: Simplify

What You Need:

A red pen

Digital Win #10: Simplify



Digital Win #10: Simplify

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



People to follow

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

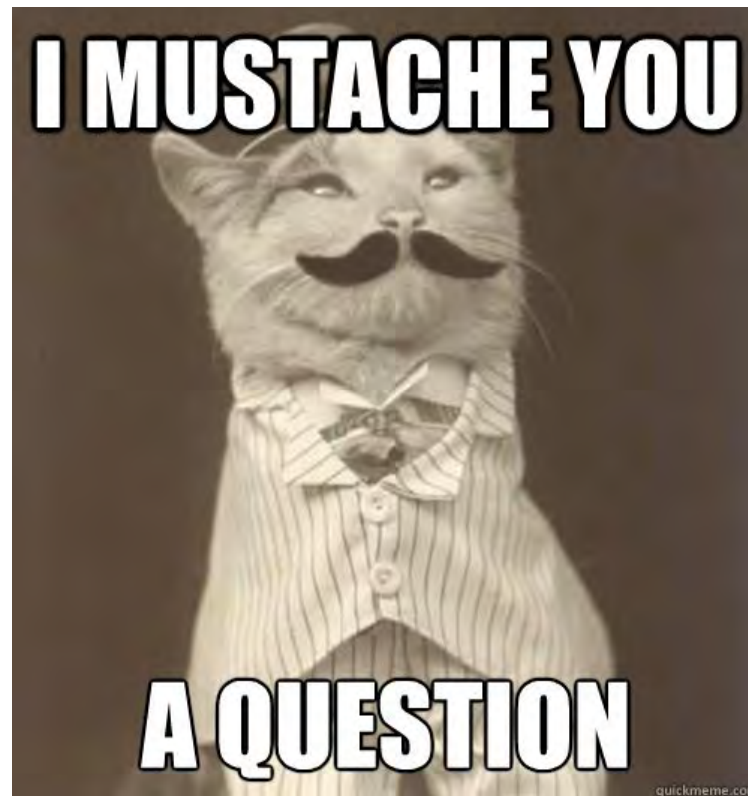


More resources

- Mailchimp: mailchimp.com/pricing
- M+R Benchmarks: mrbenchmarks.com
- HTML Goodies: htmlgoodies.com/primers/html/article.php/3478131
- Google Grants: google.com/grants
- Free video editors: techradar.com/news/software/applications/the-best-free-video-editor-1330136



Questions?





Best Friends®

SAVE
THEM
ALL®