

The secrets of compelling nonprofit marketing

How to make your digital
marketing way more effective



**Freerange
Future**

Creating for cause & culture



Who is this document for?

Nonprofit organisations that want to grow.

Nonprofit organisations keen to learn about best practice in digital marketing.

Nonprofit organisations who want to engage with their supporters more effectively.

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Living your brand every day

If you've read our eBook *Five Steps to Nonprofit Brand Brilliance* you'll know that creating a brilliant nonprofit brand involves defining and expressing what you stand for, then motivating and empowering your team to live and breathe those values.

Without this foundation your brand will not mature.

Beyond this, the burden of maintaining a 360° brand and the consistent communication required for nurturing brand champions can only realistically be managed with a sophisticated set of digital tools and an integrated marketing strategy.

This eBook introduces the marketing tools that will support your nonprofit marketing success.



Digital Marketing Challenges

With today's digital marketing channels, you can quickly and easily reach many thousands of people but how many are you really connecting with?

Email is a powerful marketing tool but is your generic email blast getting opened and read?

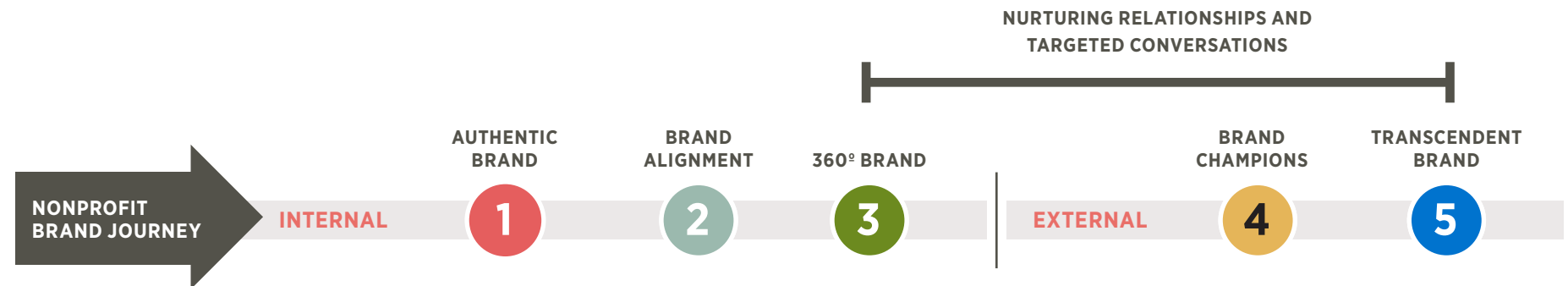
You have hundreds or thousands of followers across social media but is what you're saying getting through to them?

In *Five Steps to Nonprofit Brand Brilliance* we touched on two requirements that are key to building a brilliant nonprofit brand:

Requirement 1: Nurturing relationships

Requirement 2: Targeted conversations

Until recently you'd have needed a team of telemarketers and social media managers working around the clock to achieve this relationship building with all of your supporters. But recent innovations in digital marketing tools mean that is now easier than ever to have authentic conversations and grow your brand through engagement with your supporters.



Above figure referenced from eBook *Five Steps to Nonprofit Brand Brilliance*.

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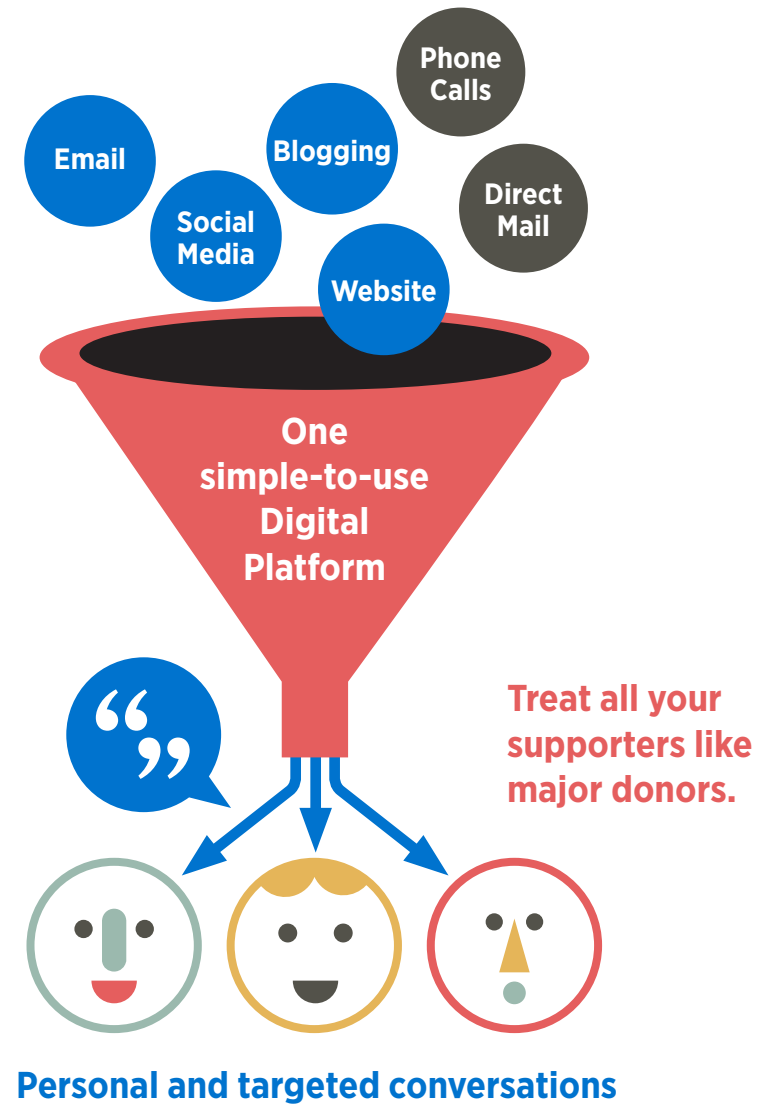


Marketing Automation

360° brands flourish by tailoring communications to individual supporters. For most nonprofits, it seems impractical to consider conducting a personal relationship with anyone other than the largest donors, so having the numerous personal conversations required to support a 360° brand may seem infeasible. However, marketing automation completely changes this equation. **Now every contact you make can be nurtured in a personalised manner towards becoming a supporter and ultimately a champion of your nonprofit brand.**

Marketing automation takes all the marketing channels you're already using: email, social media, blogging, your website and integrates them into one simple to use digital platform that enables you to track interactions and build workflows: multistep processes that automate communications with people across all of those channels. You can even incorporate phone calls and direct mail into your marketing automation workflows.

Marketing automation keeps on working, even when you're not, so when someone first interacts with you online, you can take them on a journey that may last days, weeks or even months, patiently nurturing them to the point where they will donate, become a member, participate or take action.



Personalising Your Communications

Marketing automation gives you the platform to streamline conversations online and build effective lasting relationships.

But how do you know who you're talking to?

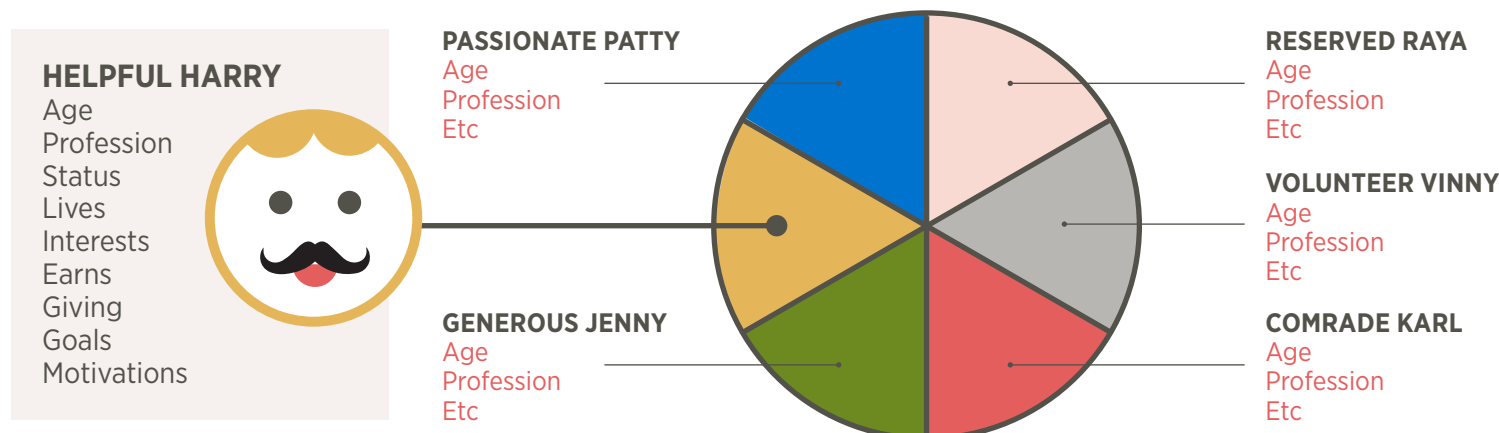
Segmentation is an approach that makes personalised communications practical and greatly improves effectiveness. Your supporters are all individuals. When you examine them closer you'll find you can organise them into a few segments; groups who behave in similar ways and have similar goals.

A persona is a profile of an imaginary person who represents a segment within your database. Personas have names, demographic information, interests, giving levels, goals and motivations.

Segmenting your stakeholders into persona based groups helps you understand them better and communicate with them more effectively. Even include a (fake) photo with the persona, so that you build a real rapport with them.

Campaigns that speak directly to personas have a focus you can't achieve when you blanket communicate and address everyone with the same tone and message. When you recognise someone fits a certain persona, you know how to address them in a way that engages them and holds their attention. You can address their interests and ask for their support in a way that is appropriate to their means and skills.

You will achieve a much greater response with a targeted dialogue, rather than generic emails, tweets and status updates.



Five tips for segmenting your supporters

1. Your database is gold.

Use the demographics and other data there to group people together. You do have a database right?

2. Use your intuition.

Sketch out who you think the archetypal segments are within your supporters.

3. Interview people.

See where they fit into your segments and refine the segments to suit.

4. Include values, goals and challenges.

Segmenting along demographics is one thing but people connect with nonprofit through shared values, goals and challenges. Make sure your segments include these motivators.

5. Give people the chance to self-select into segments.

Add multiple choice questions to your membership or contact forms that include an *I'm interested in...* question.



Inbound Marketing

When you've segmented your supporters and created personas to represent them, what are you actually going to say to them?

It's common sense that relationships need to be nurtured. This is just as true for brand relationships as personal relationships. How can you nurture relationships with your community members in a consistent and effective way?

Inbound marketing is a sophisticated methodology for marketing on the web, with a simple concept at its core:

Sharing knowledge and content is a respectful way to build relationships with people.

Inbound marketing is effective for two reasons:

Reason 1

It engages with people in a generous way, offering them real value in return for their attention.

Reason 2

The inbound process happens over time, steadily nurturing people from strangers to connections to supporters and beyond.

Combining the inbound marketing approach with the power of marketing automation makes for a compelling and personalised conversation.

Inbound is generous

The 'give to get' approach of inbound is highly compatible with the generosity and values inherent in nonprofits.

Inbound nurtures

Even more than commercial brands, successful nonprofits must forge a deep bond with their members, supporters and volunteers.

Inbound educates

Nonprofits often deal with complex or subtle issues that are not easy to communicate in a one-off conversation. Inbound is ideal in this situation, where a conversation and relationship can grow over time.



The Process of Nurturing

How does inbound marketing help build relationships?

Inbound marketing enables you to take people on a journey from stranger to champion of your nonprofit brand. The four step inbound funnel educates and builds rapport so that people become invested in your cause and organisation.

Step 1. People find you through social media, SEO, blog posts or your offline marketing and campaigning.

Step 2. You offer them compelling knowledge-based content to download, such as real life stories relevant to their interests or an eBook that educates on the issues you address. Or you

ask them to sign a petition. To receive this content, they share their email address with you.

Step 3. Over time you nurture the relationship by following up with more communications and content, content that becomes steadily more targeted and engaging as you learn more about them. Complex workflows can be created across email, web and social media that automate the process of engaging with people until you know they're ready to speak to you directly.

Step 4. Once people become members, volunteers or donors, you can continue to engage them in this way, elevating them to become champions of your cause.

The Supporters Journey



Storytelling

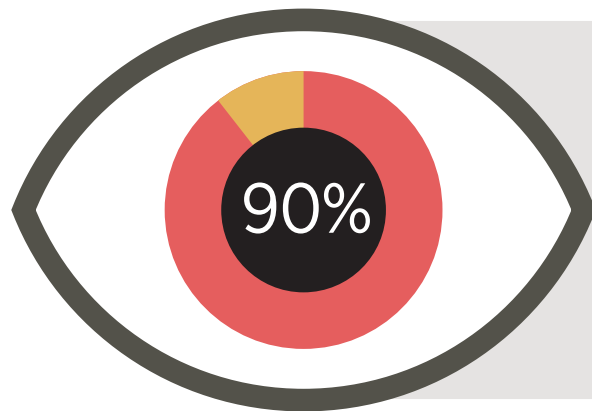
Storytelling is the most powerful and emotive tool that human beings have for communicating.

The great power of stories is that along with a narrative they can communicate morals, values and an underlying message. When building rapport with supporters of your nonprofit, nothing is more effective than storytelling.

Stories that your supporters will be interested in can cover many topics: success stories of the work you've done, the stories of the people you've helped, the work of your staff members, your own origin story.

The most powerful stories are visual. Video based stories are highly compelling but quality photography will also do a great job. This is why it's important to be proactive with storytelling. Always be on the look out for a good story and document everything that you do.

Storytelling can be a cost effective way to personalise your communications. **Within a campaign, you can create a number of related stories, one tailored to each persona.** When you understand the goals and drivers of each supporter segment, speaking to them individually is not only possible, it's achievable and effective.



**90% of information transmitted to the brain is visual.
The most powerful stories are visual.**



Conclusion

This eBook has given you a taste of tools and techniques your nonprofit can use to engage with supporters in a sophisticated and personal manner.

Applied correctly, this can be highly effective but tools and techniques are not a strategy. A strategy is a plan with clear actions and goals. A winning strategy, combined with what you've read in this book, can support you achieving your goals and transforming your nonprofit beyond recognition.

Your strategy must be developed with your nonprofit's medium and long term goals in mind, not just this year.

Do you have a growth focus? Are you trying to start or steer a conversation? Are you trying to increase your influence?

Play to your strengths and acknowledge your weaknesses. What resources do you have to leverage? What can you do in-house and what needs to be outsourced?

With the right strategy and the right tools your digital marketing will be dramatically more effective. This is the secret of effective nonprofit digital marketing.



About Freerange Future

Creating for cause & culture.

Our expertise in the disciplines of branding, marketing and digital enable our clients to achieve their membership, fundraising, campaigning, community and audience building goals.

If you would like to have a coffee and discuss any of the concepts in this book, please do get in touch.

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**The first book in this series is titled
Five Steps to Nonprofit Brand Brilliance.**

Get this eBook NOW!