Hello

Digital marketing tactics all NFPs should be doing for their appeals

September 2021

In the spirit of reconciliation Marlin acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

The team

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Marlin Communications

We're a team of strategists, creatives, project managers, developers and digital experts that have all made a conscious decision to specialise in the not-for-profit space.

Oh yeah, and we're hiring :)
marlincommunications.com/become-a-marliner/

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Today

Digital Marketing Tactics

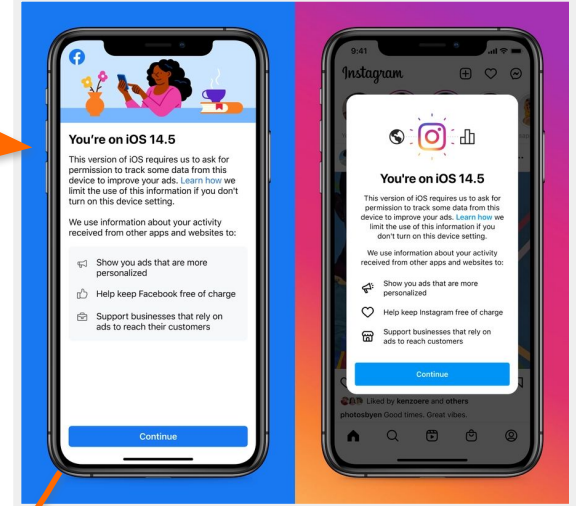Social campaigns
Paid search
Email & SMS
Website
Tracking

I'm sorry.

Digital is getting ridiculous.

Costs are up, results are impacted 😢

1. Verify organisation
2. Prioritise conversions
3. Verify domain
4. Connect Facebook assets

That was one change.

There were others.

So what?

Most organisations are limited by a combination of time, budget, skills and experience.

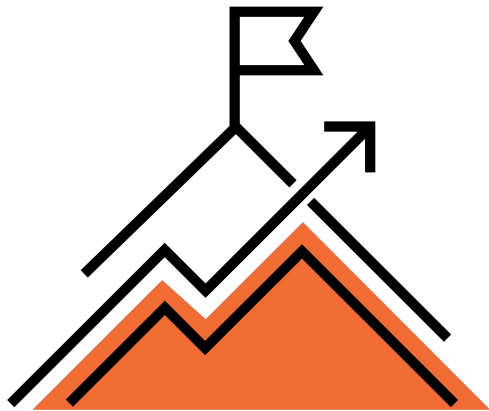Digital is constantly changing, and each area is getting deeper.

Soooo...

Nail the fundamentals

If you're struggling with digital, focus on the fundamentals:

- **Paid social** campaign on Facebook (don't worry about platforms like TikTok yet)

- Simple **paid search** campaign with Google Ad Grants

- Simple **emails** to support your appeals

See if you can test & improve each digital channel / asset over time

The main benefit of digital is that you can **test and learn** with small budgets.

If you're stretched, can you **focus on one area at a time**, test, and learn? 🤞

Here are some tactical tips.

01
Social Campaigns

Paid social campaigns

I'm looking at **paid** campaigns because organic activity receives hardly any reach.

Break up your audiences...

Don't just target everyone in one big group...

Break up your ad sets so that you can learn which audiences offer **volume** and **efficiency**.

No. donations

$ revenue

Cost / donation

Avg. donation value

Warm audiences🔥...

People that already **know** and may have **'interacted'** with your organisation.

"Remarketing"

Who could these people be?

Donors

Email contacts

Engage on social

Volunteers

Website visitors

Community fundraisers

Visit donation page, but didn't donate

Cold audiences🧊...

Targeting based on your knowledge of the **interests** & **demographics** that you think will align with the appeal.

Group related interests.

Test & learn approach.
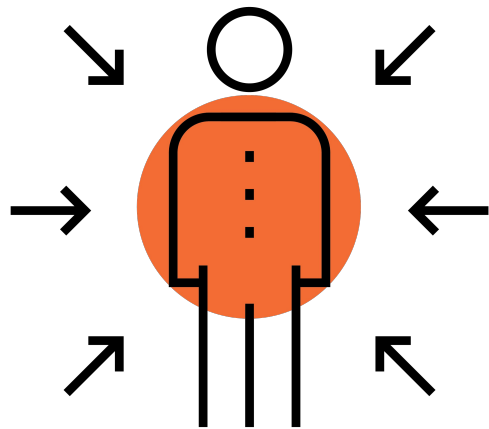
Lukewarm lookalikes?

Lookalike audiences are used to target people similar to other people (e.g. similar to donors).

Test lookalike audiences to see (**& learn**) if they can deliver positive results for your campaign.

Rather than one ad set...

Ad Set 1

All the people that we're targeting for the campaign

Rather than one ad set with all people

Ad Set 1

Warm - donors + leads

Ad Set 2

Cold - Group 1

Ad Set 3

Lookalike

For a small campaign, we'll break into ~3-5 ad sets

Make sure to test your ads

Testing doesn't have to be complicated and onerous.

It can be as simple as creating multiple ads with different ad text and/or different images to see **what gets better results**.

Facebook will give more budget to ads that are more efficient.

By the way, you can see what ads someone has in market with the **Facebook Ads Library**
https://www.facebook.com/ads/library

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Testing with Facebook

Facebook has three options for testing:

- A/B test campaign

- Dynamic creative

- Just create multiple ads in the same ad set and change one thing (e.g. the image or text)

A/B test   Create A/B test 🔵

Try different images, ad text, audiences and more to see which one performs best. Learn more

💡 This campaign will be version A in your A/B test. After you've published this campaign, you'll be prompted to edit a duplicate version to test against it.

Dynamic creative   On 🔵
Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimised for your audience. Variations may include different formats or templates based on one or more elements. Learn more

Ad name

Ad 1

Ad 2

Ad 3

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Update your creative to emphasise urgency

The Salvation Army Australia ✓
Sponsored · ⊕

Unemployment. Financial Hardship. Desperation. Help us reach Australians in urgent need. Donate by June 30 to claim a tax benefit.

June 30
Your tax deductible donation will help us reach Australians in need.

THE SALVATION ARMY

SALVATIONARMY.ORG.AU
Donate Today
Not affiliated with Facebook

DONATE NOW

ActionAid Australia
Sponsored · ⊕

Psst... thinking of donating? Every dollar you give by June 30th will go twice as far towards supporting women on the frontlines of an emergency like... See More

So **women** can lead

DOUBLEYOURIMPACT.ACTIONAID....
Make a tax-time gift
Not affiliated with Facebook

DONATE NOW

Vinnies NSW
Sponsored · ⊕

ALL DONATIONS ARE TAX DEDUCTIBLE
Many Aussie families have been hit hard by the pandemic. Send some kindness their way.

Let an Aussie family know you haven't forgotten them.

Vinnies
good works

DONATE.VINNIES.ORG.AU
GIVE NOW
Not affiliated with Facebook

DONATE NOW

Thank you message to second gift

This tactic can be implemented across email and social.

Using a thank you message / campaign update with an ask for a second gift.

Could emphasise how close you are to the target and the urgency (e.g. sending the comm. close to the end of the appeal).
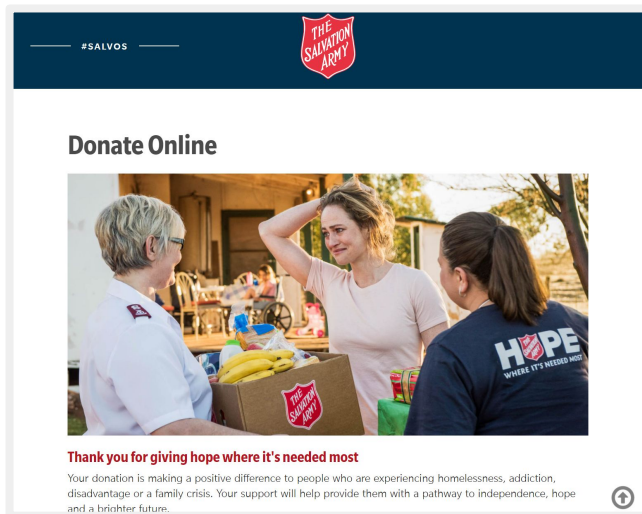
02

Paid Search

Paid search for an appeal

Paid search is normally quite focussed
when supporting an appeal...
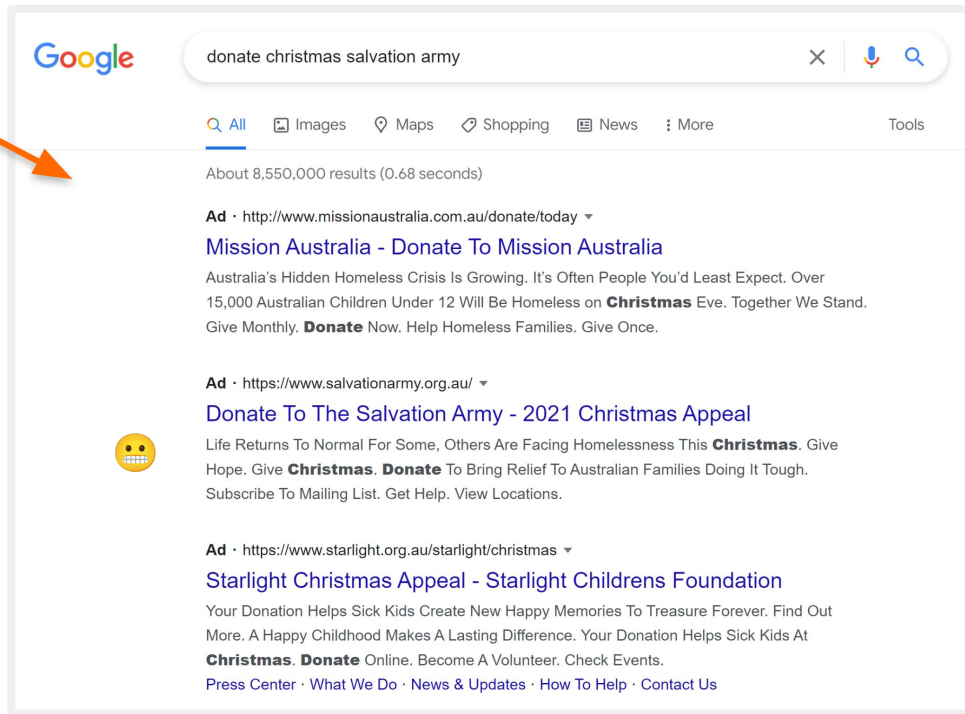
Send people to a specific page

1. Helps to direct people to a specific appeal landing page (not the general donation page)
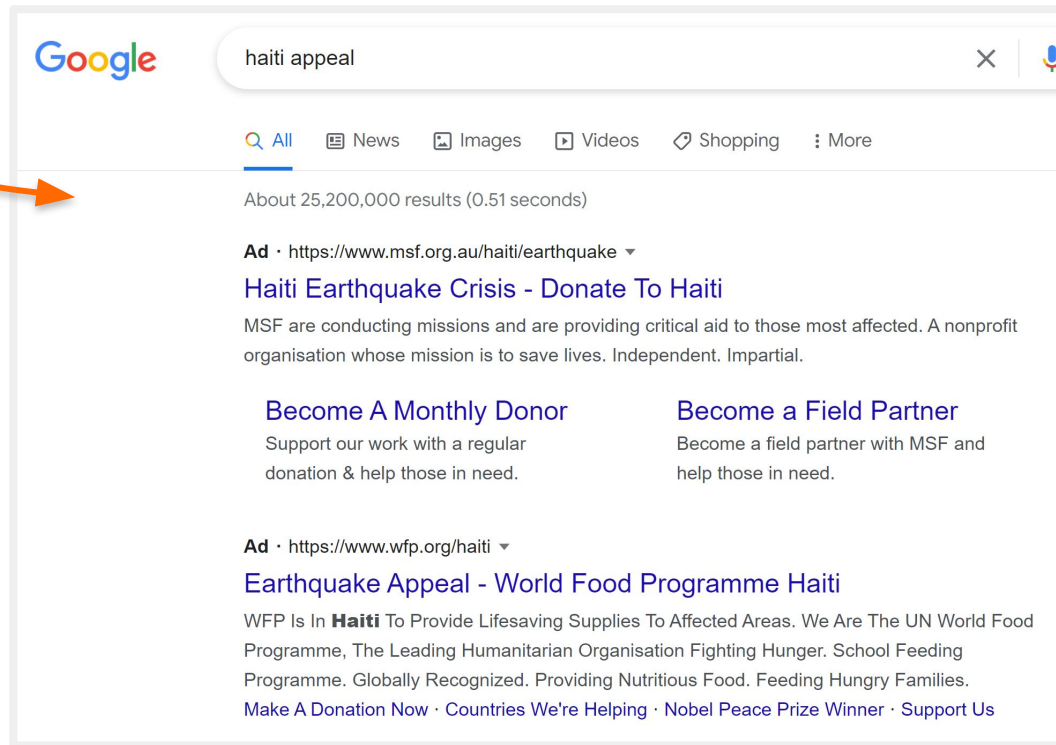
Protect your brand

2. Protect your brand in search results when people are looking for you

Not everyone will look for you

3. When people search for the cause / facet of the appeal (not you)
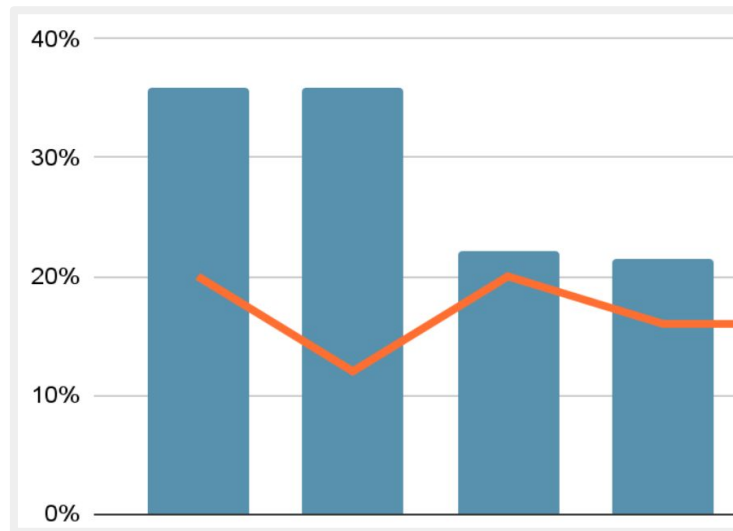
03
Email & SMS

Personalisation

Personalisation doesn't have to just be "Hi <firstname>"

Ideally, our content is personalised to audience groups (e.g. recent and lapsed donors, leads that haven't donated, etc.)

Testing with email

Most email systems have a the ability to split-test subject lines and email content.

Open rates?

Subject, send name & email, preview text, send time

Click rates?

Email content

◯ **Subject**
What's the subject line for this campaign?

Version A

Subject line

> [firstname,fallback=Friend], we need your help

An effective subject line will boost your open rates. View latest

Preview text (Optional)

Control the preview text that appears in most inboxes. Learn more

Version B

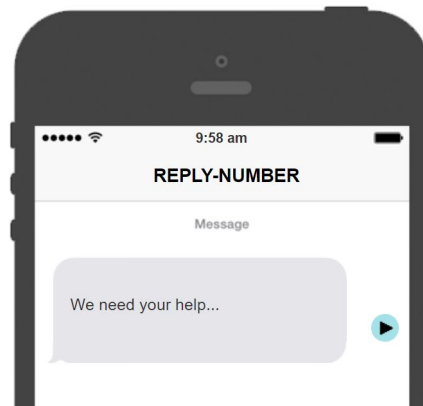Subject line

> People in Myanmar need your help

Preview text (Optional)

SMS

Great for sending comms. to emphasise **urgency** in the appeal (e.g. close to the 'deadline').

Simple to set up with providers such as BurstSMS.
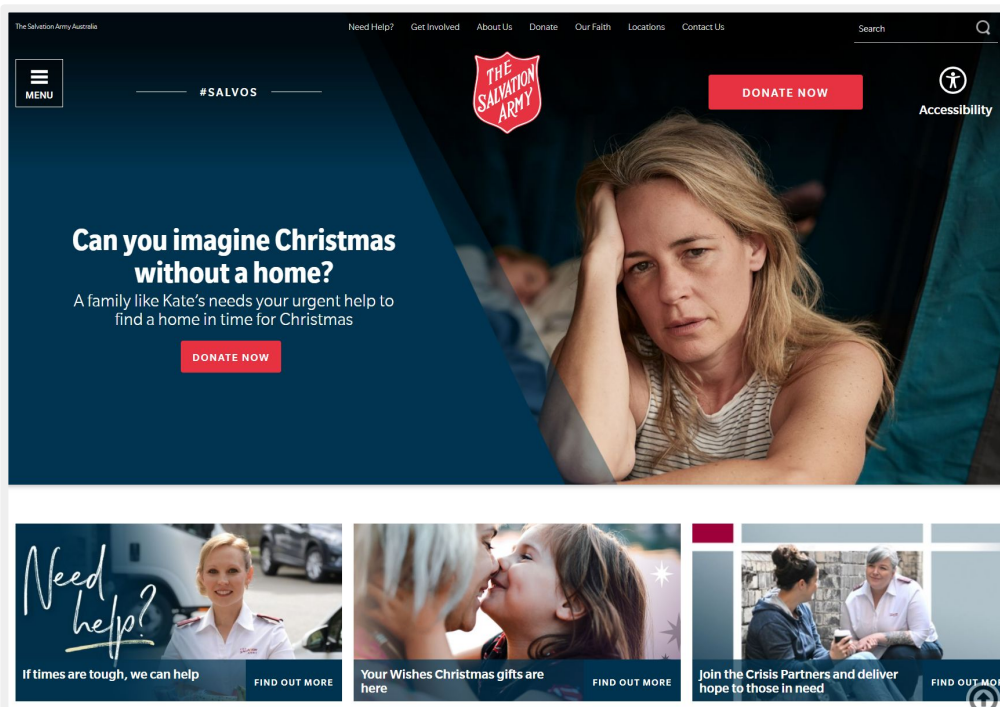
04
Website

Increase internal links to your appeal page

We normally see good linkages to an appeal page from the homepage.
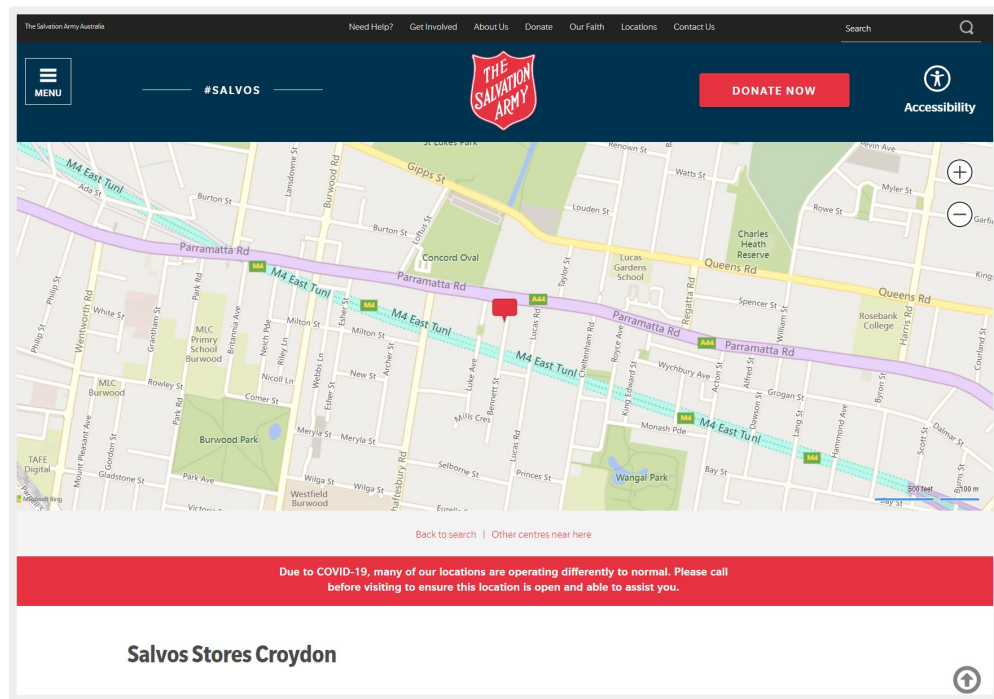
Other highly trafficked parts of the website can be forgotten 🙁

What are the additional internal linking opportunities?

Check your analytics for top landing pages from organic search, and consider additional internal links to your appeal.

Donation page optimisation...

We'll likely do another session on optimising donation pages in the future (there is a lot to break down).

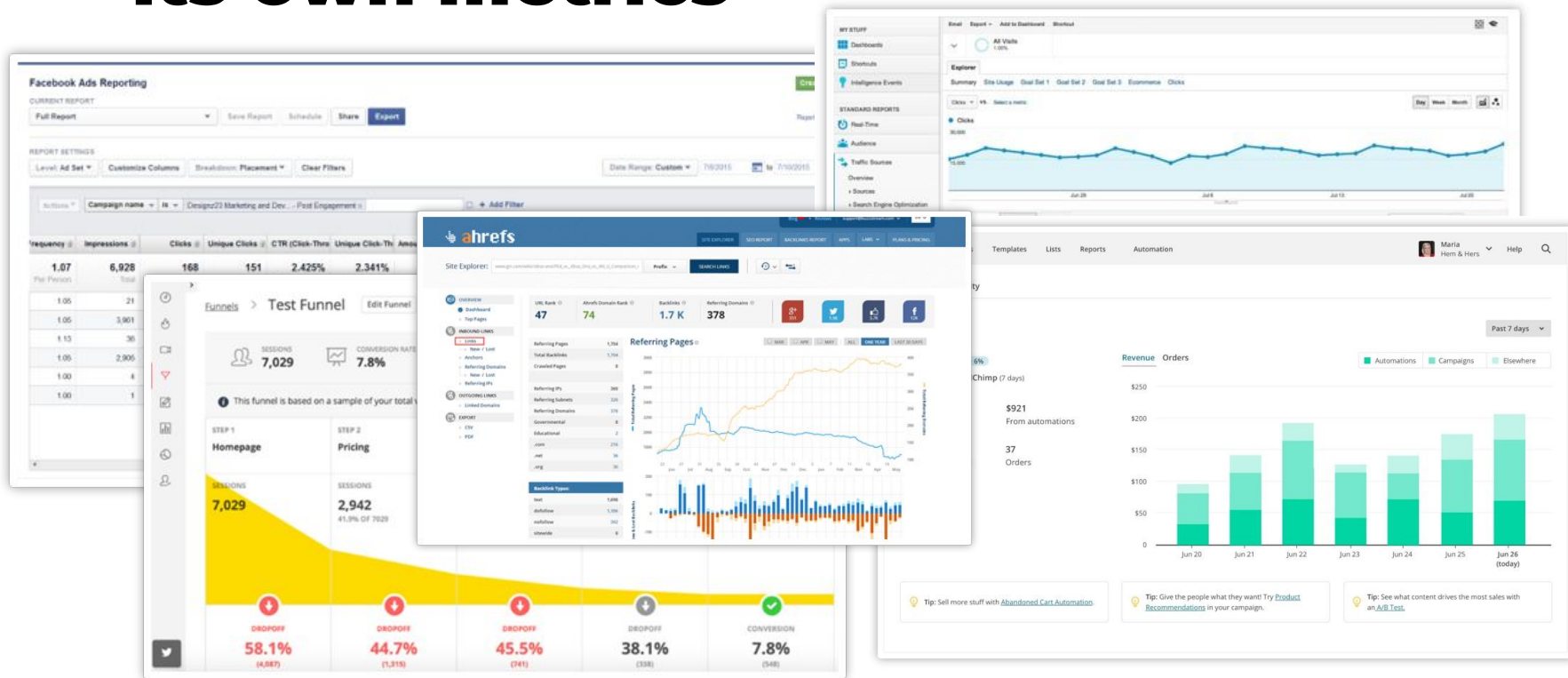Want to be notified? Send an email to hello@marlincommunications.com

05

Tracking

Pretty much every tool will have its own metrics

When using Google Analytics

Make sure that **all the traffic** you're sending to your site through **paid campaigns** and **emails...**

...uses **UTMs** / campaign tagging

(more information on <u>Annielytics - guide to campaign tagging</u>)

If we know how people get to the website, we can attribute behaviour back to the traffic source.

Get the data so you can answer Qs

- What channel was most efficient?

- Did different ads have different conversion rates?

- Where did people from email drop out of the donation form?

- Which audiences provided the best volume?
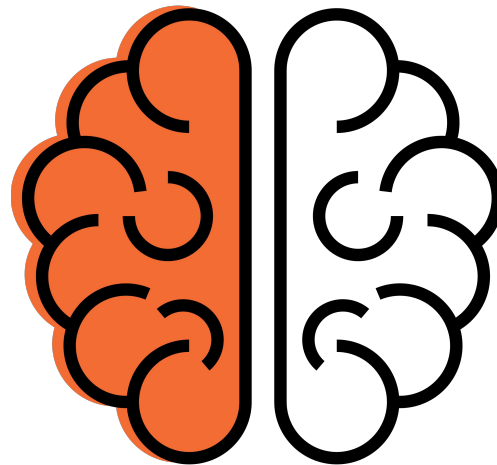
06

Questions

Need help? Have questions?

hello@marlincommunications.com

Thank you

for changing the world. We're here to help.