

Online Marketing:
Building web traffic, growing your email list,
increasing conversions, and integrating your
program

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Overview

Websites as conversion tools

Emails as conversion tools

Integration of online/offline

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Introductions

Goals:

- 1) Build web traffic
- 2) Increase Conversions
- 3) Integrate web, communications,
and direct response

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CONTENT

Better content -> ↑ web traffic -
>↑ conversions

CONVERSIONS

Better strategies -> ↑ conversions

↑ volume of conversions
↑ percentage of conversions

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Your organization's website

- who are your web visitors?
- who is your site built for?
- who do you want to attract?
- is it a good reflection of the org and its mission?
- do you know your site's web traffic?
- are you receiving any web analytics?
- do you know why people visit your site?
- do you know the most visited pages?

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Primary Conversions

Web visitor -> Customer

Email subscriber -> Customer

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Secondary Conversions

Web visitor -> Repeat Web visitor

Web visitor -> Email Subscriber

Web visitor -> Online Advocate/Action Taker

Online Advocate/Action Taker -> Online Customer

Online Customer -> Email Subscriber

Web visitor -> Offline Customer

Non-web Visitor -> Web Visitor

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Content

Think in terms of small bites.

(fact of the month, tip of the month, this day/week/month in history)

Think of what may have a viral component.

Plan for the unplanned.

Tie it to the news.

Focus on storytelling.

Find the entertainment value.

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What content is most important on a nonprofit's website?

1. Your organization's mission, goals, and objectives. (#1 is 4X more important than #2)
2. The organization's presence in the constituent's own "community".
3. How your organization uses donations.

Do an audit of your site.

Ask web visitors how easily they find content 1-3.

Converting to Donors

1. Site visitors should be easily prompted to make a donation.
2. Test placement of donation.
3. Include donation option in global navigation.

Example: USHMM Banner

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Home Page Checklist

- ☐ A 5-10 second statement of who you are and what you do
- ☐ Easy navigation based on user intent or perspective
(not the org chart)
- ☐ Link to a case for why yours is THE organization that matters
- ☐ Emotion – accomplished through imagery
- ☐ A way to capture people who are interested (email signup)
- ☐ A way to make a donation (one in the nav, one as a big button)
- ☐ Any third-party endorsements
- ☐ A link to illustrate how your donations are spent
- ☐ Engagement opportunities (share, tell us, act)
- ☐ Links to social media
- ☐ Personal fundraising options
- ☐ Postal address and phone number

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Webpage Checklist

- ☐ Skimmable – pretend it's a billboard
- ☐ Easy navigation based on user intent or perspective
(not the org chart)
- ☐ Logo that goes to the home page
- ☐ A site search function that is easy to find (test it!)
- ☐ Make all images clickable to something
- ☐ Donate on every page
- ☐ Email sign-up on every page
- ☐ Postal address/phone on every page
- ☐ Contact us on every page
- ☐ FB and other social media links on every page

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Website

Design

- F-pattern

- Printer-friendly

- Above/below the scroll

Content

- Pie charts

- Charity seals

- “donate” vs. “become a member”

- Buttonized links

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Testing on Websites

Test:

1. Different web browsers
2. Autofills with real data
3. Repeat actions and visits/cookies
4. Plan web pages for life beyond the campaign

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Integration

When web traffic goes up, so do all conversions.
Example: USHMM SS album

Integrating with the program, marketing, web units to become involved with content.

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Integration

Cal Farley's Boys Ranch Rodeo

- microsite

- email campaign

- social media

- email acquisition

- fundraising appeal

- next: online event tickets

The Senior Citizens League

- website redesign

- content reformat – blog

- email campaign

- next: email acquisition, web ads

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Online/Offline Integration

When web traffic goes up, so do all conversions.

How can direct mail/offline drive traffic to the website?

How can online drive response of direct mail or telemarketing?

How can direct mail/telemarketing grow an email list?

What does the website offer that you can give to direct mail/offline donors? (Calendar? Annual report? White papers? Constituent recognition?)

What is happening in direct mail/offline that you can create an online version of?

Can online be a good place to test an idea for an offline campaign?

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Online Marketing Tech

- The technology behind the strategy
- Connecting tech to a marketers skill set

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On a need to know basis

- Every online marketer should understand (and preferably have a working knowledge of):
 - HTML(5)
 - CSS(3)
- At least a peripheral understanding of what makes the web run, databases, programming languages, servers, pictures of cats, etc.

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Open Source and Open data

- Understanding the state of online innovation can help marketers get a jump start on their competition
- More and more data sets are being published and available
 - Open Gov's open data initiative
 - Google Public Data, AWS Public Datasets

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Gratuitous open source collage



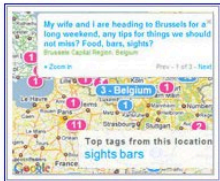
(Social) API's

- What's an api?
- Facebook and the Open Graph protocol, Twitter, Google Maps API, Flickr API, etc.
- Everybody has one
- Marketers need an understanding of what they are, how they can be leveraged, and their limits

★ Google Maps API Family

He

Google Maps has a wide array of APIs that let you embed the robust functionality and everyday usefulness of [Google Maps](#) into your own website and applications, and overlay your own data on top of them:



Maps JavaScript API

Embed a Google Map in your webpage using JavaScript. Manipulate the map and add content through many services.



Maps API for Flash

Use this ActionScript API to embed a Google Map in your Flash-based web page or app. Manipulate the Map in three

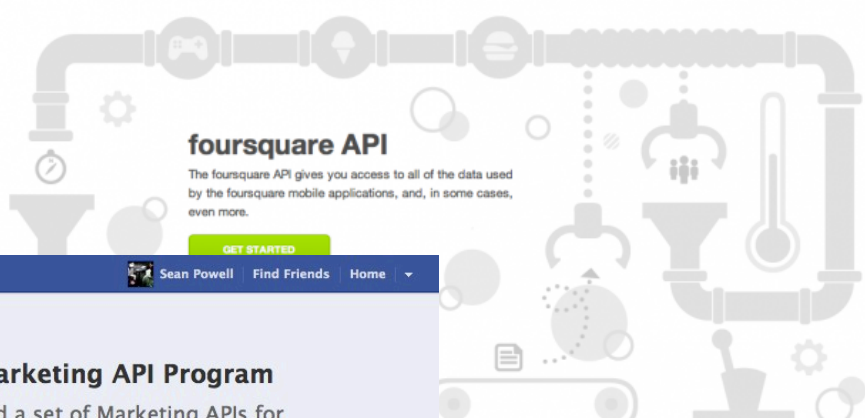


Google Earth API

Embed a Google Map in your Google Earth application. Manipulate the Map in three

foursquare DEVELOPERS

My Apps Overview Endpoints Forum Blog

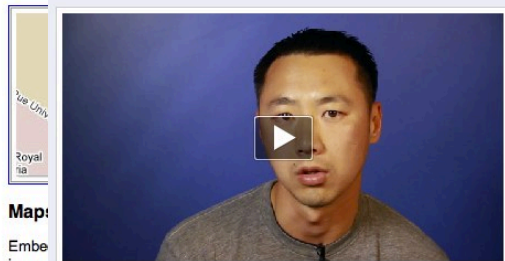


foursquare API

The foursquare API gives you access to all of the data used by the foursquare mobile applications, and, in some cases, even more.

GET STARTED

Sean Powell Find Friends Home



Map:

Embed image page (JavaScript Static

Facebook Marketing API Program

We've developed a set of Marketing APIs for developers. Build to their Facebook press Insights.

Learn more

twitter developers

Search

API Health

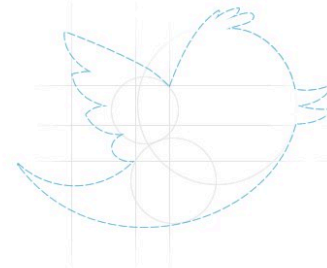
Blog

Discussions

Documentation

Sign in

Extend your reach.
Multiply your audience.



Why use Marketing APIs?

Take full advantage of Facebook Marketing Solutions



Encouraged use cases

Discover the most valuable use for Marketing APIs

Add Twitter to your website



Resources for Marketing API Partners



Be the first of

Facebook © 2011 - English (US)

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Recent posts from Twitter Developer Blog

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- Dec 8 [Tweets and Buttons](#)
- Nov 30 [Resources for mobile developers](#)
- Nov 30 [Tweet and Follow Button Refresh](#)

Create applications that integrate Twitter

Get started with the API

Explore all of Twitter's API documentation

Create an app

Create an application to start using the Twitter API

Discuss

Get in touch with the API team and the community of developers

API as a gateway drug

- The amount of information that marketers can use and implement is enormous
- The different ways information is bridged between different data sets yields insight into a marketers target market

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Data Visualization and Mapping

- Infographics, mashups, interactive maps, etc.
- Used to display a message in creative, visually inspiring ways
- Mapping typically used in conjunction with API or easily accessible data (like open gov, google, bing, etc)



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Sign In Sign Up

Send Like 784 Tweet 2,215

to **MAMA** with Love

a collaborative online art project that honors moms across the globe and raises funds to invest in remarkable women who create hope in our world

click here to show a mama you love her

we're proud with 314 moms

\$30,847 USD raised to help these remarkable mamas change the world

search for a mama

A Map + Twitter + Facebook + Youtube = Tons of Love for Mom and Donations

more info

about the project

about epic change

instructions

1. Create a heartspace for a mom you love by logging in to our [Facebook](#) or [Twitter](#) and by personalizing your heartspace with words, photos, and/or video.
2. Send a Mother's Day e-card with a link to the heartspace you've created.
3. Send a Mother's Day e-card with a link to the heartspace you've created.
4. Your mother's day present just changed the world.

To Mama With Love 2011

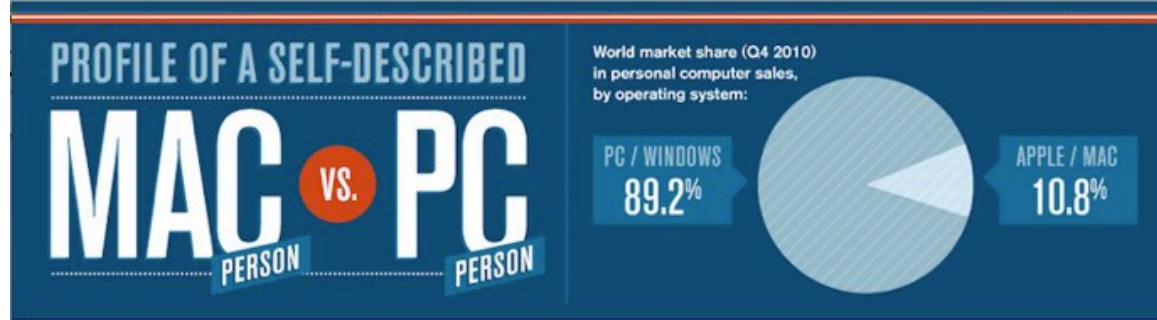
YouTube

NOOB GUIDE TO ONLINE MARKETING

Who you calling
a noob?



<http://assets.unbounce.com/s/images/noob-guide-to-marketing-infographic-1800.png>



A LITTLE INTRODUCTION

The following is one of 2,000 "Teach Hunch About You" questions that Hunch users can answer at their leisure as they use Hunch.com.



DIFFERENCES IN SELF-IDENTIFIED PC & MAC PEOPLE

AMONG HUNCH USERS:

Hunch then crossed those responses with answers from dozens of other questions among its 2,000-strong "Teach Hunch About You" question pool. Findings follow:



PC people are 22% more likely than Mac people to be ages 35-49.

22% more likely than PC people to be ages 18-34.

36% of PC people are liberal.

58% of Mac people are liberal.

Understanding online marketing data

- SEM, SEO, and Web Analytics
- Marketers need to understand how to analyse and leverage reports on metrics related to SEM, SEO, Web Analytics
 - Have the ability to judge whether data is applicable. E.g. Bounce rate
 - Understand how search engine algorithms work at a high level.

Tech as a platform for marketing

- Apps
- Mashups
- Authoring Tools and Open source projects
- The ubiquitous Cloud

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Summary

Build web traffic

Grow your email list

Use best practices to increase conversions

Integrate web, communications, & direct response

Learn the technology behind online marketing

Thank you

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