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Kelly Preston

- Digital acquisition manager for Best Friends
- Over 15 years of online marketing experience
- Pet parent



Digital marketing



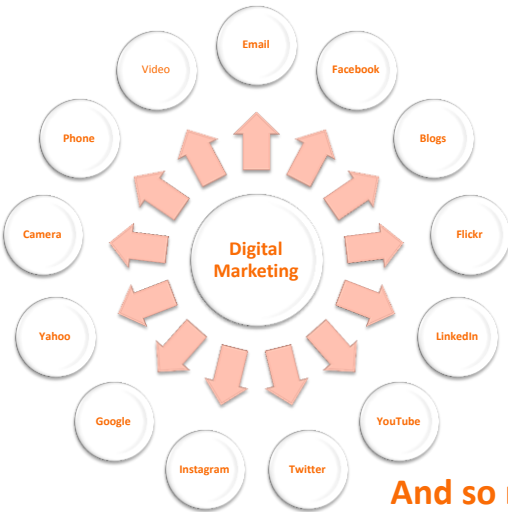
What is digital marketing?

Digital marketing is simply taking promotional events, ideas, donation asks, etc., and pushing them out through the use of one or more electronic outlets.

Huh?



Digital marketing is ...



And so much more



Why digital marketing?

- Digital has arrived and is not going away.
- Think of your own digital day-to-day activities.
 - What digital touch points have you digested today?
- Successful **digital marketing** takes much more than having an effective website. It **takes all channels**.
 - Or think of it as **“It takes a digital village.”**



Tradigital marketing

What is tradigital marketing?

Tradigital marketing is simply the blend of traditional and digital marketing.

The diagram illustrates the concept of tradigital marketing. On the left, there are two circles: a red circle labeled 'Traditional' and a brown circle labeled 'Digital'. A red plus sign is positioned between them. A green arrow points from these two circles to a large green circle on the right labeled 'Tradigital'.

Example of tradigital marketing

The diagram illustrates an example of tradigital marketing. On the left, there are two circles: a red circle labeled 'Flyer' and a brown circle labeled 'Digital Photo'. A red plus sign is positioned between them. A green arrow points from these two circles to a large green circle on the right labeled 'Facebook'.



Why tradigital marketing?

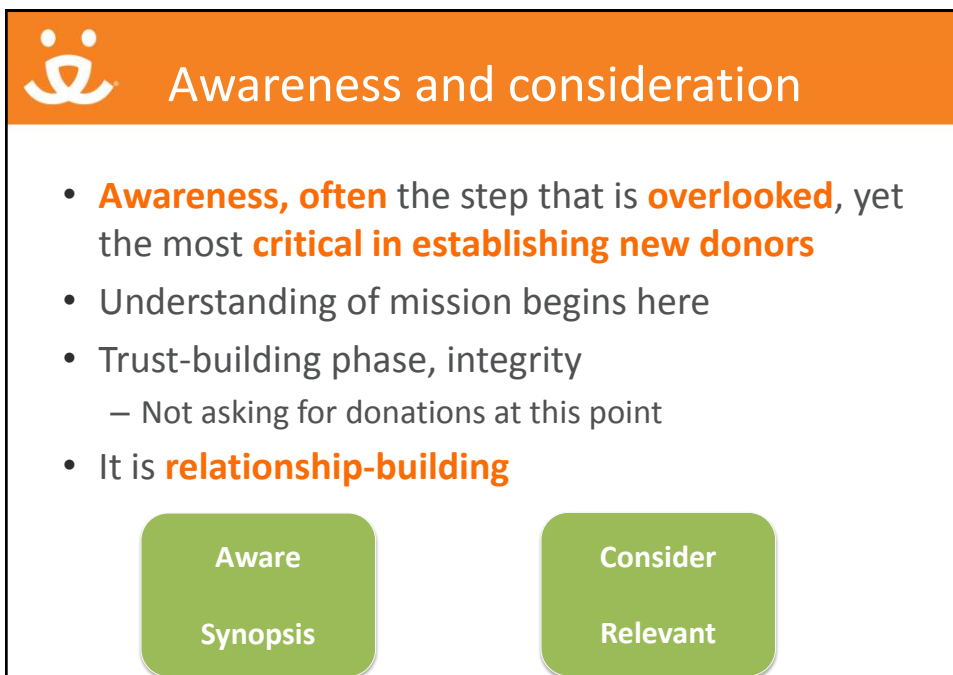
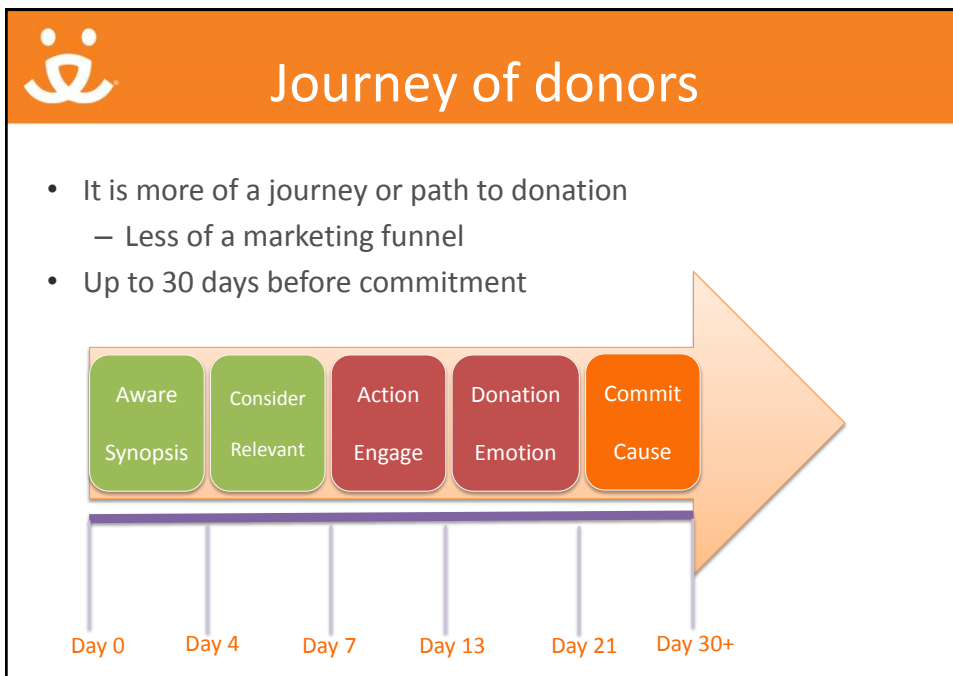
- Traditional marketing is the conversation starter.
- Digital marketing is the portal for more information.
 - Reviews
 - Sharing
 - Research
 - Peer to peer
 - Stories

- When **blended together:**

Increased donor base = increased donations



Journey of donors






Engagement

- Engagement begins with action and donations
 - Relationships are developed
 - Long-term donors begins here
- Same goals and values are shared
- **KIS (Keep It Simple)**

Action
Engage

Donation
Emotion



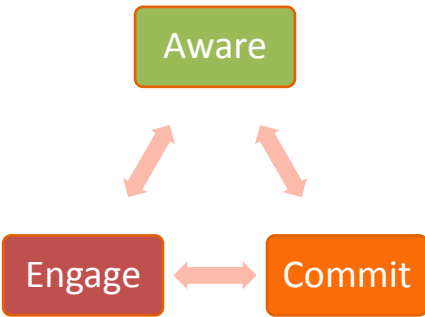
Commitment

- Trust has been established
- **Empowerment** begins
- **Advocacy** often occurs in this phase
- **Loyalty**-building
- Reinforce positive sentiments


Commit
Cause

 **Putting it together**

- **Create** social media **posts** that **attract**
 - Educational and “Did you know?”
 - Will attract new donors more quickly
- Begin **building relationships**
 - Built with people
 - Feel like part of the organization
- **Empower everyone**
 - Feel like they are making a difference



```
graph TD; Aware[Aware] <--> Engage[Engage]; Aware <--> Commit[Commit]; Engage <--> Commit;
```

 **Develop a plan**

- Identify the who, when, where, what and how
- Storytelling comes in **three segments**
 - **Self**, the organization
 - **Us**, the community
 - **Now**, change the world: **Save Them All**
- Build the story out and begin sharing
 - Family, friends, visitors, volunteers



The art of listening

- Most powerful tool for success: **simply listen**
- Three powerful metrics:
 - Where is your audience?
 - How are they engaging with each other?
 - What are they discussing?




Identifying opportunities



Marketing opportunities

- Establish business goals and success metrics
 - What, which, how, who, when questions
 - **What** will success look like? (KPI: key performance indicators)
 - **Which** part(s) of donor journey?
 - **How** will the campaign be delivered?
 - **Who** will be the target audience?
 - **When** will the campaign or initiative launch?
- Consistently implement tradigital ecosystem



Opportunities

Traditional


- Direct mail
- Posters
- Flyers
- Direct conversations
- Business cards
- Postcards
- Newspaper
- Pen and paper

The diagram consists of two overlapping circles. The left circle is orange and labeled 'Traditional'. The right circle is green and labeled 'Digital'. The overlapping area in the center is shaded and contains a dashed white circle. A line points from the text 'The holy grail! Leveraging traditional and digital methods' to this central intersection.


The holy grail!
Leveraging traditional and digital methods

Digital

- Social media
- Video
- Digital photos
- Emails
- Newsletters
- Blogs
- Storytelling
- Mobile
- Website

 In summary

- **An integrated online/offline strategy** is best for keeping the cause well-funded for a long time to come
- Journey of the donor
- **Tradigital marketing** needs to stay **current and diverse**



A word cloud containing various terms related to marketing and donations. The most prominent words are 'Marketing', 'Donation', 'Peer', 'Gen', and 'response'. Other visible words include Facebook, UGC, direct, Google, Vblogs, campaign, Boomers, Traditionalists, Reviews, SEM, Email, web, PR, TV, Storytelling, Social, Baby, Direct, Test, Integration, Forms, SEO, Latency, Media, Engagement, Comments, LinkedIn, Simple, Website, Multi-channel, events, Bing, calls, Responses, Live, Content, action, Landing, awareness, Instagram, and Data.

 Questions?



Barbara Camick barbaracamick@bestfriends.org

Kelly Preston KellyP@BestFriends.org



Appendix



Free tools and resources

- [Google Alerts](#)
- Animoto (Use [nonprofit portal](#))
- [Volunteer Match](#)
- [Vistaprint](#)
- [Google Website Designer](#)
- [Duda](#)
- [Bitly](#) or [Google Shortner](#)
- [PageModo](#)

