What is Good Marketing? A Primer with Feathr

Presented by:
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VP of Marketing

Feathr

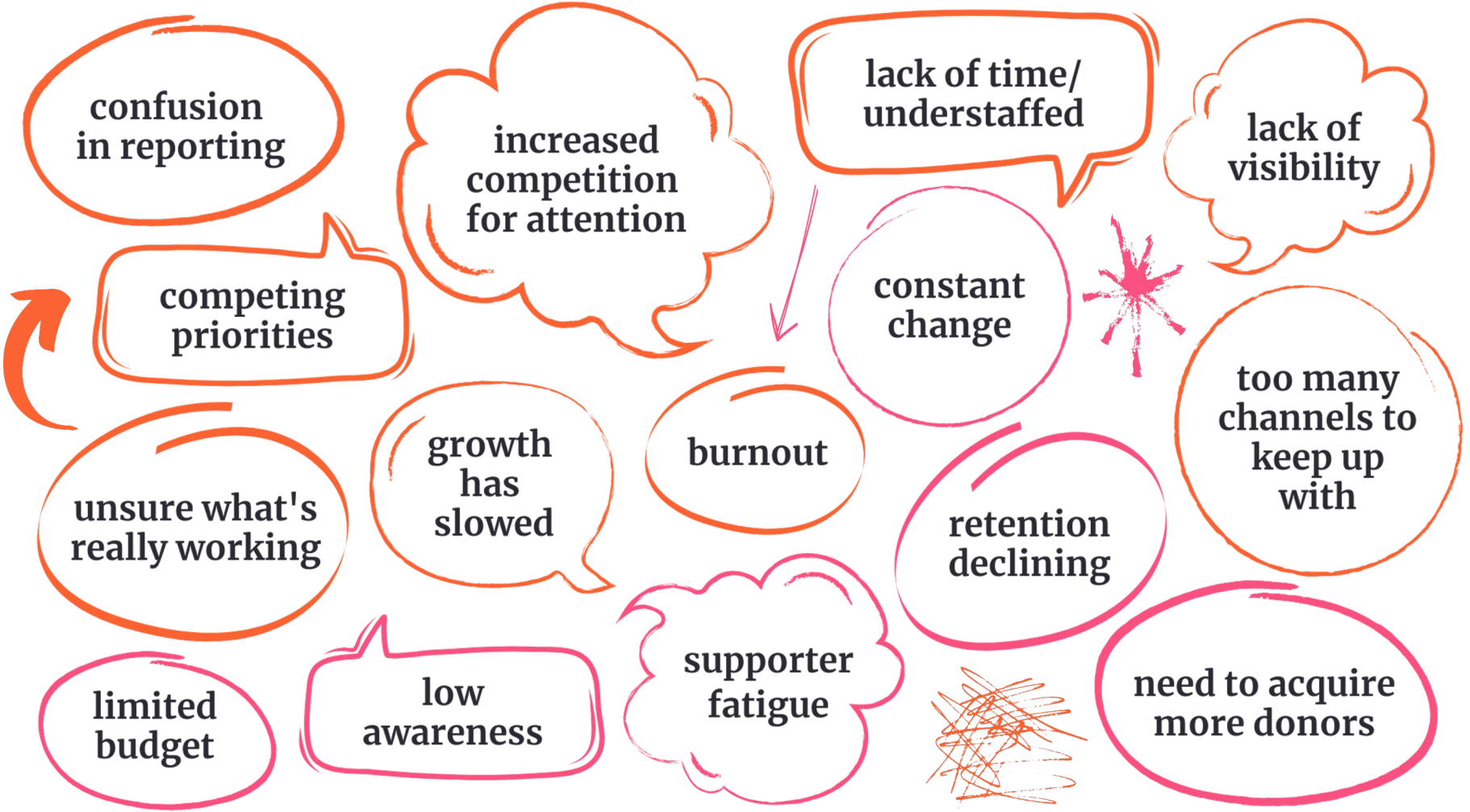
Feathr

The good marketing platform
purpose-built for nonprofits

Feathr

Today's focus …

- Growth in 2023 + beyond
- Typical vs Good marketing
- Good Marketing Framework
- Feathr's partner promise
- Questions


confusion in reporting
increased competition for attention
lack of time/ understaffed
lack of visibility
competing priorities
constant change
too many channels to keep up with
unsure what's really working
growth has slowed
burnout
retention declining
limited budget
low awareness
supporter fatigue
need to acquire more donors

Nonprofits are facing four primary challenges as they seek to grow impact …

CHANGE
is now constant and it's difficult to keep up

COMPETITION
for attention is fierce driving up costs

CONFUSION
in reporting and what efforts really work

COMPETING
priorities; understaffed and under-resourced

Typical marketing

- ➔ Nothing
- ➔ Everything
- ➔ Ad Hoc

UNRELIABLE MAGIC

Good marketing

- ➔ Audience-first
- ➔ Responsive
- ➔ Omnichannel
- ➔ Measurable

NONPROFIT MARKETING PLATFORM

MARKETING IS Good.

Feathr helps nonprofits **know**, **grow**, and **engage** their audiences with easy-to-use advertising, email, and digital engagement tools.

Feathr is trusted by over 1,300 nonprofits

We have consistently grown our audience — and consistently had better and better results year-over-year because of Feathr. It's definitely worth the money. Ten fold.

NICOLE RODRIGUEZ
MARKETING & COMMUNICATIONS MANAGER
AMERICAN EPILEPSY SOCIETY

AES®
AMERICAN EPILEPSY SOCIETY

What's nice about Feathr is that you can aggregate everything together in one platform and have a unified approach, which saves me a lot of time and strategy work. Having it all in one place to see overall results is really useful.

JARED ARANGO
REGIONAL LEAD FOR PAID MEDIA
INTERNATIONAL JUSTICE MISSION

IJM

Feathr is your Good Marketing partner

SOFTWARE

- Feathr ID
- Feathr Projects
- Feathr Automation
- Feathr Reporting
- Feathr Sync

SUPPORT

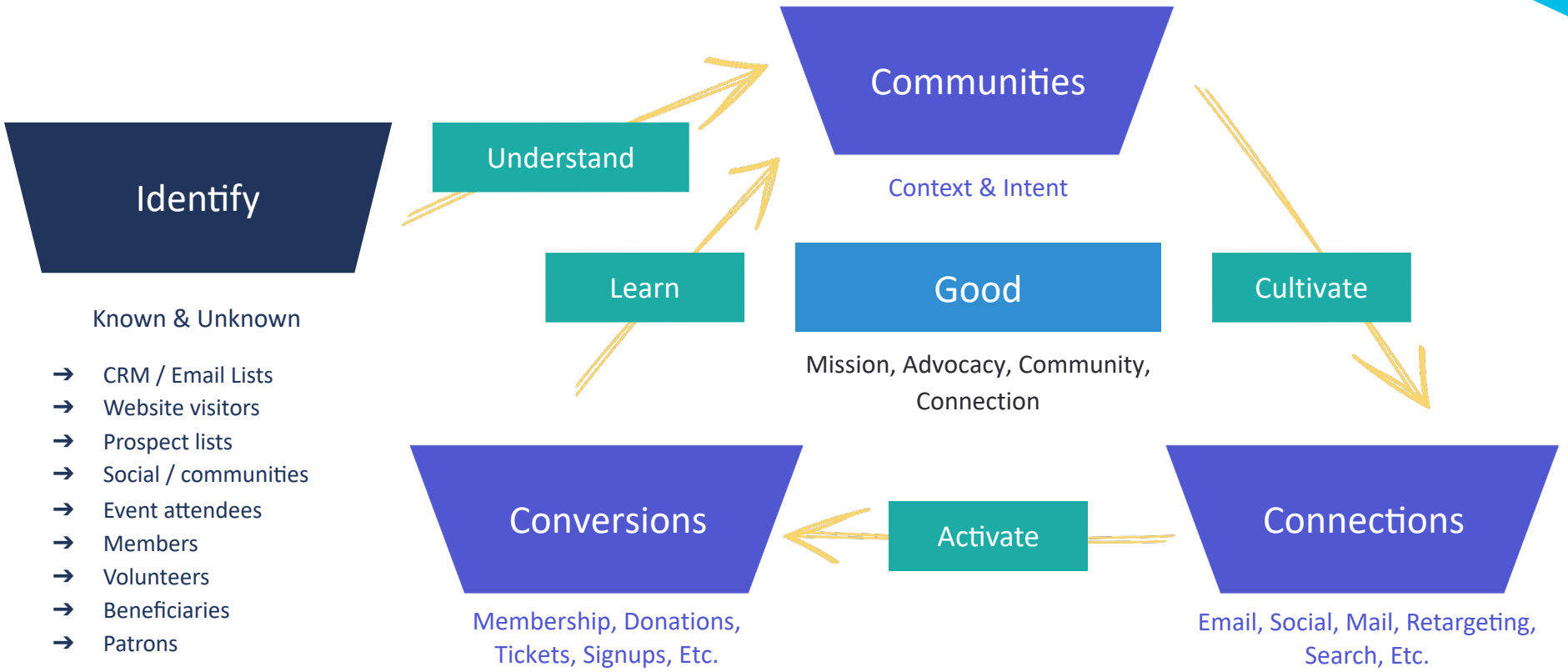
- Training
- Community
- Coaching
- Teach Support
- Managed Services

STRATEGY

- Framework
- Playbooks
- Research
- Resources

STRATEGY

The Good Marketing Framework



SOFTWARE

The Feathr Platform

A unified nonprofit marketing platform

Feathr ID

Identify and understand your audiences

Feathr Flights

Run high-performing, multi-channel campaigns

Feathr Insights

See real-time ROI reporting and campaign analytics

Feathr Sync

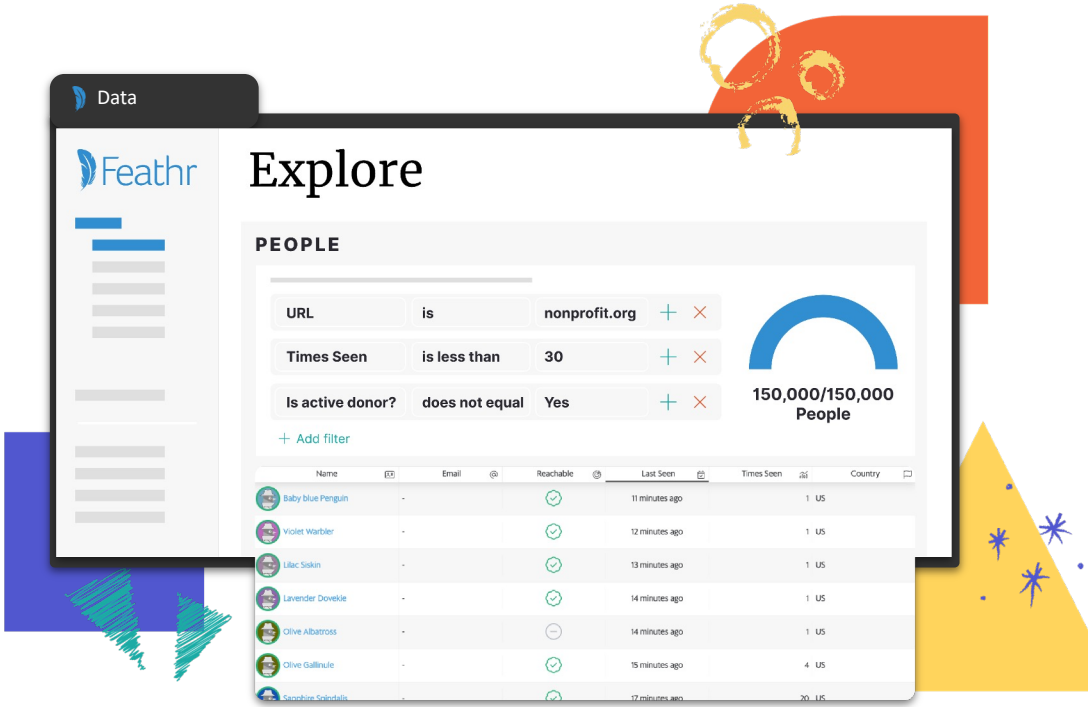
Pull in data and lists from your other tools to gain a holistic view of your community and up-level your Feathr Flights …

Feathr ID

Gain clarity on who your audience members are, so you can segment based on their interests or web activity and then tailor your messaging accordingly.

These audiences can include:

- CRM / Email Lists
- Website visitors
- Prospect lists
- Social / communities
- Event attendees
- Members
- Volunteers
- Beneficiaries
- Patrons

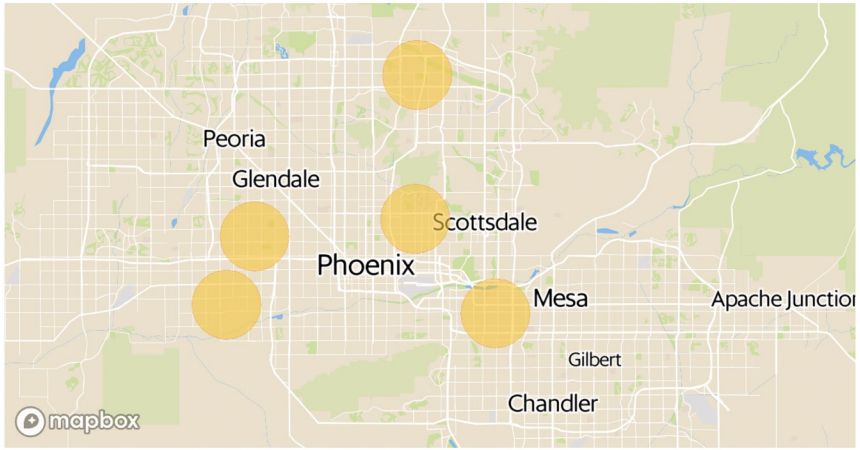


Feathr Flights

Create an omnichannel marketing strategy in a single view that targets people at every stage of engagement to drive conversions and generate more revenue:

- Online donations
- Donor engagement
- Event attendance
- Program awareness
- Memberships
- Volunteer recruitment

Target people in specific locations.



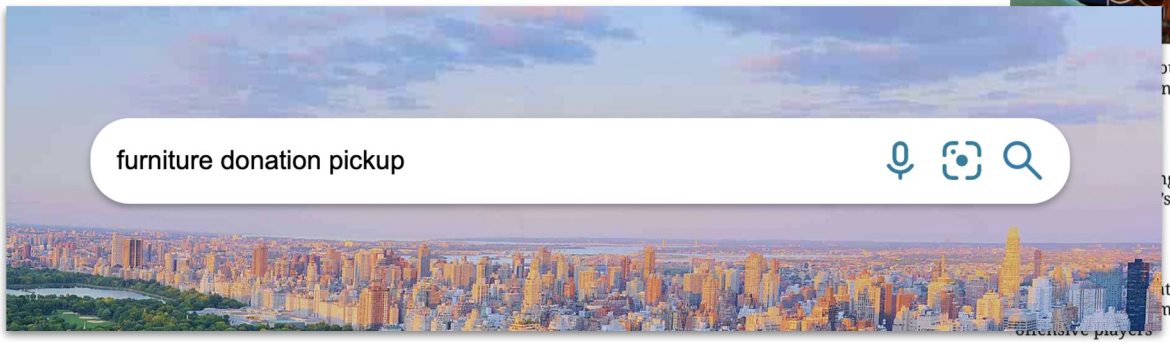
▶ Show Places (5)

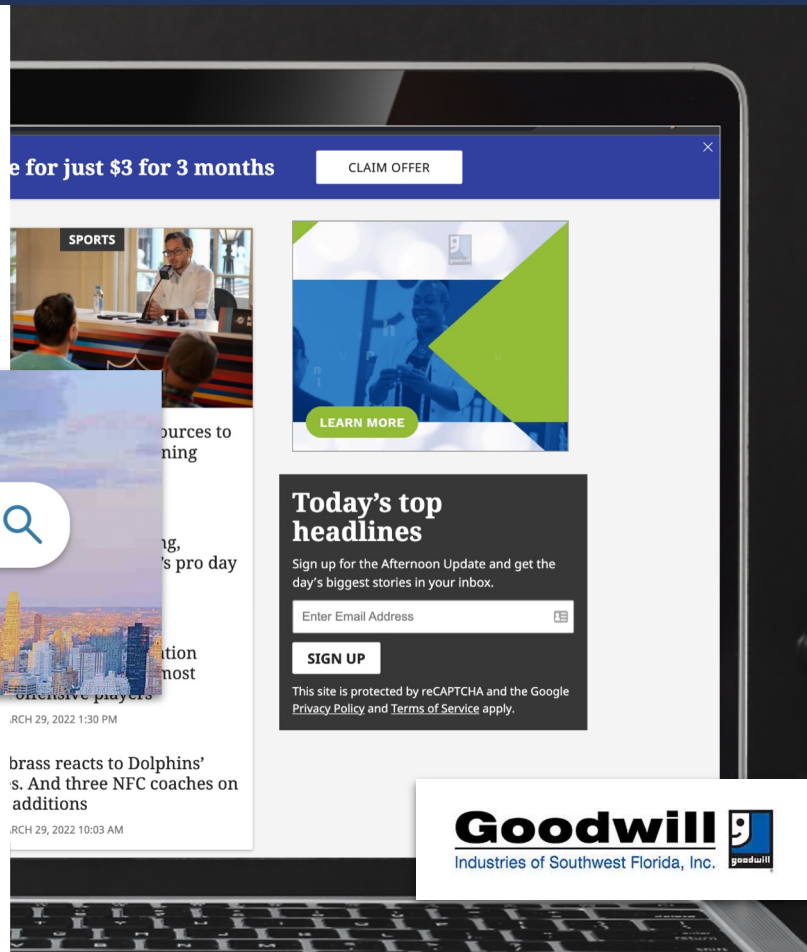
File
high-income-neighborhoods_phoenix - place_template.csv

Name (required)

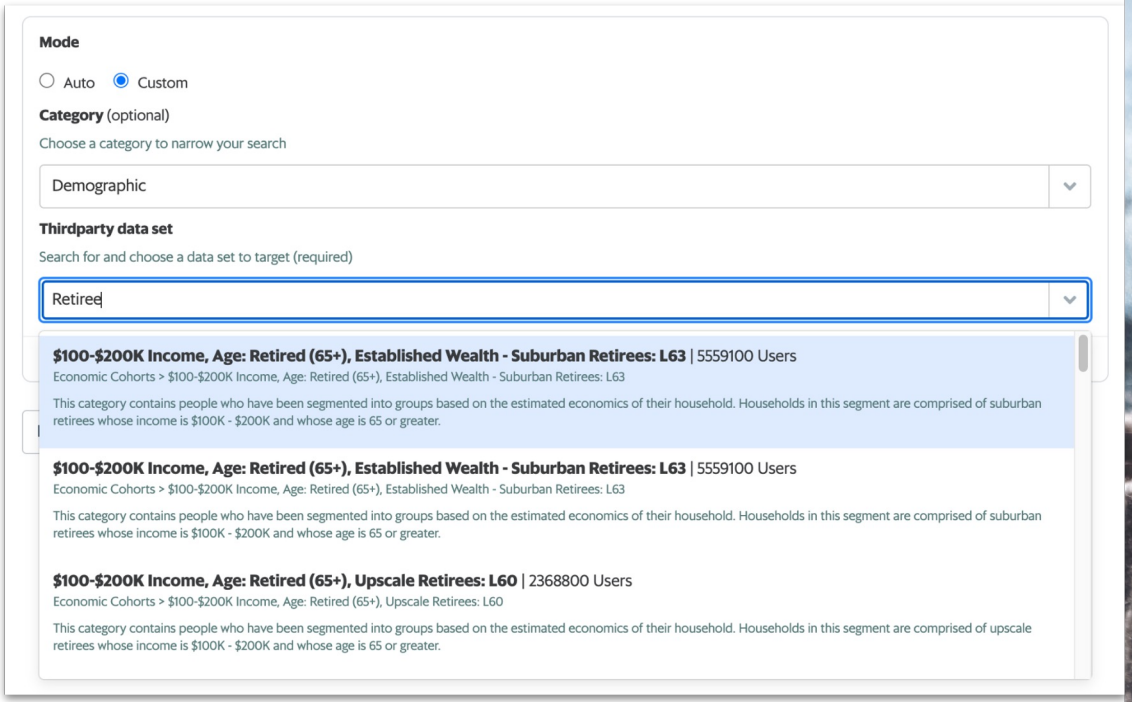
high-income-neighborhoods

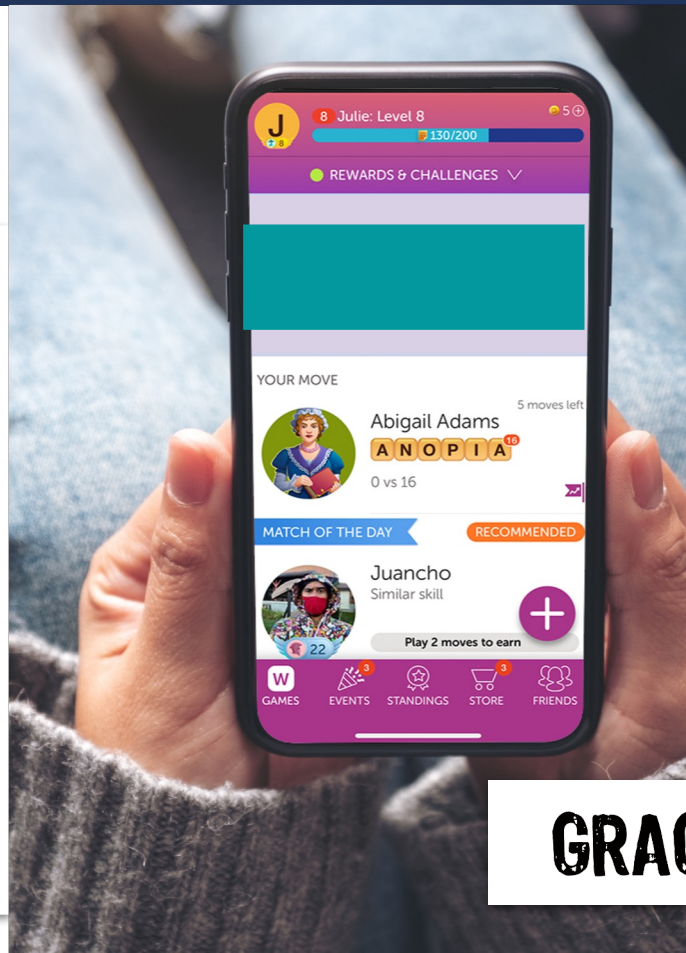
Serve dynamic messages to people searching for your services or related topics.



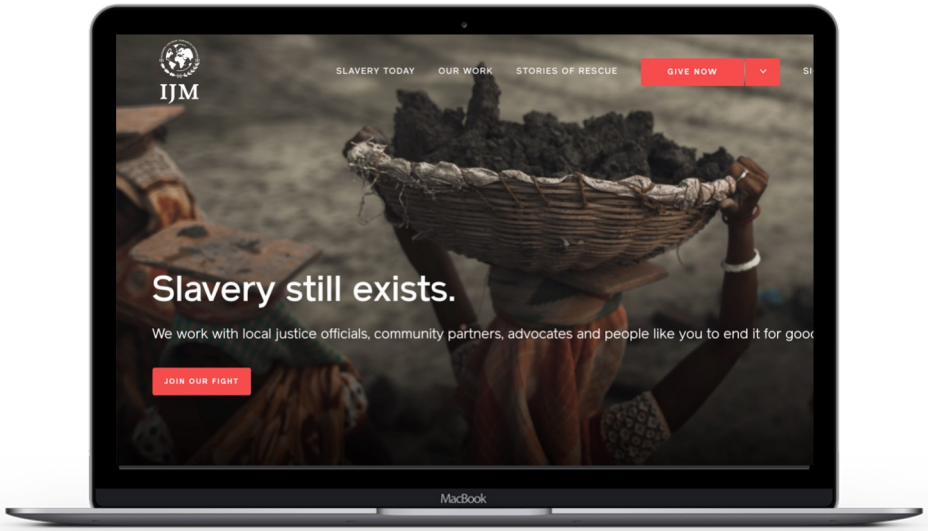


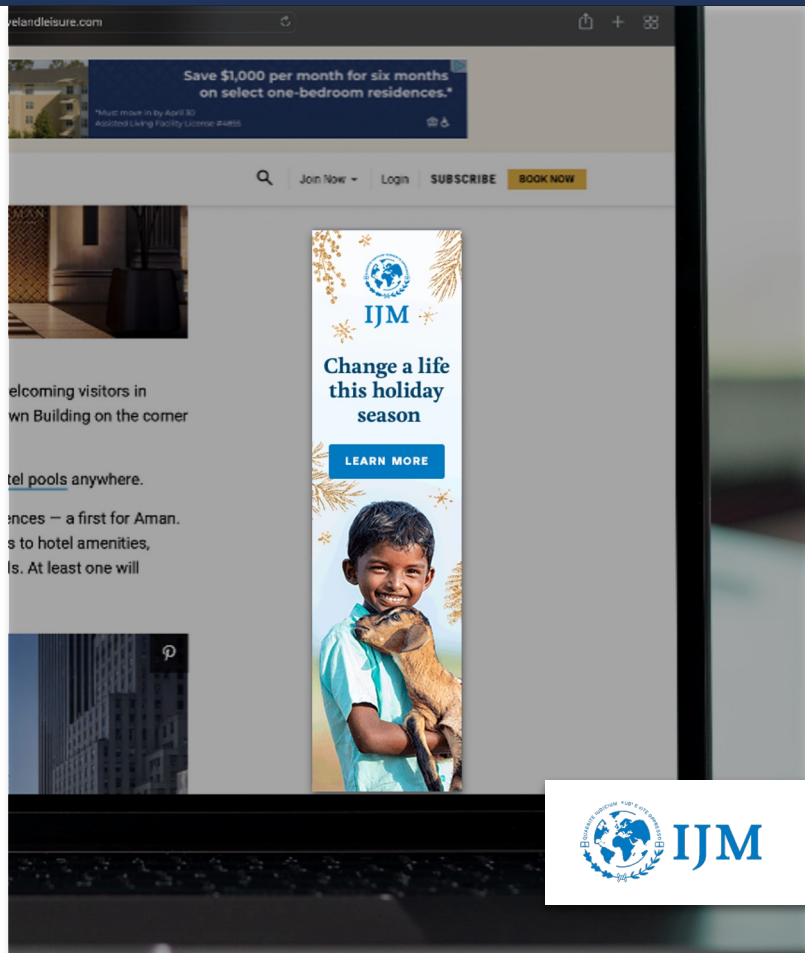
Build an audience from scratch that matches characteristics of your existing donors: income demographics, purchase history, industry affiliation, location, and more.



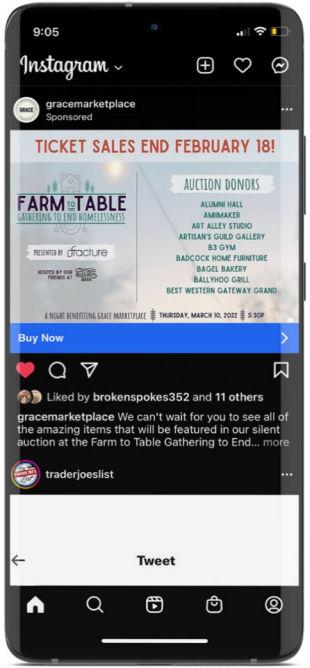


Serve targeted ads to people who visit specific pages on your website.



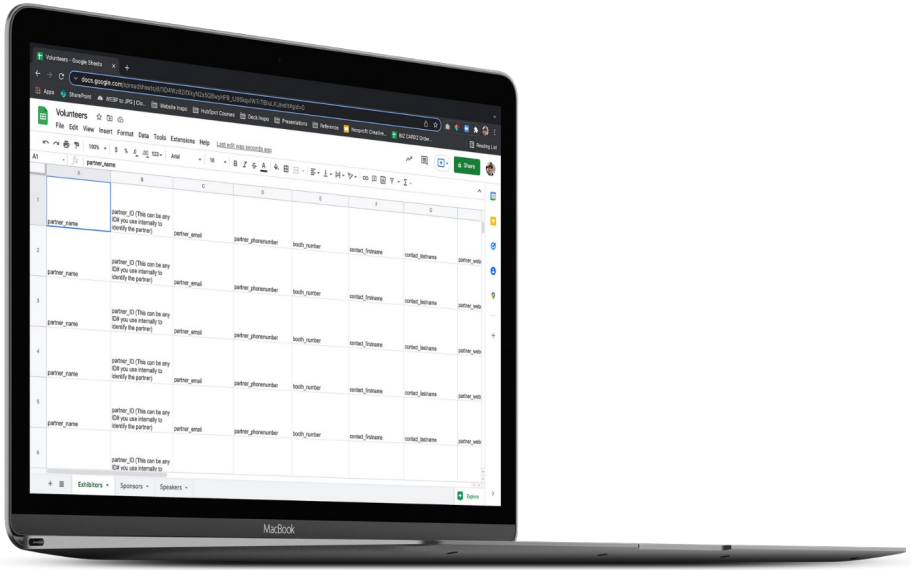


Send emails triggered by someone's interaction with your website or ads — and see how many register for your event.



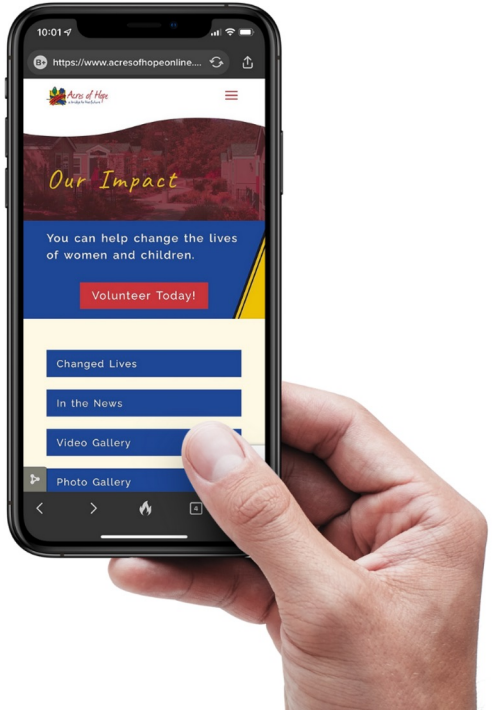
Engagement Email Mapping

Serve online ads to 60-80% of people not opening your emails.
Donors, prospects, volunteers, members, etc.



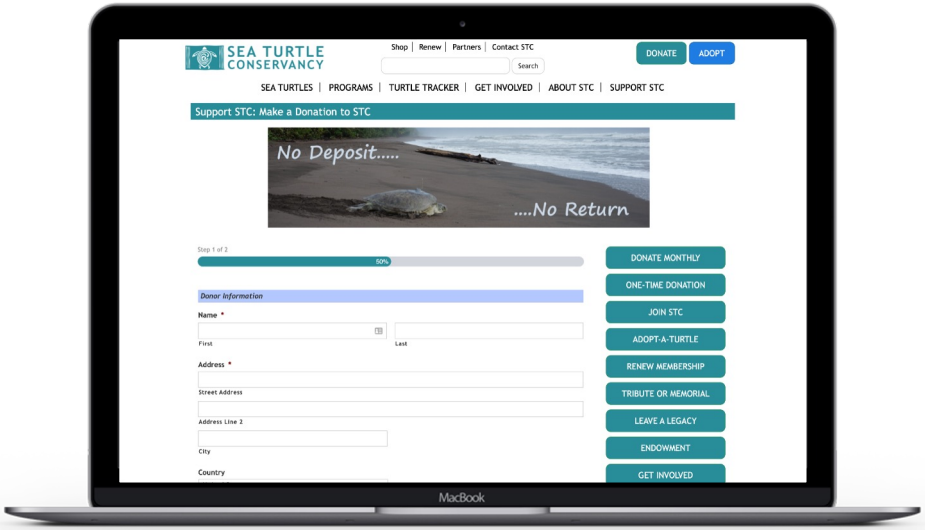
Engagement Facebook Retargeting

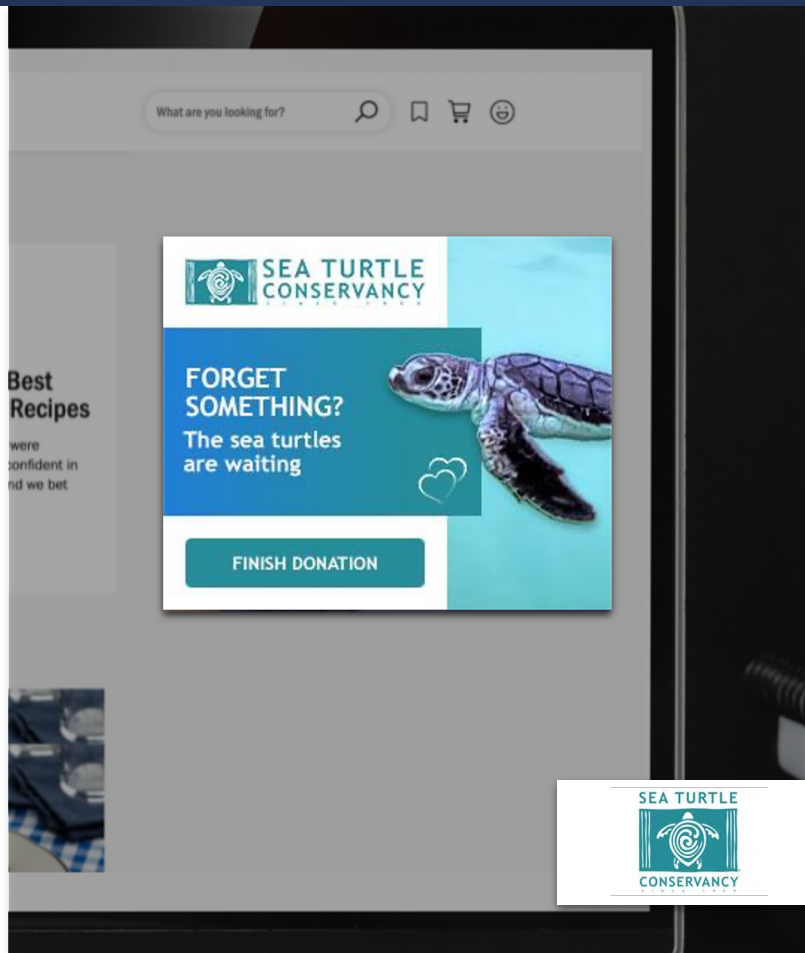
Remind your audience about your program(s) while they scroll through Facebook and Instagram.



Conversion Donation Abandonment

Target people who started to fill out your form, but didn't finish.



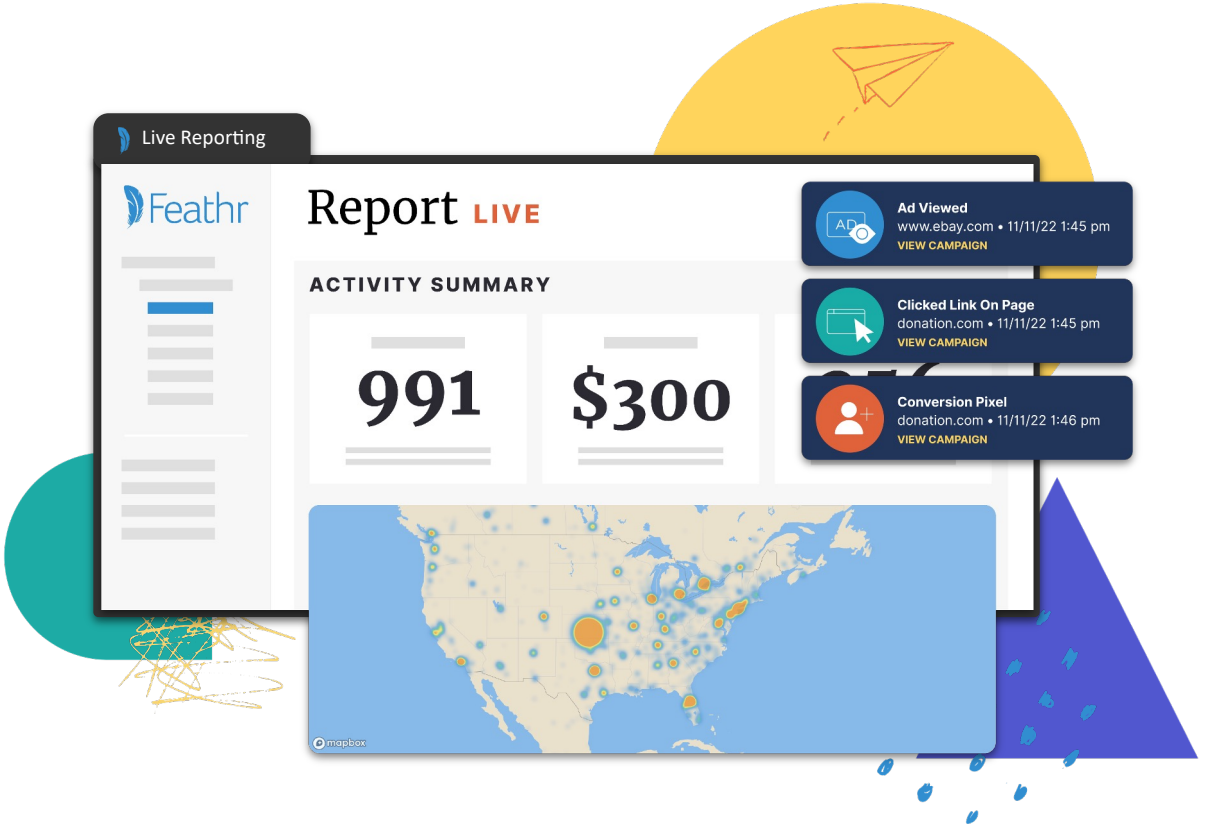


Feathr Insights

Identify trends, track buyers' journeys, and monitor marketing performance 24/7 with a live analytics dashboard.

In-app budget recommendations ensure you never spend a dollar more than you need to

Easily share results & ROI with your team



Feathr Sync

Connect Feathr with your existing tech via Zapier automations.

- Feathr reflects your “source of truth” data management system, automatically updating key contact data & importing new subscribers.
- Run hyper-targeted campaigns with the help of nuanced data about your audience members, such as lifetime donation amount or event attendance.

Support from people who deeply care

GROUND SUPPORT

Training

Onboarding + Academy

Coaching

Dedicated CSM

Tech Support

Help desk + chat

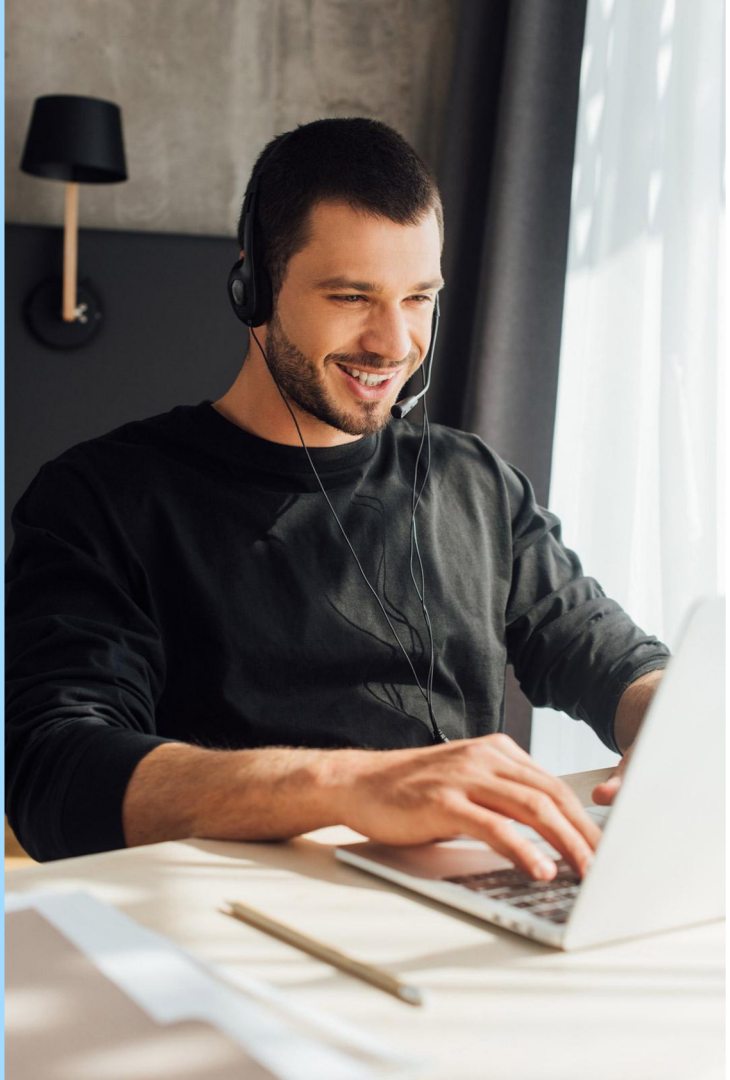
Community

Peers doing good marketing + tons of webinars, events, opportunities to engage

INFLIGHT SUPPORT

Services

CoPilot packages, campaign strategist, design / copy services, campaign manager



CoPilot

Managed Service Package

Expert campaign management services that save you time and quickens the path to digital advertising success.

White glove technical setup

Managed execution of Flight(s) for key initiatives

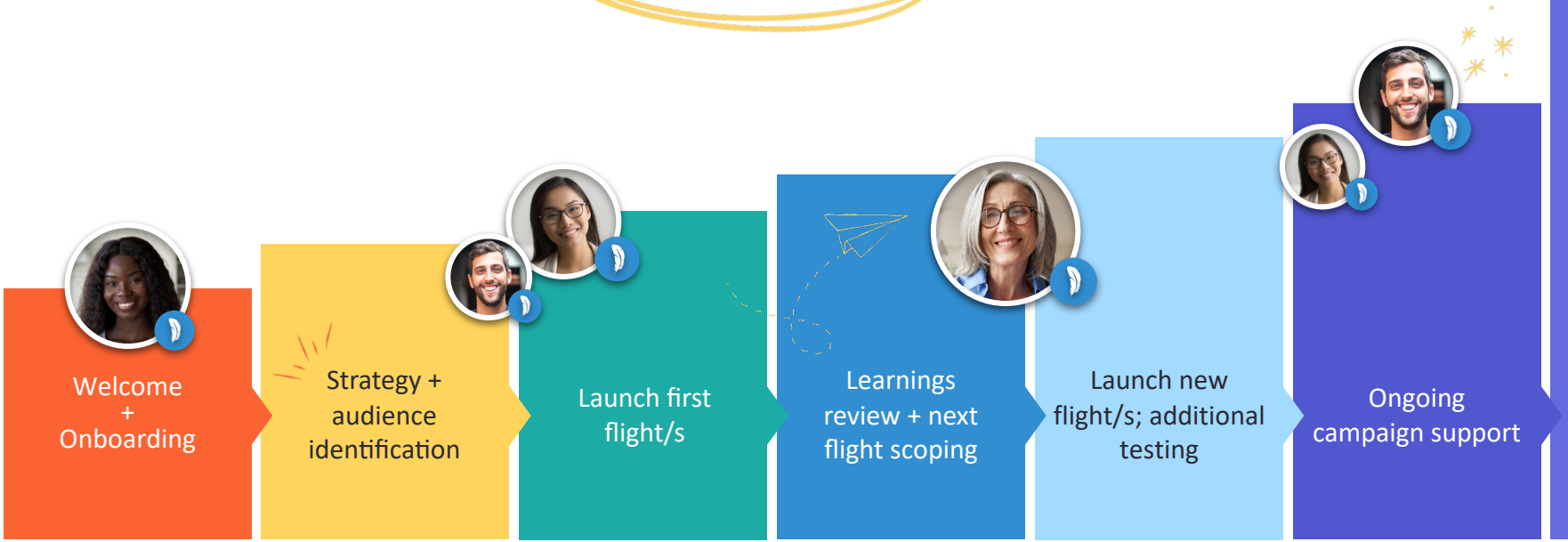
- Audience segmentation
- Campaign execution and optimization
- Creative design and refreshing

Regular campaign reports and review calls

Stay soaring

Feathr

Partnership Roadmap



FIRST 12 MONTHS

Unlock more with Feathr ...

1. More **clarity**. Deeply understand and segment your audiences
   70% of consumers say that how well a company understands their individual needs impacts their loyalty (Salesforce)

2. More **connections**: Reach your people where they are
   Companies that use multichannel marketing experience 2x higher effectiveness rates than those that use non-integrated campaigns (Heinz Marketing)

3. More **collaboration**: Work smarter in one unified platform
   Feathr customers consolidate multiple tools, data, and workflows into one place to lower costs, save time, and centralize reporting (Feathr Customer Survey)

4. More **confidence**: See signal, not noise
   From “I don’t know” to “here’s what works” – real-time reporting allows you to accelerate learnings and turn insights into action ASAP to improve results

5. More **Good**: We’re with you from first-touch to forever
   Feathr is your Good Marketing partner, combining our easy-to-use marketing platform with a proven Good Marketing playbook and expert support from people who deeply care

NONPROFIT MARKETING PLATFORM

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Feathr

Any questions?