The Good Marketing Framework: An Approach That Builds Community and Funding Growth

Presented by:
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VP of Marketing

Feathr

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Presenting Sponsor:
blackbaud

→ Husband, #boydad

→ Curious, builder, conversationalist

→ Outdoors, podcasts, adventures

→ Passion for social impact & nonprofits

→ VP of Marketing @ Feathr

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. Learn more at **feathr.co**
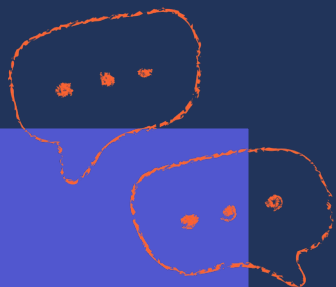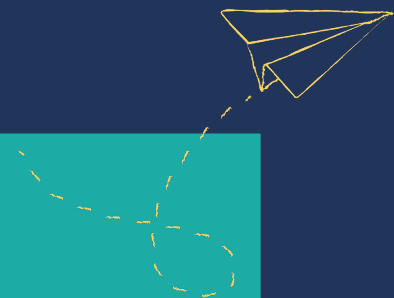
Trusted by over 1,300 nonprofits

The Good Marketing Framework: An Approach That Builds Community and Funding Growth

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Community is your most valuable growth ⚡ lever

Focus on relevancy ⚡ > reach

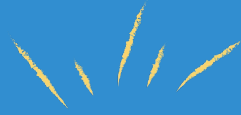# Measure success on connections ⚡ > channels

Most nonprofits rely on magic ✨ not ~~marketing~~.

Typical marketing

→ Nothing

→ Everything

→ Ad Hoc

UNRELIABLE MAGIC

Good marketing

→ Audience-first

→ Responsive

→ Omnichannel

→ Measurable

The Good Marketing Framework

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Identify

Known & Unknown

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

Understand

Communities

Context & Intent

Learn

Good

Mission, Advocacy, Community, Connection

Cultivate

Conversions

Membership, Donations, Tickets, Signups, Etc.

Activate

Connections

Email, Social, Mail, Retargeting, Search, Etc.

Marketing funnel

Feathr

Awareness

➡ Word of Mouth

➡ Keyword Search

➡ Geofencing

➡ Lookalike Audiences

➡ Events

Engagement

➡ Retargeting

➡ CRM / Email Mapping

➡ Organic / Paid Social

➡ Direct Mail / Offline
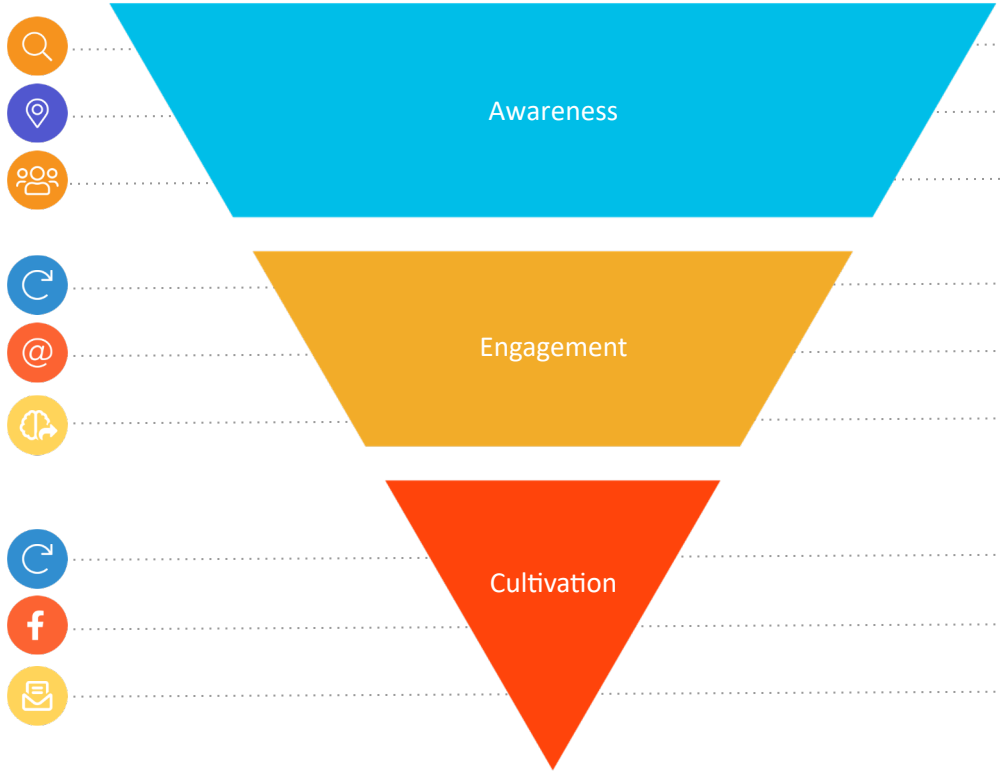
➡ SMS Messages

Conversion

➡ Retargeting

➡ Intent-Based

➡ Smart Email

➡ Personal Outreach

1

Identify

→ Who?

→ Context?

→ Intent?

Awareness

Engagement

Cultivation

Feathr

What you know about your community drives campaigns

Example Segments / IDs

→ Active supporters

→ Members

→ Website visitors (known + unknown)

→ Event attendees

→ Target beneficiaries (based on prior engagement or target locations)

→ Volunteers

→ Patrons / visitors

→ Lapsed supporters / participants

Relevancy over reach

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Cultivate

➜ Content
➜ Channels

2

Marketing funnel

Awareness

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➜ Personal Outreach

The Weather Channel
An IBM Business

Search City or Zip Code

US | °F

GO PREMIUM

51° Epsom, NH

54° Cambridge, MA

Today   Hourly   10 Day   Weekend   Monthly   Radar   Video   More Forecasts

H

Severe Thunderstorm Forecast   Wed - Wed Night
Possible   Likely   Very Likely   Extreme
Des Moines
Kansas City   St. Louis
Nashville
Memphis
Shreveport   Jackson
New Orleans
Houston
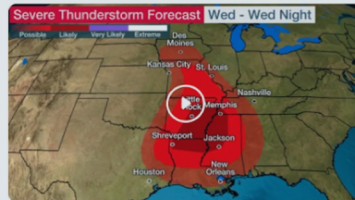
Tracking, Timing Today's Severe Threat
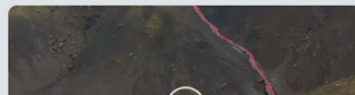
Community-first, not channel-based reporting

The Good Marketing Framework

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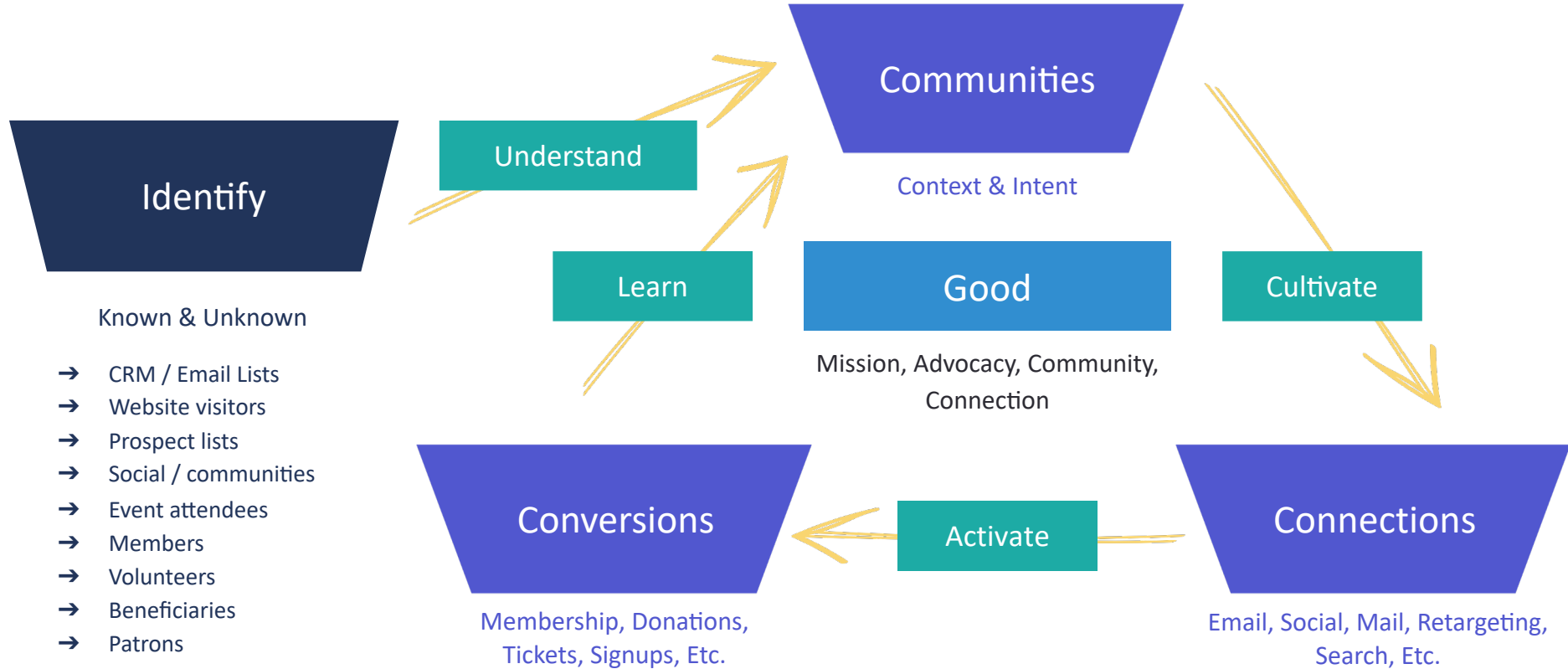
iMessage
Yesterday 1:08 PM

Noah! We were talking about you today because I feel like you might know the answer to my question... we have a segment of 3K people who have given recently, less than $500. We're thinking of sending a direct mail ask for joining monthly (with corresponding email marketing that matches). But should we just ask for one time instead since EOY is often one timers? PS if you're too slammed to answer I won't be offended! Grateful for all your support, and hope your family as well!

Yesterday 2:47 PM

👍

Hey hey 👋 — ultimately the answer is "it depends" ... helpful, right?!? 🤬

"It depends …"

Three (3) Types of Tests

Trying
***

Testing new things (lack controls) to learn and benchmark results for future pilots or experiments.

Pilot
***

Organized tests of new things with clear hypothesis on expected results within a predetermined time frame.

Experiments
***

Variable testing that includes a hold out or control group to determine if a specific test performs better.

Assume you're wrong. Your goal is to find out how wrong as quickly as possible

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Learn

➔ New context & intent
➔ Learning log

4

EXAMPLE

Responsive Rhythms

Weekly
***

Monday Metrics

Priority Huddles

Weekly Wrap

Monthly
***

Retrospectives

Priority Check-in

Quarterly
***

PPP Review

Audience Feedback

POT Refactor

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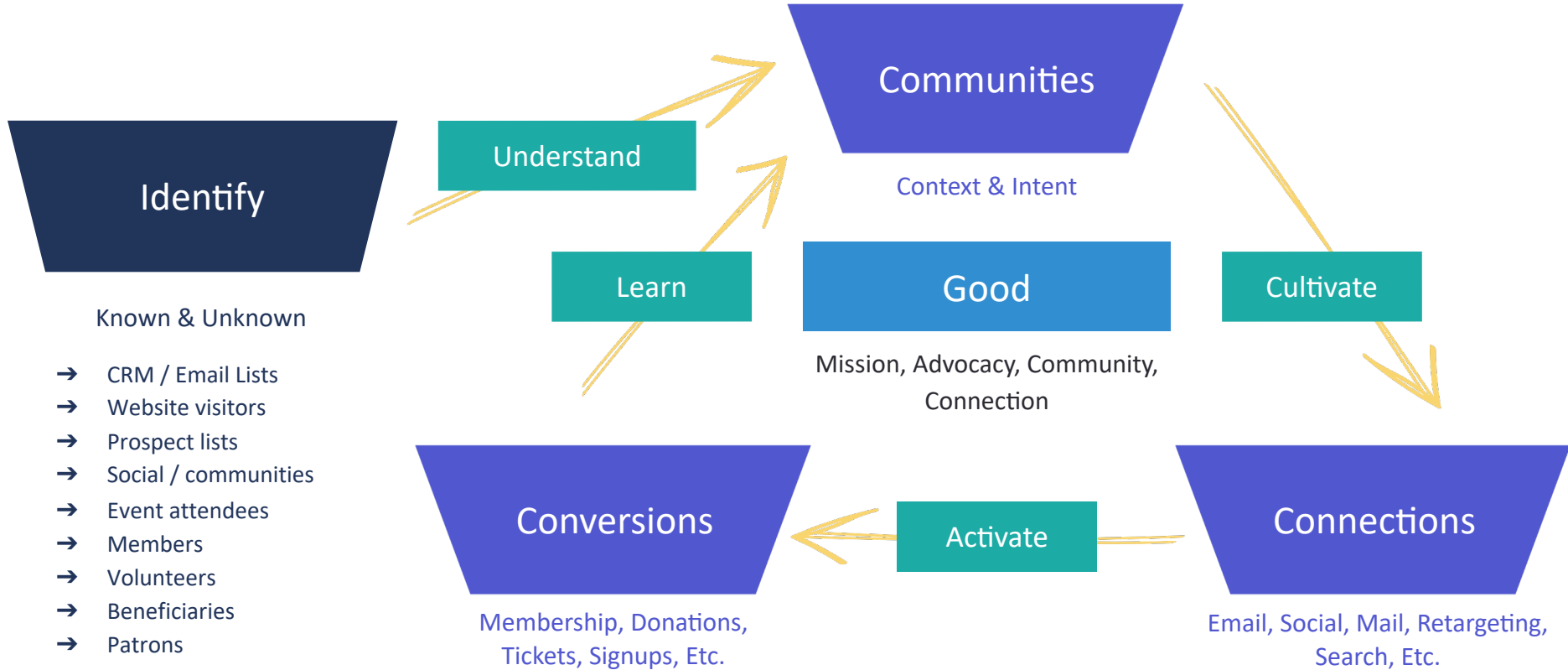
Cultivation Campaign Examples

1

Retarget segments based on prior context and intent

Recipes

Shows

Chefs

Food Network Kitchen Premium

discovery+

What are you looking for?

Recipes

FEATURED COLLECTION

Our Official List of the Best Food Network Kitchen Recipes

We tweaked these recipes until they were absolutely perfect — and feel 100% confident in calling them our "Bests." Try them, and we bet you'll agree.
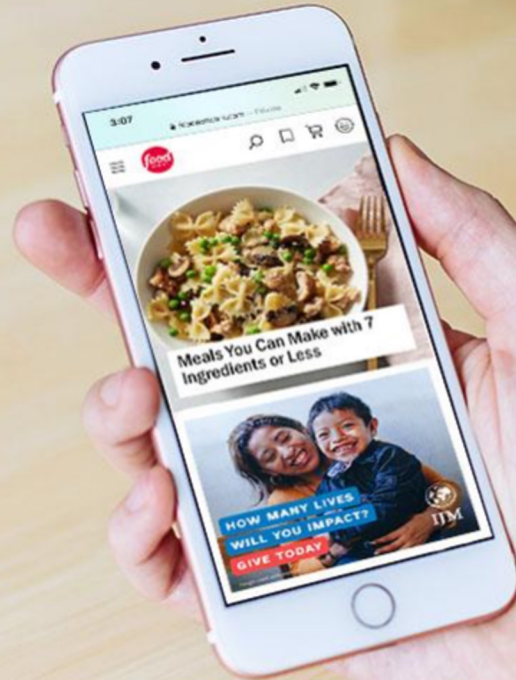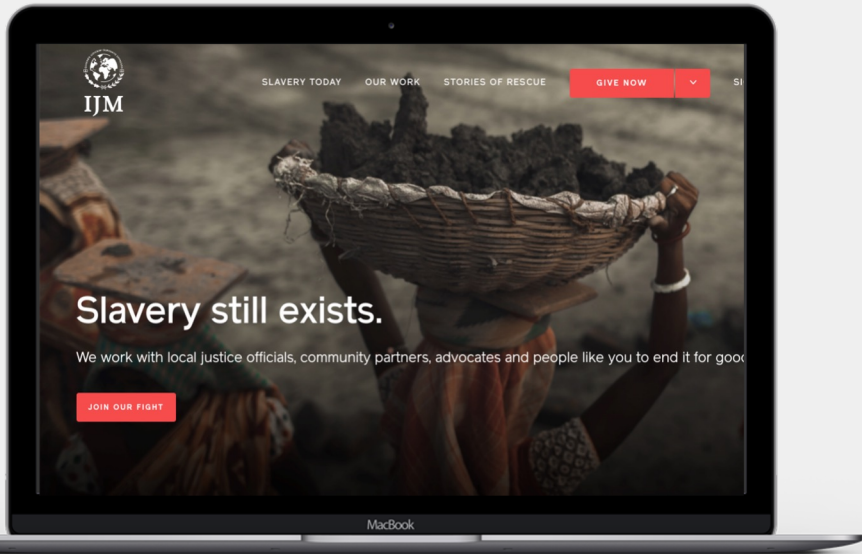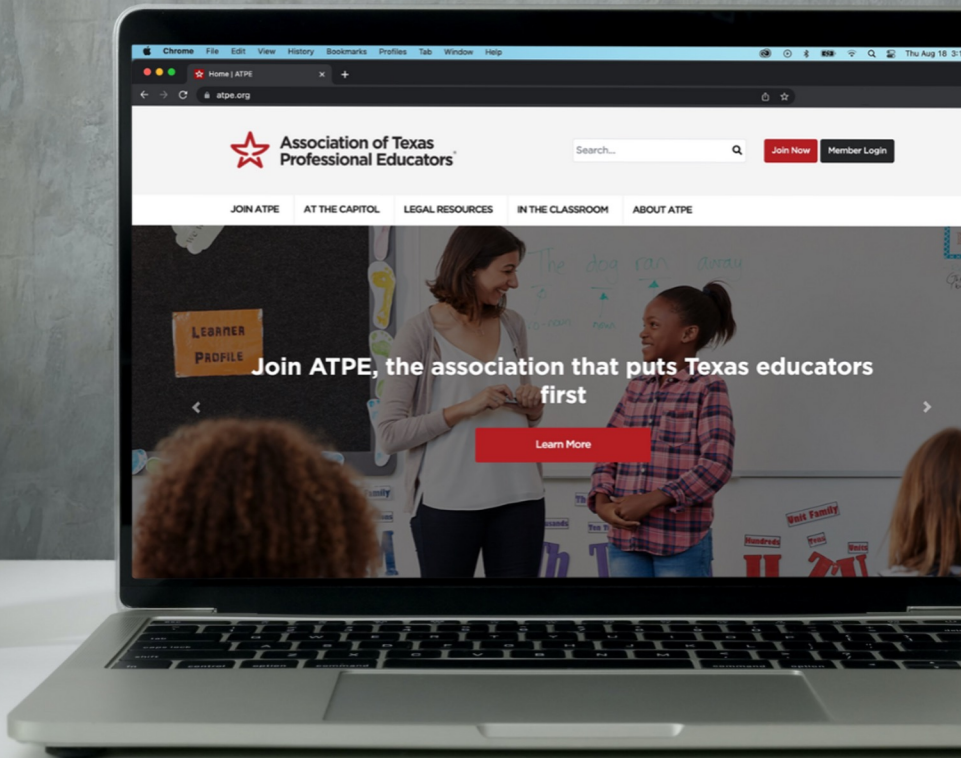
Our Go-To Ingredients

SUPER SLOPPY JOES

SUPER SLOPPY JOES

GARLIC MASHED CAULIFLOWER

GARLIC MASHED CAULIFLOWER
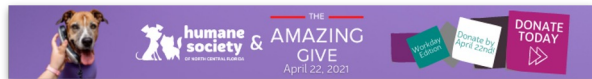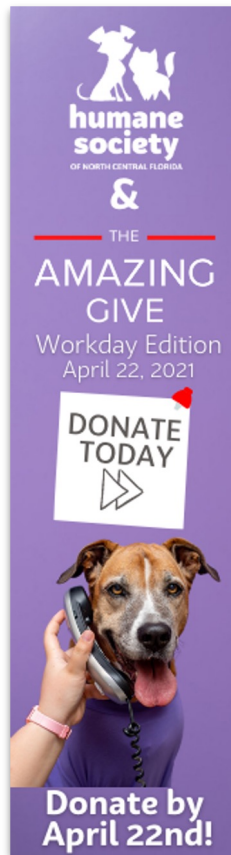
2

Reactivate donor segments within your CRM

Supercharge your local giving day

Email lists targeted:

➔ Recent & previous donors

➔ Former volunteers

➔ Previous event attendees

➔ List of unsubscribers!

Reach audiences based on where your community lives, work, & play

3

Rutledge

GNV

Copeland
Settlement

West Hills

Gainesville

Newnans Lake
Homesites

le

University
of Florida

Grove Park

▶ Show Places (3)

File

high-income-neighborhoods_gainesville - places_template.csv

Name (required)

High-income neighborhoods

Radius

1

Units

kilometers
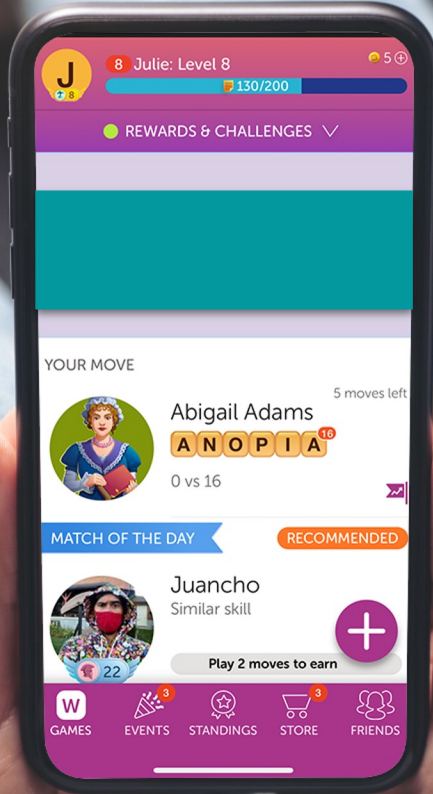
Essential Campaigns

Retargeting Campaign

Retarget specific segments of your existing audience with ads across the web

Mobile Geofencing Campaign

Target mobile devices at a specific location during a specific time

Historical Geofencing Campaign

Target mobile devices that were at a specific location some time in the past

Single Send Campaign

Send a single, specific email message to a targeted segment of your audience.

Landing Page Campaign

Create a conversion-optimized landing page to use as a destination for someone interacting with your ads

Conversation Campaign

Launch a website survey that helps you learn about your visitors and create hyper-focused segments

Facebook Retargeting Campaign

Retarget segments of your existing audience with ads on Facebook and Instagram

Tracked Link Campaign

Track in Feathr the impact of your other marketing efforts by creating and distributing tracked links.

Facebook Email Mapping Campaign

Match a list of emails to serve ads on Facebook and Instagram.

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How To Apply the Good Marketing Framework

Good Marketing Workshop Session

→ Break into groups of 3-4 ppl

→ Identify one (1) audience

→ What do you know about the audience (context + intent)?

→ How should your understanding shape the content? Channels?

→ What are you activating them to do?

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What did you learn about your own marketing during the workshop?

Any questions?

Intent-based programs drive improved performance.

Multi-channel is a must, and increases ROI and LTV.

Nonprofits continue to invest more in digital advertising to reach their communities.
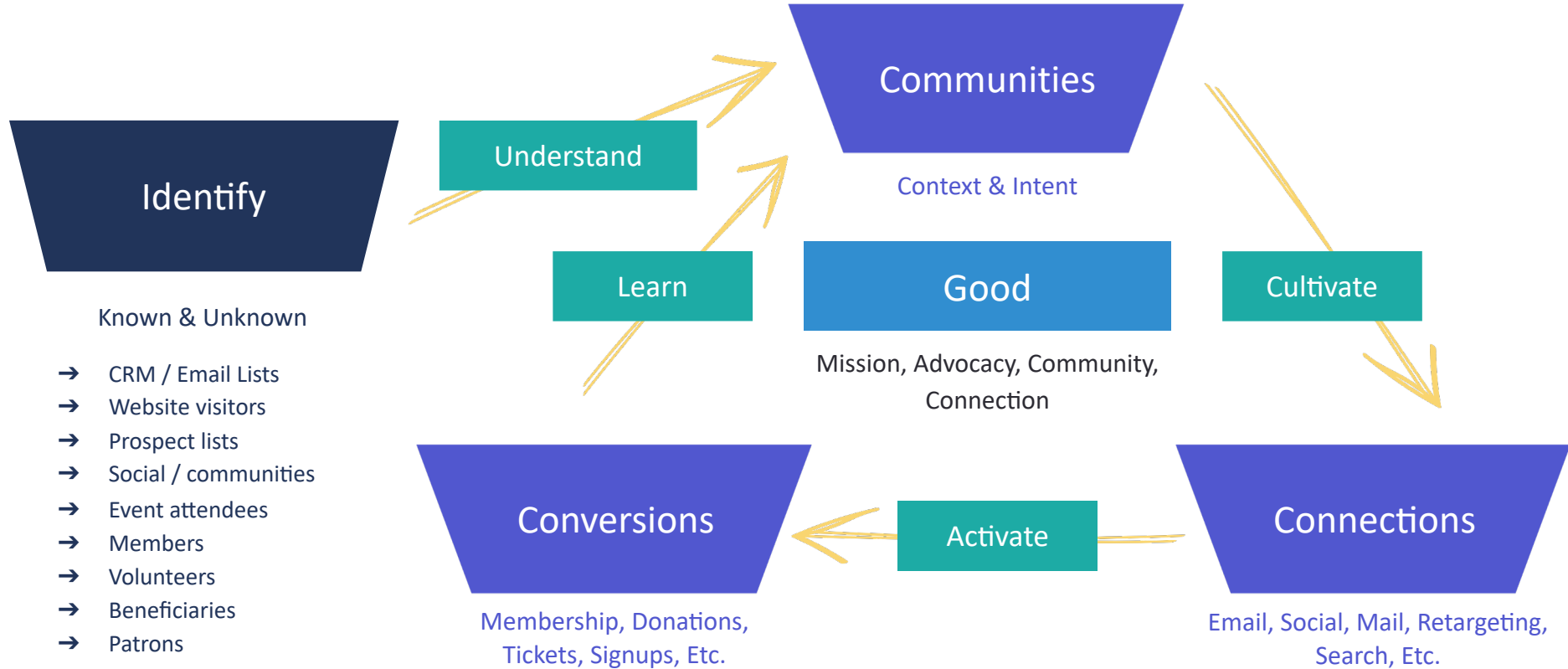
Take chances, make mistakes, get messy!

Any questions?