

What are the biggest challenges your organization has in regard to marketing and communication with donors and other key stakeholders?

-Telling out story

-How to make time for marketing

-Times to post

-One person team trying to manage social media is overwhelming

-What to do and why so I can explain it to my board

-What media platforms work best

-How to measure engagement

-No budget

-What exact materials/social media/or mailings should be used

-We have no employees. What avenues are best and how can that be streamlined?

-The public doesn't know we exist

2. What specific questions would you like to ask about marketing, including anything specific about digital marketing, social media, or media relations?

-Video production, should we make marketing videos, how long should they be

-How often should I post

-How can we use social media to its fullest potential

-Simple but powerful posts on social media

-How to market on a low budget

-Reaching “low tech” vs social media constituencies

-Should we use QR codes?

-Types of donor giving applications to attach to social media

-How do you keep things relevant and recent?

-Best time of day for posting?

3. Is there anything you'd like to add that will help the presenter customize these sessions to your needs?

-Single employee new to the role with no prior non-profit experience

-Building from nothing. No social media or multimedia content.

-Balancing need for continued fundraising while recognizing current donors

-How can we reach different age groups and audiences in an economical and efficient manner?

# DIGITAL ENGAGEMENT:

EFFECTIVE STRATEGIES  
FOR BUILDING A STRONG  
ONLINE PRESENCE



**WEBSITE**

**ORGANIC SOCIAL  
MEDIA**

**CONTENT  
MARKETING**

**SEARCH  
ENGINE  
OPTIMIZATION**

**ADVERTISING:  
PAID SOCIAL, SEARCH,  
STREAMING VIDEO  
PROGRAMMATIC,**

# WEBSITE: OVERVIEW

- THE HUB OF YOUR DIGITAL PRESENCE
- AN “OWNED” ASSET
- ANALYTICS ALLOWS FOR INSIGHTS
- “IT’S SOFTWARE, NOT HARDWARE”

# WEBSITE: CHALLENGES

- MUST BE MAINTAINED
- TRAFFIC WON'T DRIVE ITSELF
- SECURITY—ESPECIALLY IF YOU ACCEPT DONATIONS
- ADA COMPLIANCE

# **WEBSITE:** **KEYS TO** **SUCCESS**

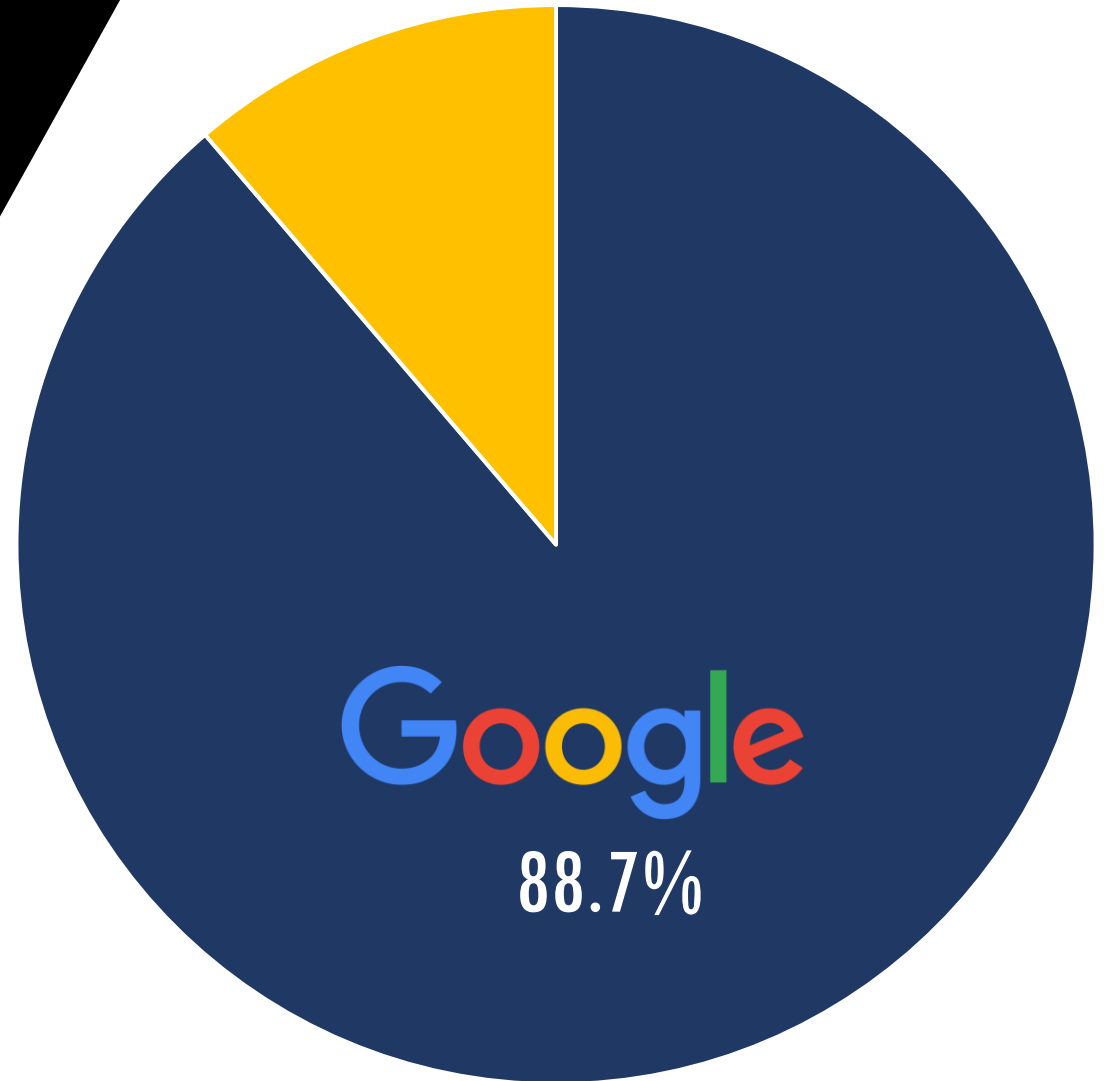
- **KNOW THE GOAL OF EACH PAGE**
- **PRIORITIZE**
- **USE YOUR ANALYTICS**
- **PROMOTE AND OPTIMIZE IT**



# SEARCH ENGINE OPTIMIZATION: OVERVIEW

- DRIVES ORGANIC/EARNED TRAFFIC TO YOUR SITE
- PRIMARILY BASED ON WRITTEN CONTENT
- PRIMARILY ABOUT GOOGLE—  
FOR NOW

SEARCH  
ENGINE **SHARE**  
(U.S.)



# SEARCH ENGINE OPTIMIZATION: CHALLENGES

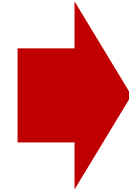
- MUST BE EARNED AMID STIFF COMPETITION
- BECOMING INCREASINGLY COMPLEX: VOICE, AI

# SEO: KEYS TO SUCCESS

- **KNOW WHAT GOOGLE WANTS—AND RESPOND**

# WHAT MATTERS TO Google?

## TOP RANKING FACTORS



1. HIGH-QUALITY CONTENT
2. MOBILE-FIRST
3. PAGE EXPERIENCE
4. PAGE SPEED
5. ON-PAGE OPTIMIZATION
6. INTERNAL LINKS
7. EXTERNAL LINKS

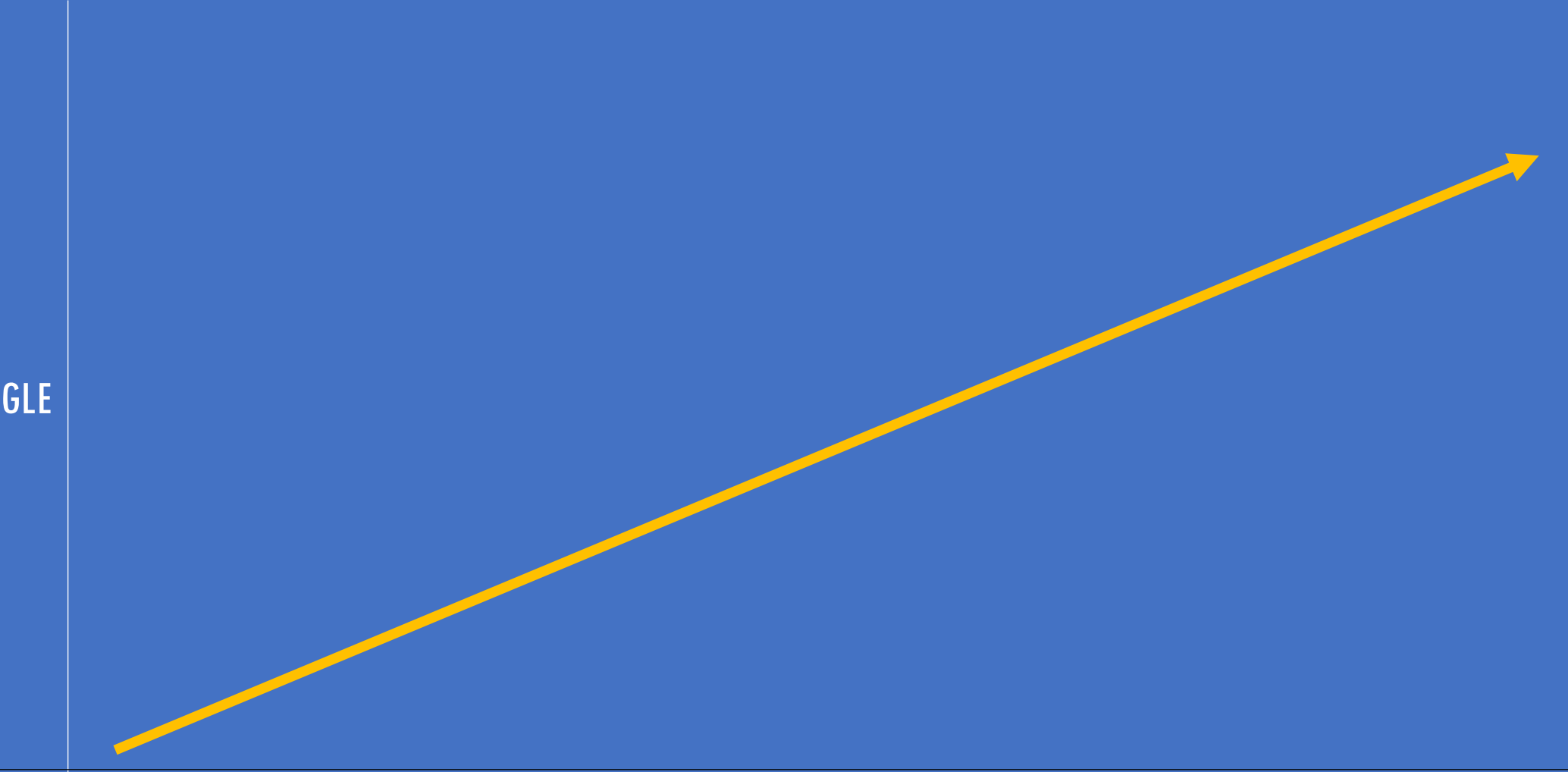


ALEX CHRIS, RELIABLESOFT

“**SEARCH ENGINES LOVE CONTENT** AND ESPECIALLY NEW CONTENT...A WEBSITE THAT IS UPDATED REGULARLY IS CRAWLED MORE OFTEN, HAS MORE PAGES IN THE INDEX AND MORE POSSIBILITIES TO BOOST SEO.”

# GOOGLE WANTS TO ENSURE THAT YOU CARE ABOUT YOUR WEBSITE

ATTENTION  
FROM GOOGLE



ATTENTION YOU GIVE YOUR SITE IN TERMS OF UPDATES



JONATHON COLMAN, HUBSPOT

“GENUINELY EARNING ATTENTION  
AND POSITIVE RECOGNITION BY  
**HELPING USERS TO MEET THEIR GOALS**  
(BOTH ONLINE AND OFF) —  
IS REWARDED MORE THAN EVER  
BY SEARCH ENGINES.”

IN OTHER WORDS, IF IT HELPS USERS, IT HELPS YOUR SITE



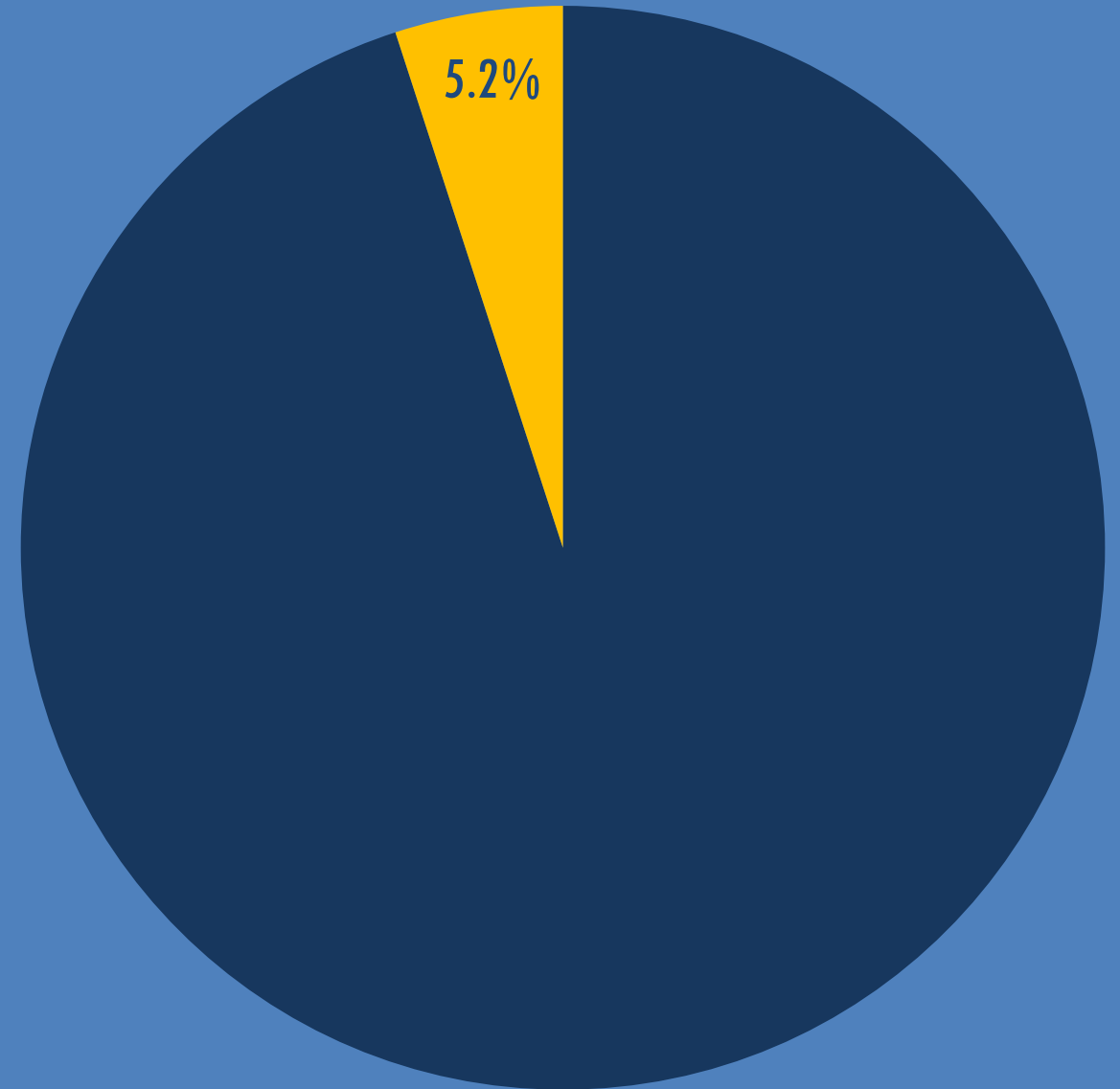
# ORGANIC SOCIAL MEDIA: OVERVIEW

- CONTENT THAT “EARNs” ATTENTION
- INCLUDES SHORT AND LONG-FORM COPY, PHOTOGRAPHY, VIDEO

# ORGANIC SOCIAL MEDIA: CHALLENGES

- **ORGANIC REACH IS SHRINKING**

# ORGANIC REACH ON FACEBOOK

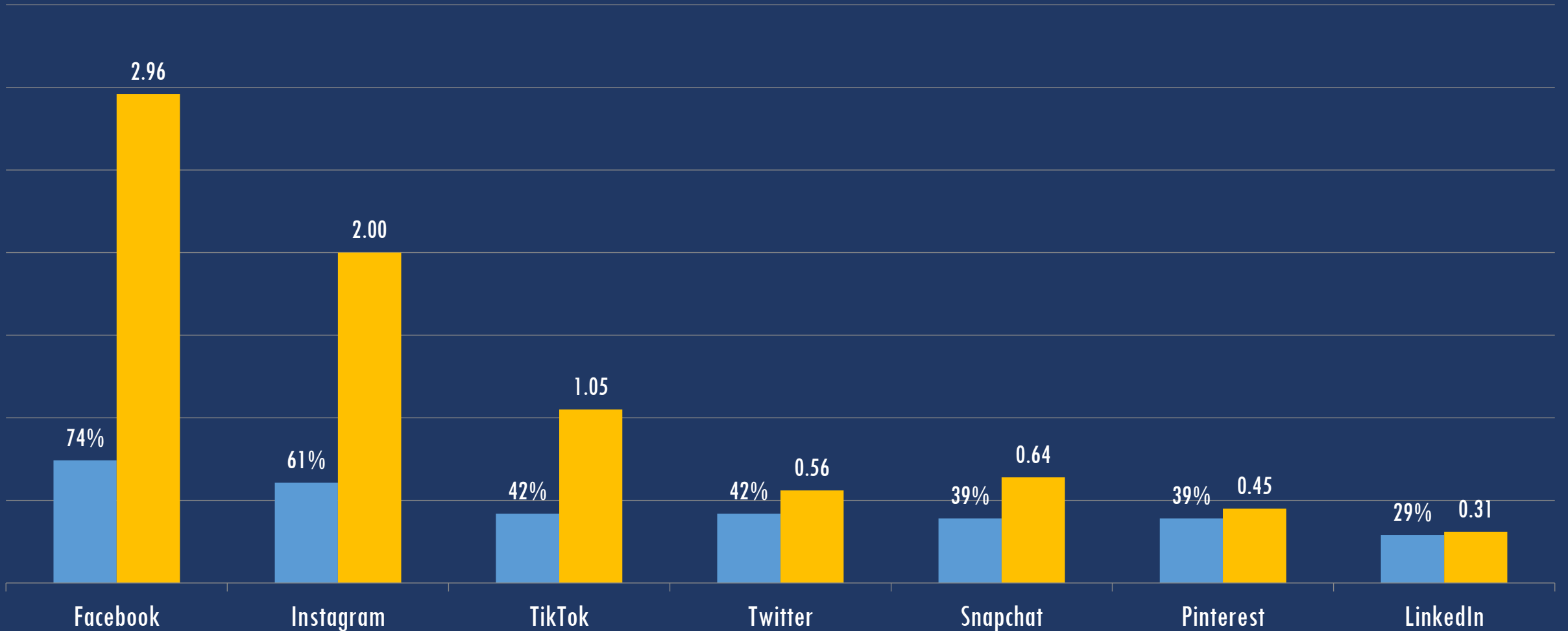


# ORGANIC SOCIAL MEDIA: CHALLENGES

- ORGANIC REACH IS SHRINKING
- INCREDIBLY HARD TO GET AND KEEP ATTENTION
- PROLIFERATION OF PLATFORMS AND AUDIENCE FRAGMENTATION

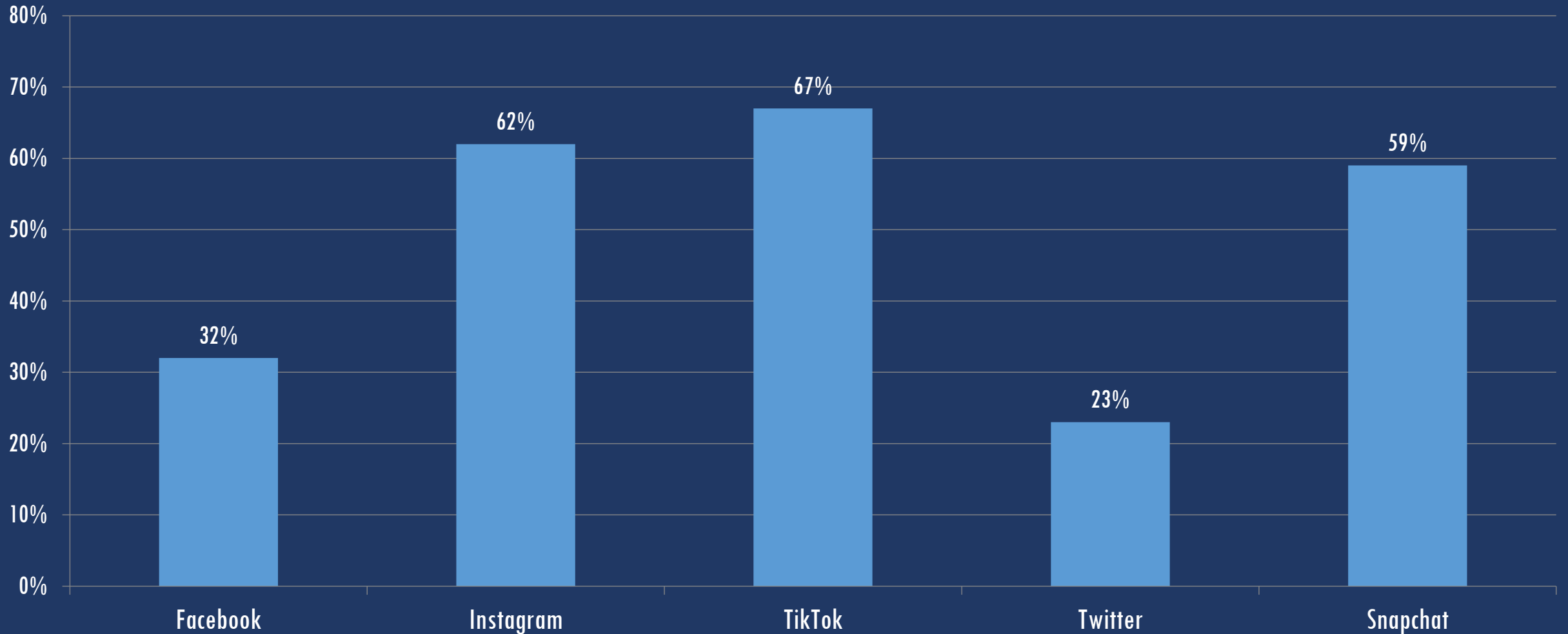
# SOCIAL MEDIA USAGE STATISTICS

■ U.S. ADULTS   ■ Global monthly users (in billions)

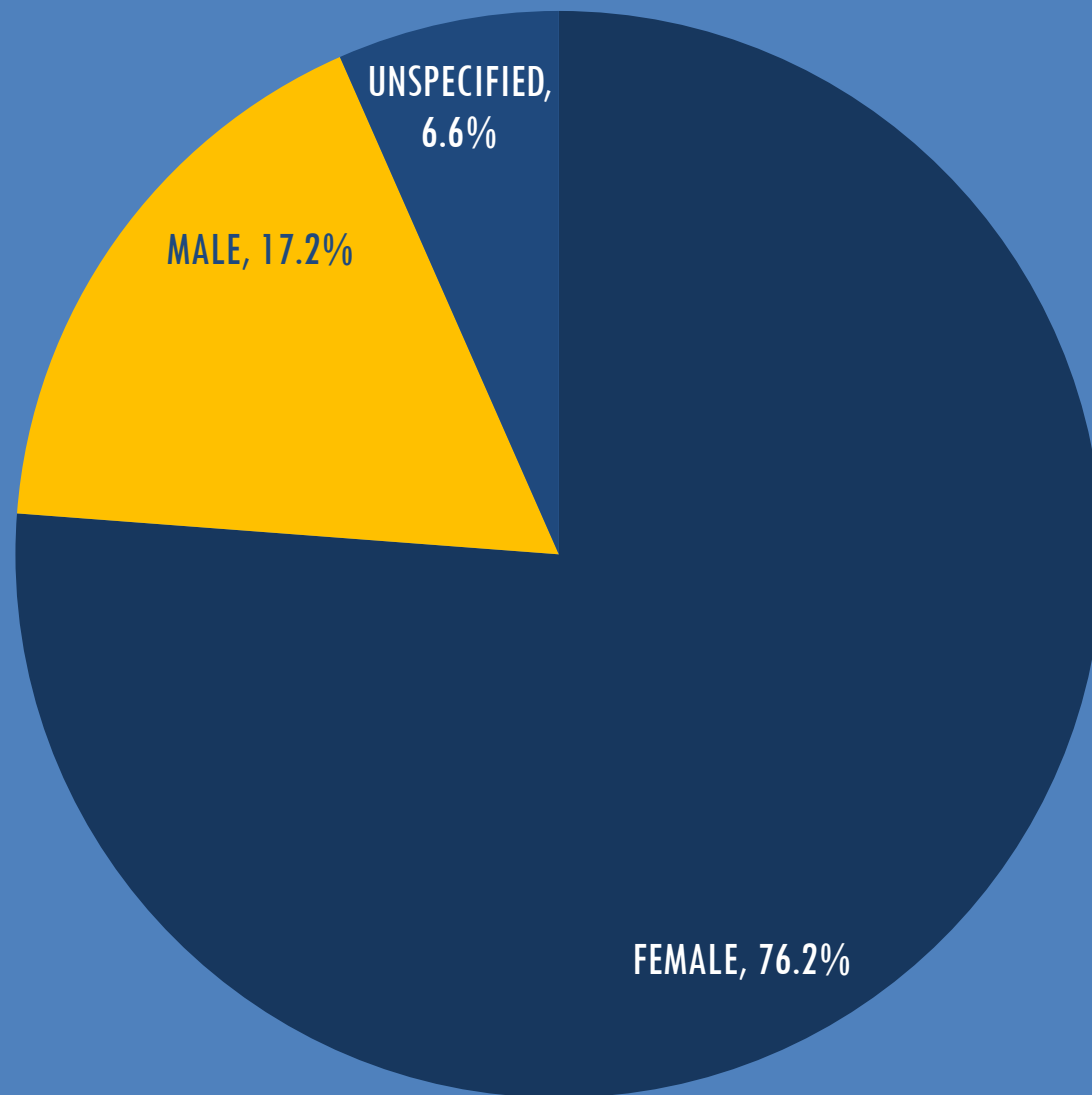


# SOCIAL MEDIA USAGE STATISTICS: U.S. TEENS

■ 13-17, "EVER USE"



# PINTEREST USAGE BY GENDER



# ORGANIC SOCIAL MEDIA: CHALLENGES

- ORGANIC REACH IS SHRINKING
- INCREDIBLY HARD TO GET AND KEEP ATTENTION
- PROLIFERATION OF PLATFORMS AND AUDIENCE FRAGMENTATION
- MODERATION; CRITICISM FROM THE AUDIENCE
- TIME CONSUMING— ESPECIALLY FOR SMALL ORGS



# ORGANIC SOCIAL MEDIA: KEYS TO SUCCESS

- HAVE A STRATEGY: PRIORITIZE
- DON'T TRY TO DO IT ALL
- USE EFFICIENCY TOOLS: DASHBOARD, CONTENT CALENDAR, ETC.
- KNOW YOUR AUDIENCE
- LEVERAGE INFLUENCERS
- **USE YOUR BEST STORIES**
- USE YOUR ANALYTICS
- LEARN, OUTSOURCE, OR MAKE PEACE WITH WHAT YOU HAVE

# CONTENT MARKETING: OVERVIEW

- YOUR STORY AS LONG-FORM CONTENT
- VIDEO, WRITTEN CONTENT, PHOTO STORYTELLING, EMAIL, PODCASTS
- “EARNED” ATTENTION
- MAYBE THE BIGGEST DIFFERENTIATOR IN DIGITAL
- INTEGRATED WITH YOUR WEBSITE AND SOCIAL MEDIA STRATEGY

# CONTENT MARKETING: CHALLENGES

- TAKES SIGNIFICANT TIME AND SKILL
- MUST BE PROMOTED—AND IT'S COMPETITIVE HERE, TOO


# CONTENT MARKETING: KEYS TO SUCCESS

- **USE YOUR STORY**
- **REPURPOSE ASSETS**
- **PRIORITIZE VIDEO IF YOU CAN;  
USE LONG-FORM TEXT IF YOU  
CAN'T**

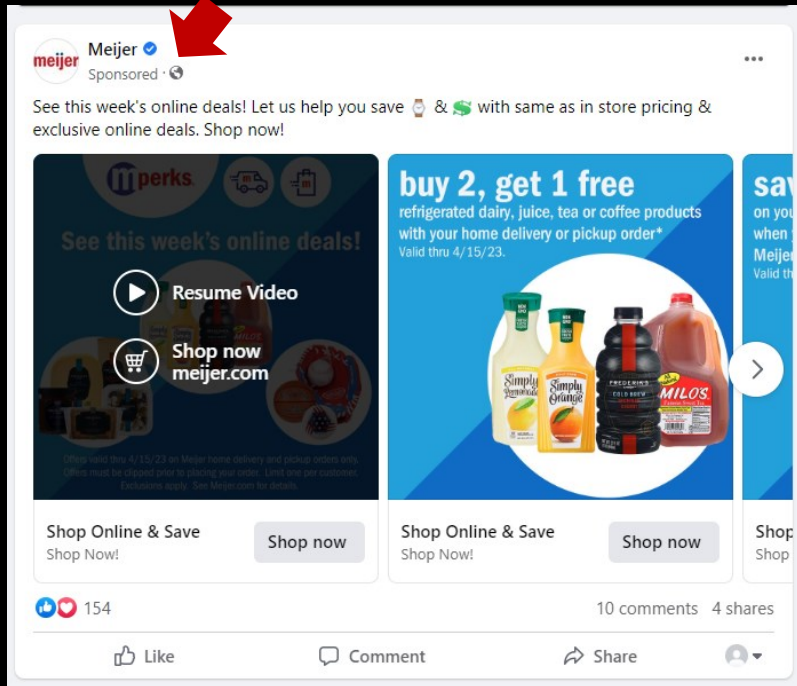
# ADVERTISING: OVERVIEW

- PAYING FOR ATTENTION
- COMES IN A VARIETY OF FORMS...

# ADVERTISING: TYPES

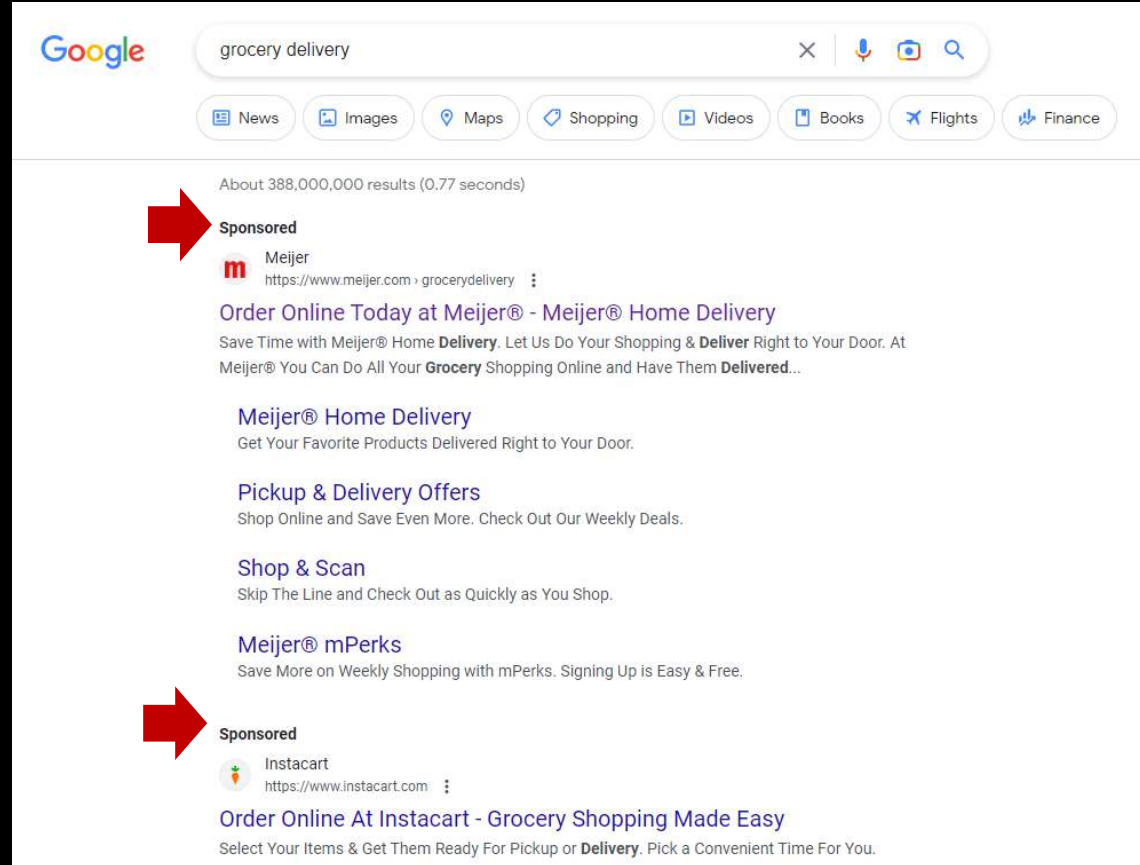
- PAID SOCIAL
  - PAID SEARCH
  - PROGRAMMATIC
  - DISPLAY
  - STREAMING VIDEO
  - GEOTARGETING/GEOFENCING
  - PAID EMAIL MARKETING
- INCLUDING  
RETARGETING
- 

# PAID SOCIAL



A screenshot of a Facebook sponsored post from Meijer. The post features a video player on the left with a 'Resume Video' button and a 'Shop now meijer.com' button. To the right, there is a promotional banner for 'buy 2, get 1 free' on refrigerated dairy, juice, tea, or coffee products. Below the video and banner are three 'Shop Online & Save Shop Now!' buttons. The post has 154 likes, 10 comments, and 4 shares. A red arrow points to the Meijer profile picture.

# PAID SEARCH



A screenshot of Google search results for the query 'grocery delivery'. The search bar shows the query and navigation icons. Below the search bar are filters for News, Images, Maps, Shopping, Videos, Books, Flights, and Finance. The results show 'About 388,000,000 results (0.77 seconds)'. Two sponsored results are highlighted with red arrows. The first is from Meijer, titled 'Order Online Today at Meijer® - Meijer® Home Delivery', with a description: 'Save Time with Meijer® Home Delivery. Let Us Do Your Shopping & Deliver Right to Your Door. At Meijer® You Can Do All Your Grocery Shopping Online and Have Them Delivered...'. The second is from Instacart, titled 'Order Online At Instacart - Grocery Shopping Made Easy', with a description: 'Select Your Items & Get Them Ready For Pickup or Delivery. Pick a Convenient Time For You.'

# PROGRAMMATIC



NEWS AND TRENDS

## How Mark Zuckerberg and Tim Cook and More Are Reacting to Separation of Children and Parents At U.S. Border

Many tech leaders are speaking out against the policy.

Entrepreneur Staff  
3 min read

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SPONSORED CONTENT

### Attract More Customers

Trying to grow an online business? These 5 tips will help do the trick.

By PayPal for Business



EMAIL

### 10 Tips for Writing Emails That Will Get You Tangible Results

If you follow this 10-step process, you'll avoid the email mistakes that other marketers are making.

Susan Gunelius

6 min read

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TRANSPARENCY

### If No One Is Engaging With Your Marketing, You Should Do This

Sometimes, being 'professional' is not what's best for your business.

Luis Congdon

6 min read

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## ON THE RISE

- June 13  
30 Successful Entrepreneurs Reveal the Books That Changed Their Lives  
Nina Zipkin
- June 13  
12 Science-Backed Ways to Make Yourself Smarter  
Rose Leadem
- June 13  
New Research Shows Bitcoin's Meteoric Rise Was a Scam  
Peter Page
- June 15  
A Day in the Life of Jen Gotch, the Female Badass Behind the Multimillion-Dollar Company Band.do  
Rose Leadem



# DISPLAY

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**LATEST NEWS**

- Day care center group provides update
- Steuben County Park puts in trail system at Crooked Lake

# RETARGETING

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**1 WEATHER ALERT // Flood Warning - Defiance, Williams** [See all »](#)

The Hub Entertainment Center has been condemned according to a sign posted on the door, but the general manager of the venue claims they will reopen again soon.  
**Related Coverage:** Former Piere's now called 'The Hub Live Entertainment Center' | Piere's under new ownership; 'extensive remodel' to come

**Columbus police: Animal lover died trying to save dog**  
4:48 pm  
Police in southern Indiana say a woman who was found dead last week was trying to save her dog.  
**Related Coverage:** Police find Indiana woman | Body found on sandbar in park

**Father crashes vehicle on Toll Road; 1 child dead, 2 hospitalized**  
3:16 pm  
A father suffering a medical emergency crashed a vehicle carrying his three children on the Indiana Toll Road in Steuben County. One of the father's children died at the scene, while the other two were hospitalized.

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# ADVERTISING: CHALLENGES

- CONSUMERS ARE AD-AVERSE
- VERY LIMITED MESSAGE  
OPPORTUNITY IN MOST CASES
- TAKES AN INVESTMENT TO  
MAKE AN IMPACT
- PROLIFERATION OF OPTIONS

# ADVERTISING: KEYS TO SUCCESS

- BE SELECTIVE
- KNOW YOUR OPTIONS

# ADVERTISING: WHERE IT WORKS BEST

- PAID SOCIAL: TARGETING, VIRALITY, GETTING IN FRONT OF EXISTING STAKEHOLDERS
- PAID SEARCH: CAPTURING USERS WHO HAVE A CLEAR INTENT
- PROGRAMMATIC/DISPLAY: EFFICIENTLY REACHING BEYOND SOCIAL AND SEARCH

# **ADVERTISING: WHERE IT WORKS BEST**

- **STREAMING VIDEO: MAKING AN EMOTIONAL APPEAL, STORYTELLING**
- **GEOTARGETING/GEOFENCING: UNMATCHED TARGETING, DEVICE CAPTURE**
- **PAID EMAIL MARKETING: PERSONAL APPEALS AND STORYTELLING**

# ADVERTISING: KEYS TO SUCCESS

- BE SELECTIVE
- KNOW YOUR OPTIONS
- MEASURE, OPTIMIZE, AND ADAPT

# WHAT ABOUT

## AI?

- A MOVE FROM SEARCH ENGINES TO “ANSWER ENGINES”
- IT’S ANOTHER TOOL—NOT A MAGIC BULLET
- YES, THERE ARE LEGITIMATE CONCERNS—BUT ALSO AMAZING POTENTIAL



# AI USE CASES

- IMAGE GENERATION (DALL·E 2 , MIDJOURNEY)
- TEXT GENERATION (CHAT GPT AND OTHERS)
- IDEA GENERATION (CHAT GPT AND OTHERS)
- VOICEOVERS FOR VIDEO (MURF.AI)



SO, HOW DO  
YOU DECIDE  
**WHAT TO DO?**

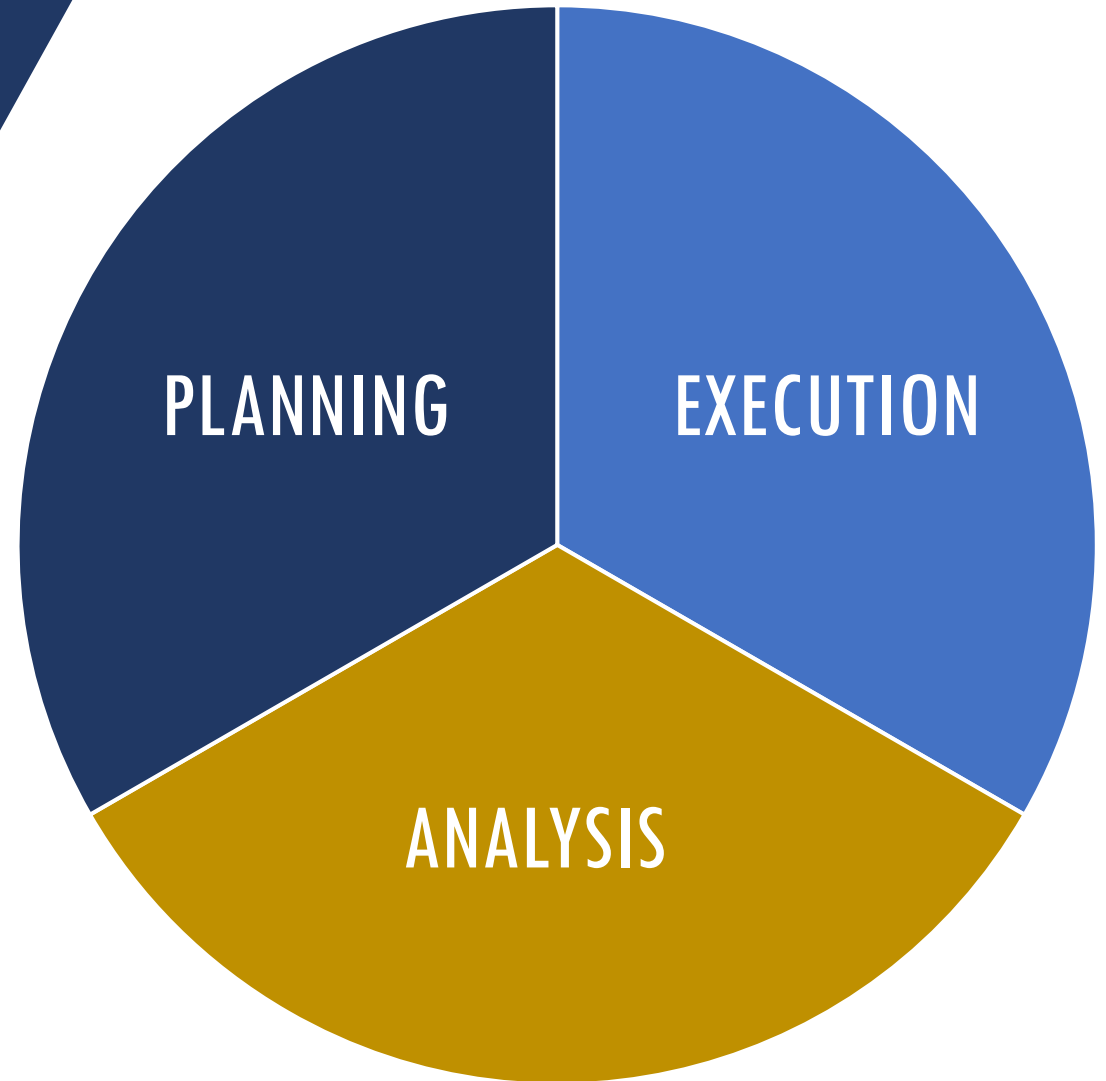
**HAVE A  
STRATEGY,  
STARTING  
WITH 4  
QUESTIONS**

- **WHAT'S YOUR STORY?**
- **WHAT'S YOUR GOAL?**
- **WHO'S YOUR AUDIENCE?**
- **WHAT RESOURCES DO YOU HAVE? (BUDGET AND/OR TIME)**

**HIGHEST-  
PRIORITY LOW-  
BUDGET  
OPTIONS...**

- **WEBSITE**
- **ORGANIC SOCIAL**
- **EMAIL MARKETING**
- **CONTENT MARKETING**

**GIVE**  
**EQUAL TIME**  
**TO...**



**THANK  
YOU!**



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**ANTHONY JULIANO**

ANTHONY IS AN EXPERIENCED TRAINER AND MARKETING AND STRATEGY CONSULTANT. HE HAS PRESENTED AT NATIONAL CONFERENCES AND PROVIDES TRAINING FOR A WIDE VARIETY OF INDIVIDUALS AND BUSINESSES. ANTHONY HOSTS A PODCAST, WRITES A MONTHLY COLUMN FOR A REGIONAL BUSINESS JOURNAL AND CONTRIBUTES TO A VARIETY OF PUBLICATIONS AND BLOGS. ANTHONY APPROACHES HIS WORK WITH ONE SIMPLE GOAL: TO HELP OTHERS UNDERSTAND OUR CHANGING COMMUNICATION ENVIRONMENT AND TELL THEIR STORIES SO THEY CAN REACH THEIR GOALS.