Multichannel Marketing in Action
Best Practices and Case Studies of Successful Integrated Fundraising Campaigns

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How do we define?

Multichannel vs. Integrated Marketing

Multichannel marketing is the ability to deliver messaging to potential customers/donors on various platforms.

Integrated marketing (or cross-channel marketing) is the ability to deliver a single campaign with a consistent message to potential customers/donors on various platforms.

What does this look like?

St. Jude Children's Research Hospital
2013 Year-End Campaign

Wounded Warrior Project®

2013 Year-End Campaign

Christian Appalachian Project
2014 Summer Hunger Campaign

What marketing channels are relevant to fundraising?
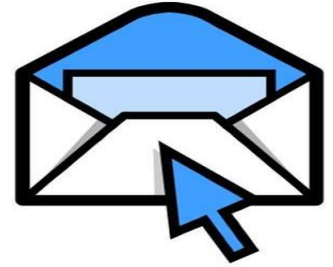
What channels will drive *direct response* fundraising?
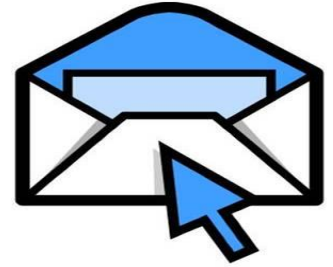
Is "online" a channel?
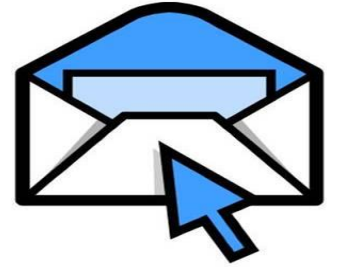
No! Digital Media incorporates multiple channels itself.

What are the two largest challenges to integration nonprofits face?

Data Challenges

- Access

- Consistency & Hygiene

- Ease of manipulation

- Attribution

Organization Challenges

- Siloes
- Conflicting goals
- Budget
- Testing Culture
- Attribution

Digital Marketing makes Fundraising Complicated

Departments Involved	Campaign Data
Fundraising Marketing (maybe)	Donor performance Acquisition performance List performance Package performance
Fundraising IT	Campaign Report Call Center Report Fulfillment
Fundraising Marketing Public Relations IT Program Volunteers Education	Email Campaigns by segment Search/Display campaigns Google Analytics/Web data Social Network reports Mobile – SMS/Text 2 Give Fulfillment

Digital Marketing connects all other channels

	Organic	Push
	Donor may search or go to your website	Include unique URLs for tracking, incorporate email, phone or display touch points
	Donor may research your organization online before donating	Incorporate email follow ups, display touch points, Facebook ads
	Donor will search on PC or mobile to provide credibility	Utilize vanity URLs, prepare for SEM traffic, add additional display touch points

So how do they do it?

You have to start somewhere

	Siloed	Coordinated	Integrated
Org structure	Siloed	"Coordinating group"	Integrated
Goals / strategies	Disparate (sometimes conflicting)	Sometimes coordinated; other times conflicting	Common + shared metrics
Multichannel data	Not available	Limited use	Fully incorporated
Communications across types / channels	Uncoordinated; one-way	Coordinated; multi-directional	Coordinated; multi-directional conversation
Voices	Inconsistent voices	Generally consistent voices	Consistent voices when desirable
Supporter focus (and result)	No customization; often org-centric ☹ $	Limited customization 😐 $$	Yes; based on constituent behavior ☺ $$$

Data Challenge Solutions

- Keep it simple

- Track EVERYTHING with clean nomenclature

- Database synchronization

- Agree upon an organizational attribution approach

- Define key performance indicators (KPI's) to measure success

Attribution

Accounting vs Behavioral
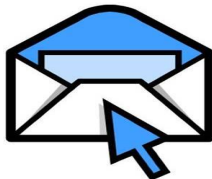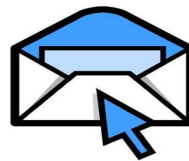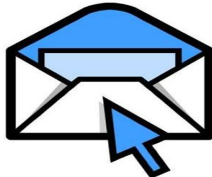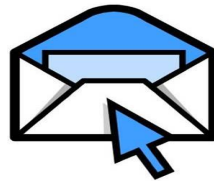
Organizational Challenge Solutions

Humane Society of the United States' Four Ingredient Approach

| Agree on goals | Coordinate actions across all channels | Evaluate emerging media and invest based on financial ROI | Maximize response |

Enough Theory – Let's see it in action!

Case Study:
Wounded Warrior Project
2013 Year-End Digital Campaign

CDR Fundraising *Group*™

7 Step Campaign Approach

1- Review past campaign results

2- Determine campaign direction

3- Outline testing

4- Execute

5- Optimize

6- Analyze

7- Retest or Rollout

Step #1: Review Past Campaign Results

- In 2012, Wounded Warrior Project calendar premium proved to be very successful in lifting KPI's

- "Living Logo" imagery also performed well, increasing ad clicks and conversions

- SEM click-through rates were weak compared to industry averages.

- Mobile conversion rates were weak compared to other devices.

Step #2: Determine Campaign Direction

- What channels will you market through?
- What are your "controls" from the previous year?
  - WWP: Calendar Premium
- What will your new campaign concept/creative be?
  - What is the call to action?
  - What imagery will be used?

Step #3: Outline Testing

- Roll out calendar premium offer

- Do further testing in banner advertising

- Test aggressively in SEM

- Optimize mobile giving

- 10% audience test in email marketing

Control	Test	Test	Test
Wounded Warrior Project® See unique WWP programs and services for wounded veterans! WoundedWarriorProject.org/Donate	Wounded Warrior Project® Support programs and services for wounded heroes this holiday season. WoundedWarriorProject.org/Donate	Wounded Warrior Project® Support programs and services for wounded veterans. Donate today. WoundedWarriorProject.org/Donate	Wounded Warrior Project® The tax year is ending. Donate to WWP today. Don't wait, donate now. WoundedWarriorProject.org/Donate

Cascading Testing

- Determine required testing windows.
  - Volume needed to reach statistically significant results.
  - Let the calendar work for you.
- Determine test evaluation criteria.
  - What metrics will you use to evaluate and decide the winner?
- Frontload testing expected to make the most impact.
  - Ensures best results at any given moment.

Control Ad	Winner	Winner
• Test Ad 1	• Test Ad 2	• Test Ad 3
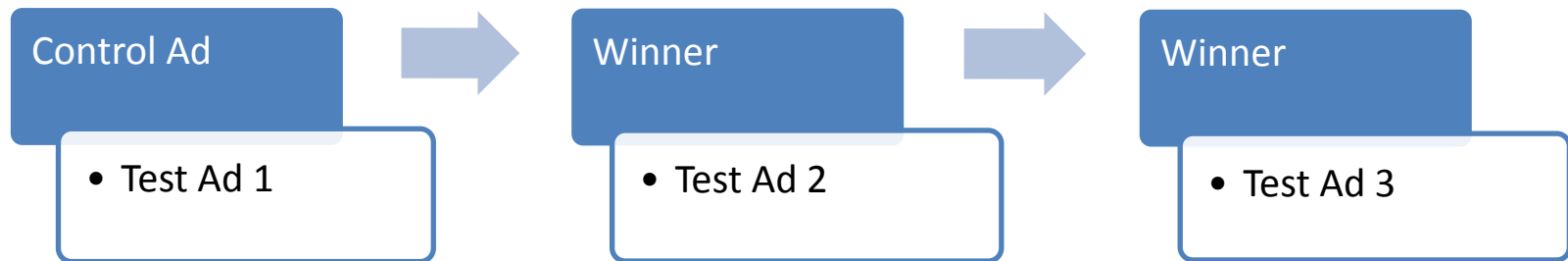
Step #4: Campaign Execution

- "The Easy Part"
- Upload creative to platforms BEFORE the campaign is scheduled to launch.
  - Allows time for unexpected issues to be resolved.
- Be careful!
  - Go through a QC checklist multiple times.
  - Pay special attention to and QC all tracking mechanisms.

Mobile Landing Page

Step #5: Optimize

- Monitor campaign performance daily.
  - Watch budgets carefully.
- Make optimizations where/when possible.
  - Decide test winners and roll out as soon as statistically significant results have been reached.
  - Focus advertising traffic towards the best performers.
- Be flexible
  - If a last-minute opportunity presents itself, consider the idea and execute if it makes sense.
  - If areas of the campaign are underperforming, consider adding a last-minute test to try and switch out creative.

Step #6: Campaign Results Analysis

- Toplines
  - Number of gifts
  - Average gift
  - Overall revenue
- Test Results
- Trends and Problem Areas
  - Donor funnel analysis

Facebook Advertising

Lightbox

Campaign Toplines

- Presence on **8** different networks

- **18** independent tests

- **60,952** gifts

- Average gift of **$147.72**

- **$9,003,642** in overall revenue

- **224%** increase in overall giving compared to 2012

Reading Test Results

- SEM Testing Round 1, October 1–31
  - Although the control ad had a higher click-through rate, the test ad yielded a much higher conversion rate, resulting in significantly more revenue.

Metric	Control	Test
Impressions	183,707	257,935
Clicks	15,743	20,669
Click Through Rate	8.57%	8.01%
Gifts	1,352	1,876
Conversion Rate	8.59%	9.08%
Average Gift	$90.21	$89.67
Revenue	$121,974	$164,215

Wounded Warrior Project®
See unique WWP programs and services for wounded veterans!
WoundedWarriorProject.org/Donate

Control

Wounded Warrior Project®
Support programs and services for wounded veterans. Donate today.
WoundedWarriorProject.org/Donate

Test

Reading Test Results

- SEM Testing Round 2, November 12–December 25
  - The control ad outperformed the holiday-themed ad in both click-through rate and conversion rate.

Metric	Control	Test
Impressions	496,933	462,218
Clicks	70,703	56,589
Click Through Rate	14.23%	12.24%
Gifts	11,375	8,862
Conversion Rate	16.09%	15.66%
Avg. Gift	$156.25	$150.25
Revenue	$1,777,372	$1,331,496

Wounded Warrior Project®
Support programs and services for wounded veterans. Donate today.
WoundedWarriorProject.org/Donate

Control

Wounded Warrior Project®
Support programs and services for wounded heroes this holiday season.
WoundedWarriorProject.org/Donate

Test

Reading Test Results

- SEM Testing Round 3, December 26–31
  - The control ad had a stronger click-through rate than the test ad; however, the test ad had the strongest conversion rate and avg. gift.

Metric	Control	Test
Impressions	57,264	43,839
Clicks	10,414	7,624
Click Through Rate	18.19%	17.39%
Gifts	3,154	2,746
Conversion Rate	30.28%	36.02%
Avg. Gift	$253.84	$269.26
Revenue	$800,621	$739,381

Wounded Warrior Project®
Support programs and services for wounded veterans. Donate today.
WoundedWarriorProject.org/Donate

Control

Wounded Warrior Project®
The tax year is ending. Donate to WWP today. Don't wait, donate now.
WoundedWarriorProject.org/Donate

Test

Test Results

- Mobile Form Integration
  - To address the weak conversion rates, we integrated a mobile donation form in November 2013.
  - This integration led to a conversion rate increase on mobile devices from 4.69% to 6.48%. This small increase led to an additional $253,000 of gross revenue during year end (November 26–December 31, 2013).

Mobile Landing Page

Step #7: Retest or Rollout Results

- Continuous Focus on the Donor Funnel
  - Further SEM Testing
  - Expanded Mobile Form Optimization
  - Mobile Specific Advertising
  - Flash Banner Ads
  - Regular Email Testing
  - Email Segmentation
  - Landing Page Optimization
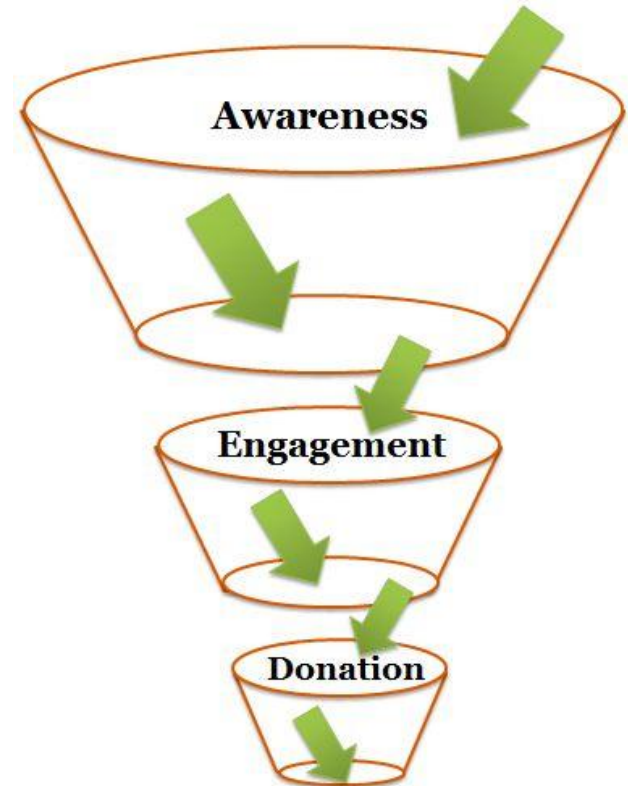
Campaign Notes & Takeaways

But what if _____?

Case Study:

Christian Appalachian Project

2014 Summer Hunger Campaign

Christian Appalachian Project
2014 Summer Campaign

Campaign Details
With their Summer Hunger Campaign, CAP strives to provide nourishing meals to children during the summer months, when they do not receive the free lunches offered during the school year.

Interactive Homepage Lightbox

Christian Appalachian Project

2014 Summer Campaign
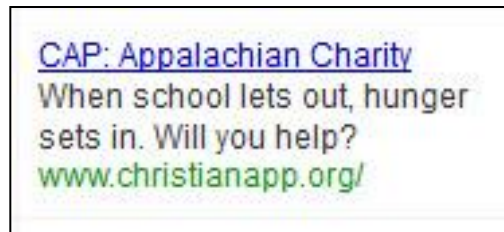
Christian Appalachian Project
2014 Summer Campaign

Channels Incorporated

Direct mail,

Email,

Interactive website lightbox,

Search ads,

Targeted display ads

Results
- Average gift over $100
- Over 30% conversion rate in donor audience
- Surpassed budget by 49%

Campaign Data

-Utilized Unique tracking/source codes on all ads & landing pages

-Keycodes for Direct Mail Replies

-Manual data sync between eCRM and DoR

Organizational Grade = Integrated

CAP fundraising teams work seamlessly across departments and digital presences.

Case Study:

Shriners Hospitals for Children

2014 Sadie's Story Campaign

Shriners Hospitals for Children

2014 Sadie's Story Campaign

Campaign Details

After successfully launching DRTV, SHC sought to optimize the TV response and impressions generated by Sadie's Story and deployed an integrated campaign across TV, online and direct mail.
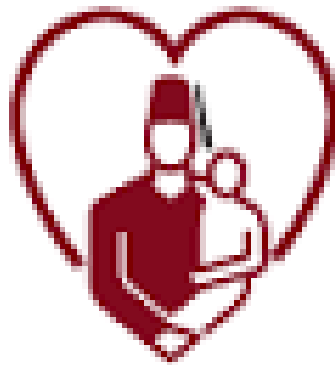
Shriners Hospitals for Children®
Love to the rescue.®

ABOUT →   F.A.Q. →

Your $19 Monthly Gift   1-855-670-5683   SadiesStory.org

Donate Today to Help Bring Medical Miracles to Children

♡ Your Monthly Gift

Select Gift Amount

$19.00 $25.00 $30.00

Or Your Best Gift - $ [   ]

☐ I would like to make a one-time gift instead.

♡ Send My Gift to a Child in Need

♡ With Our Thanks

When you become a monthly donor of $19 or more we'll send you this Love to the rescue® blanket with our thanks. Your gift will help continue to change countless young lives for the better.

Shriners Hospitals for Children

2014 Sadie's Story Campaign

Search and Video Ads

Learn Sadie's Story - ShrinersHospitalsForChildren.org
Ad www.shrinershospitalsforchildren.org/ ▾
Shriners Hospitals for Children help children like Sadie every day.

Shriners Hospitals for Children
2014 Sadie's Story Campaign

Email and Direct Mail

Shriners Hospitals for Children

2014 Sadie's Story Campaign

Results

-128 million TV impressions, 4.9 million impressions by Hulu and YouTube viewers online.

-Raised over $760,000 for SHC in 2014

-Generated over 700 new monthly donors.

Campaign Data

-Utilized Unique tracking/source codes on all ads & landing pages
-TV spots coded by network
-Ad and Social media reports
-Donation reports
-Keycodes for Direct Mail Replies

Channels Incorporated

Direct Mail, email, video advertising (YouTube and Hulu), website, DRTV, Consumer Rewards Programs (eMiles), SEM, social media

Organizational Grade = Integrated

SHC fundraising, marketing, PR internal and external teams work seamlessly across departments and marketing channels.

Takeaways & Best Practices

- Evaluation
  - Analytics as part of the planning process (not an afterthought).
  - Clean, consistent data and coding will ensure clean results
- Execution
  - Creative and call to action should match across channels.
    - OK to test creative as long as messaging consistent
  - Work to achieve both depth and breadth.
    - Contact people as many times as possible in as many channels as possible until there are diminishing returns or an increase in opt-outs.
- Optimization
  - The fewer clicks, the better.
  - Be dynamic and act quickly. Time is money.
- You've got to start somewhere – focus on incremental progress

Questions?

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