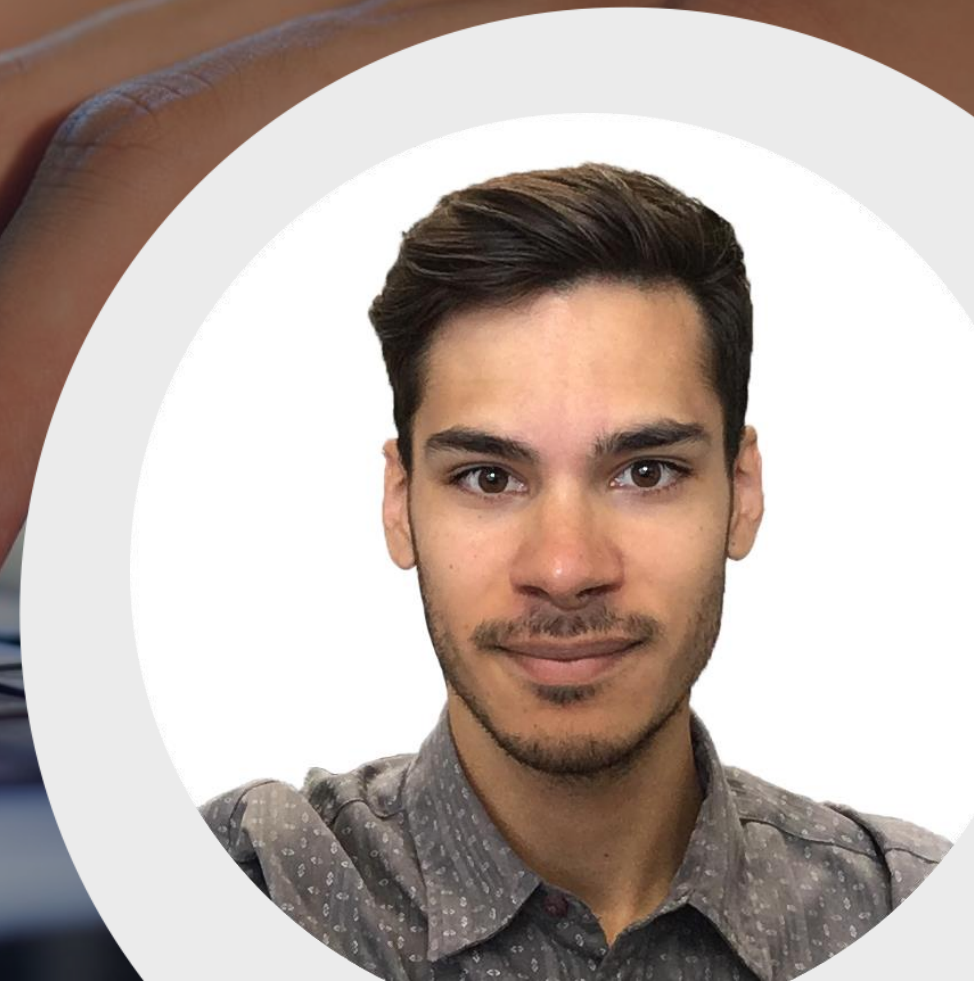


Advanced Digital Marketing

@mattmoorut
@Tech_Trust
@CharityDigiNews

@mattmoorut
@Tech_Trust
@CharityDigiNews



Matt Moorut
Head of Digital and Marketing
Tech Trust



35,625 UK charities
£221 million savings
90,653 donations received
32,000 subscribers



a good friend
in a digital world

Agenda:

Quick overview / intros

Digital Marketing: guiding principles

Useful resources

(Loooooads of) useful tools

Who's in the room?

@mattmoorut
@Tech_Trust
@CharityDigiNews



Matt's guidelines

1.

Don't do it if you can't track it

2.

Don't do it if you won't analyse it

3.

Copy good ideas

4.
Be nimble

A young man and woman are looking at a laptop screen. The man is in the foreground, looking slightly to the right with a serious expression. The woman is in the background, looking down at the screen. The image is dimmed and has a soft, blurred background.

Useful Sources

The Moz Blog

Explore by Category

The industry's top wizards, doctors, and other experts offer their best advice, research, how-tos, and insights—all in the name of helping you level-up your SEO and online marketing skills. Looking for the YouMoz Blog? [View the Archive](#)

Join Us!     



By: [Tom Casano](#)

November 13th, 2018

The Advanced Guide to Keyword Clustering

[Keyword Research](#) | [Content](#)

Keyword clustering can help you optimize a single page for many keywords and improve your ranking potential, but it's often ignored. Learn how to make the most of your content with this advanced guide to keyword clustering.

[Read this post](#)

 10

 13



By: [Will Critchlow](#)

November 9th, 2018

The Difference Between URL Structure and Information Architecture - Whiteboard Friday

[Advanced SEO](#) | [Whiteboard Friday](#)

How is URL structure different from information architecture, and why does the distinction matter? In this Whiteboard Friday, Will Critchlow helps us distinguish between the two disparate topics and shares some guiding questions to ask about each.

[Read this post](#)

 20

 41

Blog

The latest digital marketing and ecommerce insight from our award-winning team of analysts and experts



Stats, sales and successes from Singles' Day 2018

BLOG ECOMMERCE

November 13th 2018



Secret Escapes: How machine learning reduced cost per lead by 38% [case study]

BLOG MEDIA PLANNING AND BUYING

November 12th 2018



A day in the life of... EMEA VP Marketing at Adobe

BLOG PEOPLE AND SKILLS

November 12th 2018





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Top retailers spent majority of 2017 holiday ad budgets on TV, investing only 6% on Facebook ads



The disastrous consequences of measuring engagement



Here's what Facebook says about ads and targeting on Portal

LATEST



How long will the brand safety conversation continue?

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How will event fundraising evolve?

By Matt Ridout on 13 November 2018

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2018 Event Fundraising Report

JustGiving™



Anniversaries can remind your donors to give

9

JustGiving™



7

LONDON MARATHON 2019

5



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RESEARCH, GIVING REPORT, FUNDRAISING

25 Global Trends in Giving That Nonprofits Need to Know

November 8, 2018

6,057 donors completed the 2018 Global Trends in Giving Survey and based on their responses, the donor community worldwide is made up of primarily women (65%) who have a liberal ideology (53%), characterize themselves as religious (72%), and give between (\$101-\$1,000 USD) annually (43%). These donors are



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2018 Global Trends in Giving Report

6,057 Donors • 119 Countries

DOWNLOAD

10 Website and Email Marketing Best Practices for Small Nonprofits



Free Webinar: January 8

WEBINAR

[Free Webinar] 10 Website and Email Marketing Best Practices for Small Nonprofits

November 3, 2018

Date: January 8, 2019 Time: 1pm EDT Presented by: Heather



2018 Global NGO Technology Report

5,352 NGOs • 164 Countries

Other Useful sources

KissMetrics

SproutSocial

SumoMe blog

HubSpot blog





How we structure things

Digital marketing areas

Inbound

CRO (landing pages, tracking, A/B testing, UX), SEO (link building, rich snippets), CRM (data capture, analysis, nurture streams), Engagement (UI, comments, support)

Outbound

SEM (AdWords, Bing Ads), Email (automation, campaigns), Social ads, Video ads

One tool to rule them all



Google Tag Manager

CRO tools

Google Optimise

WordPress / Wix

Hotjar

Unbounce / Instapage

Google Analytics

WordPress plugins

Yoast SEO

Above The Fold Optimization (helps Google
PageSpeed)

AMP

Autoptimize

Contact Form 7 / Gravity Forms

Fundraising platforms

Chloe's article:

SEO tools

Google Webmaster tools

Google Search Console

Google Analytics (combined with GSC)

Trustpilot / Feefo, etc.

A load more SEO tools

<https://www.slideshare.net/cemper/20-free-seo-tools-you-should-be-using-20180829>

Online advertising

Google AdWords - ad grants!

Bing Ads (lol)

Facebook / Instagram ads

LinkedIn ads

Twitter ads

Full suites and CRMs

Hubspot

Marketo

tt-mail

Salesforce.org NPSP (+ Marketing Cloud)

Dynamics CRM (+ MS Flow)

eTapestry / Raiser's Edge

Email (CRM/DMS)

tt-mail

Hubspot

Mailchimp

Typeform / Gravity Forms / Salesforce

Zapier or Microsoft Flow

Social media ads

Facebook / Twitter

Instagram / Snapchat

LinkedIn

YouTube / Twitch

Pinterest / Tumblr / Reddit

Lightful / Buffer / Hootsuite

Content design

Canva

Adobe Spark

Photoshop / Premiere

Creative Cloud



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Thank you!

