



Using digital marketing to share beneficiary stories & impact data

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Presented by

empower





Using digital marketing to share beneficiary stories & impact data

With a severe reduction in face to face delivery, organisations are being forced to explore digital channels as a way to raise awareness and create engagement around their causes.

But many may be confused about the different digital marketing platforms and what are the best ways to share beneficiary stories and impact data using digital marketing.

This session will help you understand different digital marketing methods, understand potential methods of sharing beneficiary stories and impact data to maximise the impact of your digital activity - even with limited time, money or expertise.

About Empower



WE MEAN BUSINESS





Where do you discover stories?

Who publishes content you love?

Where do you read content online?

What is a good reading experience?

Where do you find that content?

What email newsletters do you look forward to?

What images resonate with you?

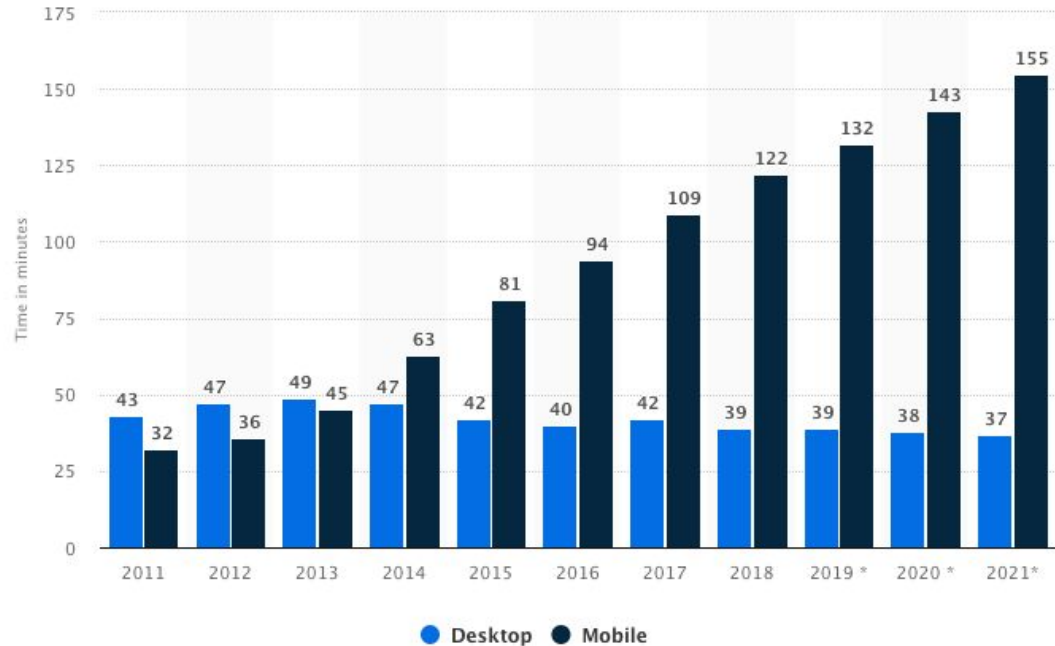
What makes a good story to you?



How much time is spent online?

The average daily time spent online by internet users worldwide from 2011 to 2021, sorted by device.

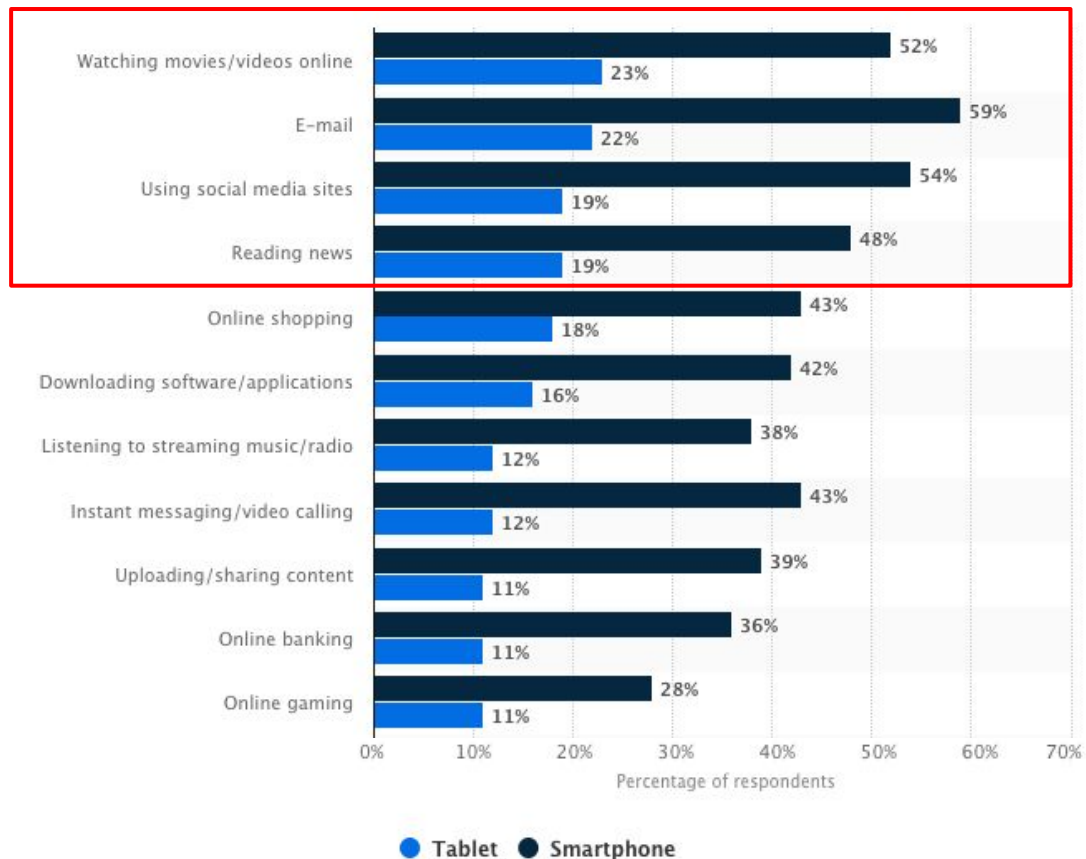
Daily mobile internet consumption is set to increase to 155 minutes in 2021.



What do people do on mobile?



The most popular activities on mobile internet devices.

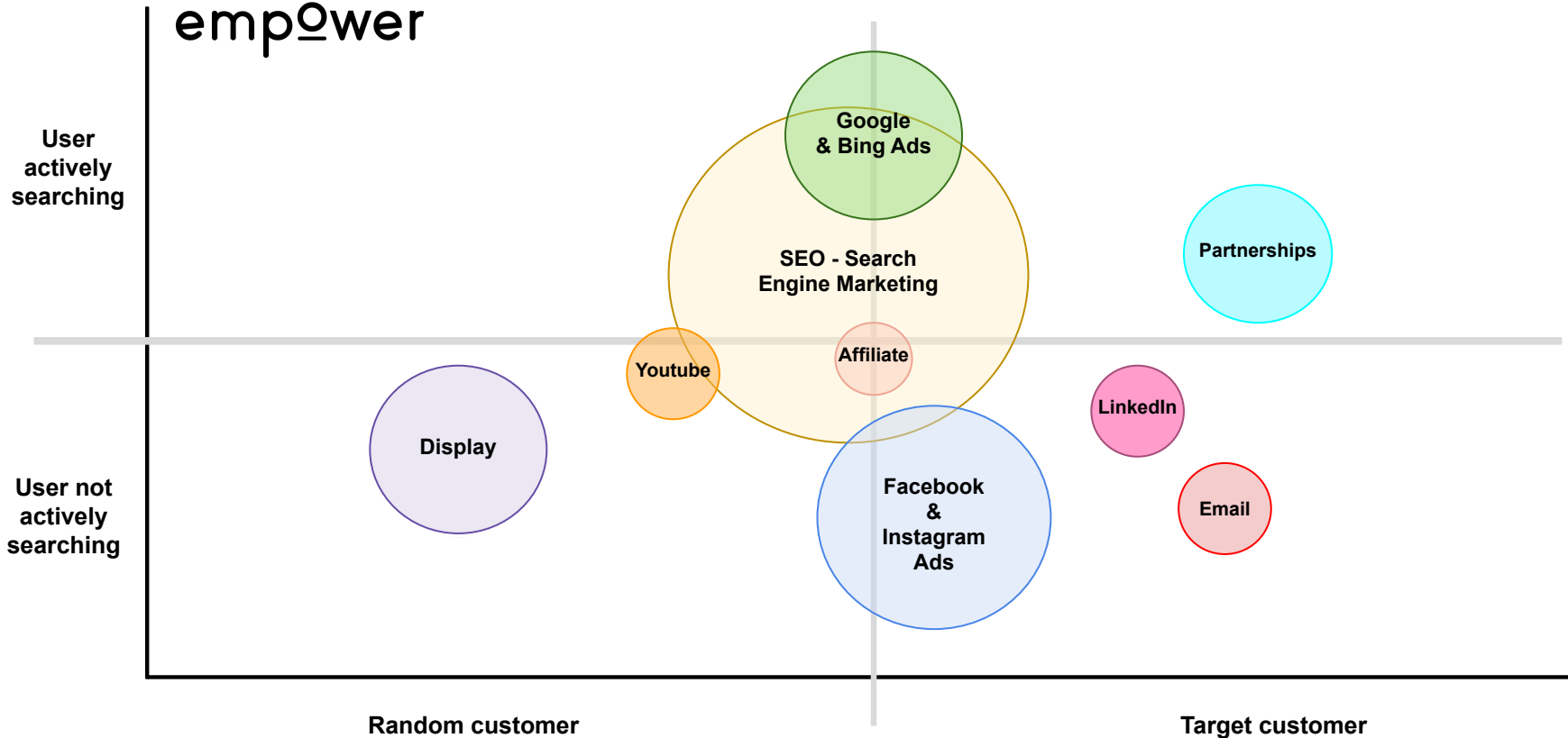


Source: [Statista](#)

Digital marketing overview



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What areas should you use?

Email Marketing - Low cost to use, highest ROI for digital marketing, good for focussed attention.

SEO - Tailoring the website and content to drive more traffic at no additional cost.

Video - Can be created at a low cost, such as filmed on a smartphone. Once created, can be repurposed for different channels (Youtube, website, social media).

Partnerships - Tapping into other people's networks, such as leveraging partners marketing channels to reach your target audiences.

Social Media - No cost to use, but can take up significant resources to grow presence and create content to share.

Google Ads - The Google Grants scheme offers \$10k free advertising for charities per month. But there's time investment needed to ensure it's effectively utilised.

Facebook Ads - Can be expensive and initial investment is needed, however campaigns can start at a low cost and generate strong results.

What areas should you use?



empower	Resource	Budget	Expertise
SEO	High	Low	High
Video	High	Medium	Medium
Partnerships	Medium	Medium	Low
Facebook Ads	Medium	High	Medium
Google Ads	Low	Low	Medium
Social Media	High	Low	Medium
Email marketing	Low	Low	Medium

Types of content marketing



Podcasts



Social media



Video



Blog posts



Email marketing



Web copy



Quizzes



Photography



Graphics

Webinars

Types of content marketing



	Resource	Budget	Expertise
Video	Medium	High	High
Web copy	Medium	Low	Low
Email marketing	Low	Low	Medium
Graphics	Medium	Low	Medium
Photography	Low	Medium	Medium
Social Media	Medium	Low	Medium

Social media



- **Facebook** - most effective for engaging an older demographic, sharing links to blogs and other useful content, developing a large community.
- **Twitter** - most effective for commentary on news articles and regular posts.
- **Instagram** - most effective to engage a younger demographic, showcasing creative visuals (imagery or video).
- **LinkedIn** - most effective for developing corporate connections, announcing public business updates and enhancing your organisations profile.

Social media channels



	Resource	Budget	Expertise
Facebook	Low	High	Low
Twitter	Medium	Medium	Medium
Instagram	High	Medium	Medium
LinkedIn	Low	Medium	Low



**Social media includes
the word **social**
for a reason**

Finding out about your audiences



[Page Insights](#) (demographics, reached, engaged, locations)

[Audience Insights](#) (lifestyles, demographics of page vs Facebook overall)



[Instagram Insights](#) (demographics, locations, when they're online)

[IG Audit](#) (find out how many of your followers are real)



[Twitter Analytics](#) (interests, demographics, locations etc)

[Followerwonk](#) (mapped locations and other data about followers)

[Twitter Audit](#) (find out how many of your followers are real)



Google Analytics (find out how people got to your website + who they are)

Google Search Console (find out what keywords people searched for)

Ladder of engagement



01	Like a post	<ul style="list-style-type: none">• Awareness and minimal engagement
02	Share a post	<ul style="list-style-type: none">• Becoming more interested and engaged
03	Join in conversations	<ul style="list-style-type: none">• Commenting on your posts and discussing with others
04	Actively seek out your news	<ul style="list-style-type: none">• Searching for your news
05	Respond and engage	<ul style="list-style-type: none">• Donating, responding to requests to getting involved on and offline
06	Advocate	<ul style="list-style-type: none">• Using knowledge and passion to tell their social groups about you and influence them

Influence and change



80% Giving

Building relationships, community, conversation

20% Asking

Receiving support, shares, donations

The Gives

Set the tone, tell stories

Use images or videos

Think positive, entertainment

Provide value or interest

Have conversations, build relationships

Less outbound links



The Asks

Hook, narrative, call to action

Linked to your objectives

The 'ask' not the take!

Stay on brand tone

Link with offline actions

SLEEP OUT Evolve Housing + Support
12 April at 13:40 · 🌐

80% of people who are homeless have experienced childhood trauma... Please #help us to break the cycle and help #homeless people gain back their independence - your support matters. #Donate now: <https://www.justgiving.com/EvolveLDN>

80%
experienced a childhood trauma including physical, sexual or emotional abuse, or violence within the family.
What do you think?

1

19



Why do people share?

To get the word out about causes or brands. 84% share because it is a way to support causes or issues they care about

To grow and nourish our relationships. 78% share information online because it lets them stay connected to people they may not otherwise stay in touch with

To define ourselves to others. 68% share to give people a better sense of who they are and what they care about

Self-fulfillment. 69% share information because it allows them to feel more involved in the world

To bring valuable and entertaining content to others. 49% say sharing allows them to inform others of products they care about and potentially change opinions or encourage action



What's working now

Video - the most engaging format in 2020

Ephemeral and 'in the moment' content (think Stories)

Awareness and holiday hashtags - #WorldKindnessDay

Mobile first - square and vertical visuals

Stories, including interactivity

Messenger apps (WhatsApp, FB Messenger, Instagram DMs)

Feed

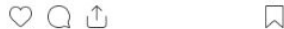
Médecins Sans Frontières (MSF):
[@doctorswithoutborders](https://www.instagram.com/doctorswithoutborders)



doctorswithoutborders MSF paediatrician Carola Buscemi examines three-month-old twins from Afghanistan. With the rest of their family, the babies are living in a tent on the outskirts of Moria camp in Greece. They arrived in Greece with breathing difficulties and now have a cold.

The situation in Moria camp is worse than ever. We are witnessing what has become a cyclical medical and mental health emergency, and are calling for the emergency evacuation for vulnerable people, and children, to the Greek mainland and other EU countries. . Photo © Anna Pantelia @annapantelia . #MSF #DoctorsWithoutBorders #Greece #Moria #MoriaCamp #Europerefugeecrisis #Afghan #twins #babies #paediatrician #babiesofinstagram

Load more comments



8,593 likes

OCTOBER 3

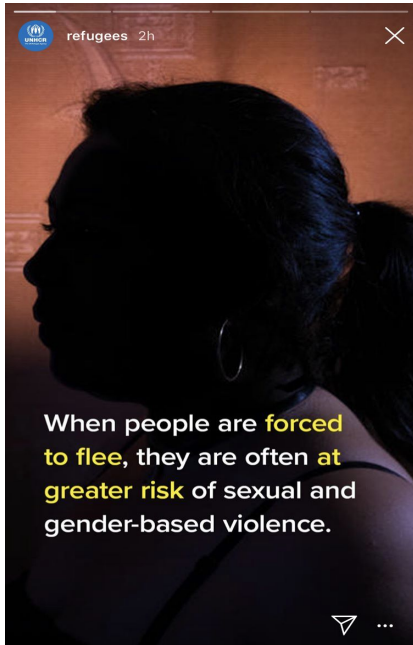
Add a comment...



Stories



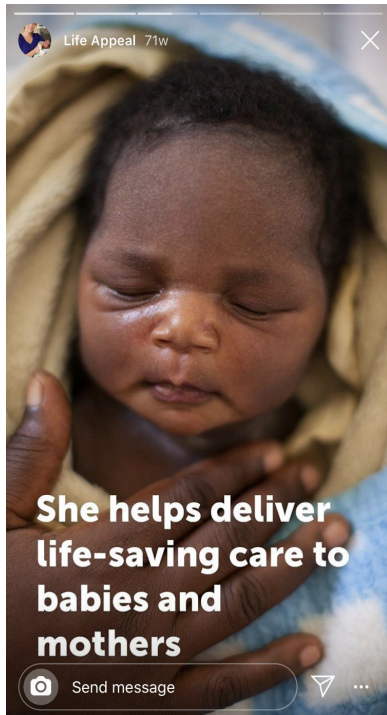
Instagram Stories' photos and videos that vanish after 24 hours. Instagram stories are one of the most engaged with, and fastest growing places to meet your audiences.



Stories



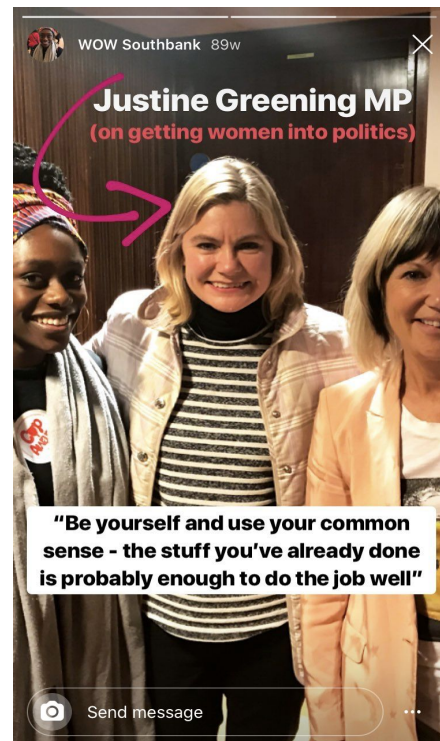
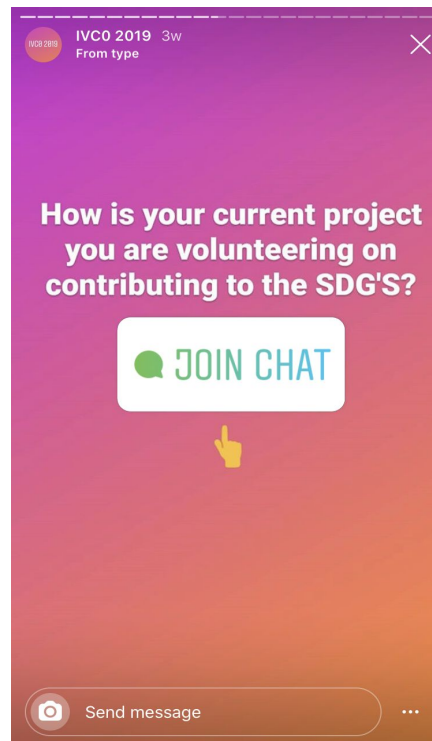
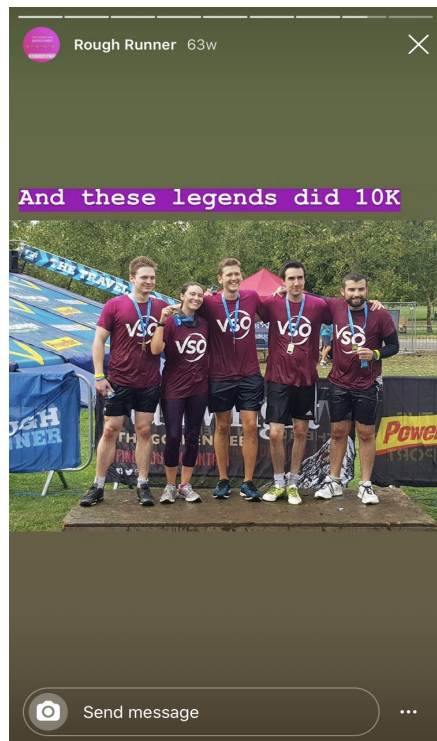
They can be polished....



Stories



Or more 'live' and authentic, interactiv, using emojis, gis and polls:





Planning stories

Aim for 6 to 8 shots, including a mix of videos and photos that would accomplish the following, in this order:

- Shot 1: Set the location/scene/introduce subject
- Shot 2: Tell us what is happening
- Shot 3, 4 and 5: Show us 2 or 3 interesting facts/benefits/beneficiaries of the activity
- Shot 6+: Provide additional detail:
 - Background information and scene-setting
 - Comment to camera - video or quote overlaid on photo from staff, volunteer or beneficiary

What makes a story?

Concise storytelling: Your followers can see the length of your story when they open it, a long commitment might put them off them away from watching further

Creative angles and different perspectives: Try to be part of the action if possible, so the experience feels immersive. For e.g: follow the action with your camera, pan the camera, walk around

Real, in the moment: Stories should look organic, not highly produced or set up. They're not supposed to be picture perfect- but a reflection of reality.



unwomen 16h



**#16Days of Activism
against Gender-
Based Violence,**

25 November to 10 December,

is our opportunity to
speak up and stop
rape culture.

**BOYS WILL
BE ~~BOYS~~**



See More



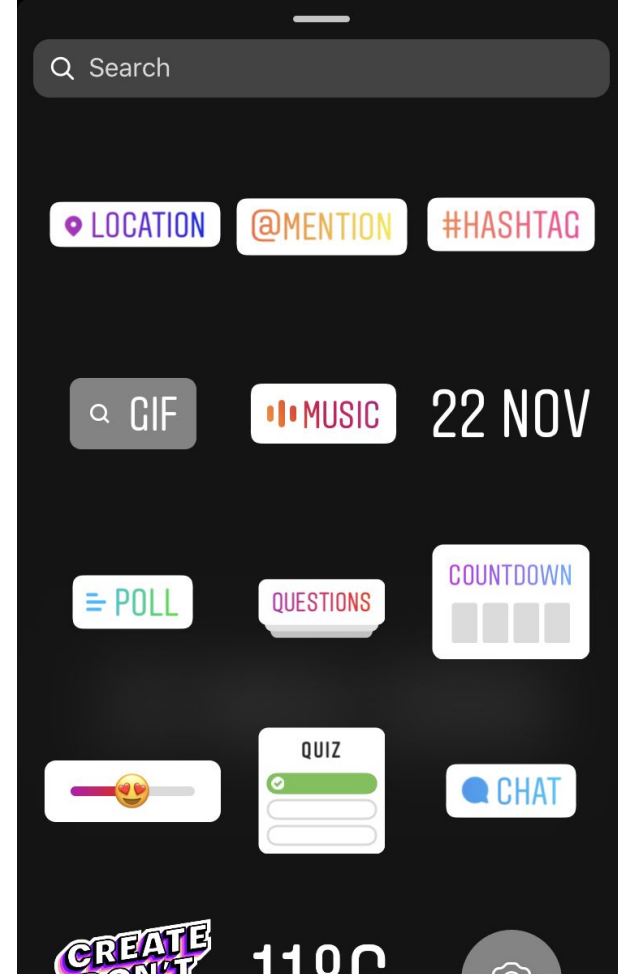
What makes a story?

Different types of content: Use photos, videos, boomerang, hyperlapse if you get the opportunity and if the tone fits the format.

Use visual elements: IG provides native graphics like emoji and text bubbles. Use these to make the story more interesting and make it suit the platform!

Tools: Don't hesitate to use the question/poll/"love" bar tools when appropriate.

Text: When adding text try to keep it as short as possible. No more than three lines at the most.





Writing Stories

When planning Stories, use a template like this, to think through all the Story slides in advance.

For more polished Stories you can fully prepare the Story before publishing any of it. Stories can be created and saved on your phone for when you want to post.

For live Stories, this planning can be used more loosely to help those gathering content focus on what's needed, and hit key messages, while giving them space to respond to what they see, who they meet ,etc.

TITLE:
FILENAME:
COUNTRY:
SHOOT DATES:
RELEASE DATE:
SOURCE:

SHOT	TEXT/VISUALS

Where to find photos and videos



[Pexels.com](https://www.pexels.com)

[Unsplash.com](https://unsplash.com)

[Pixabay.com](https://pixabay.com)

The screenshot shows the Unsplash website interface. At the top, the Unsplash logo and tagline 'Photos for everyone' are visible. A search bar contains the text 'old people smile'. To the right of the search bar are links for 'Brands', 'Explore', 'Submit a photo', 'Login', and a 'Join free' button. Below the search bar, statistics show 'Photos 105.9k', 'Collections 10k', and 'Users 0'. A row of filter buttons includes 'Person', 'Woman', 'Smile', 'Human', 'Face', 'Portrait', 'Old', 'Grandma', and 'Female'. Three image thumbnails are displayed in a grid. The first thumbnail is a black and white portrait of an elderly woman with glasses, smiling. Below it are tags: 'Portrait', 'People Images & Pictures', and 'Senior'. The second thumbnail shows a woman in a blue shawl carrying a child on her back. Below it are tags: 'Portrait', 'People Images & Pictures', and 'Face'. The third thumbnail is a black and white close-up of an elderly woman's face, smiling. Below it are tags: 'Portrait', 'People Images & Pictures', and 'Face'. A fourth thumbnail is partially visible at the bottom left, showing a close-up of a person's face.

How to edit images and create design assets



[Canva.com](https://www.canva.com)

[Pixlr.com](https://www.pixlr.com)

The screenshot shows the Canva website interface. At the top, there is a navigation bar with the Canva logo, links for Home, Templates, Features, Learn, and Plans, a search bar with the placeholder text "What would you like to design?", and buttons for Log in and Sign up. Below the navigation bar is a "Create a design" section with a "Recommended" tab selected. This section displays a row of six design templates: Presentation, Video, Instagram Post, Social media, Report, and Poster. Below this row is a "Presentation" section with a "See all" link on the right. This section displays three presentation templates: "A Student's Guide to Learning from Home" (with cartoon characters), "A STUDENT'S GUIDE TO LEARNING FROM HOME" (with a sun and "YAY" text), and "New Hire Resources" (with a grid of photos).



Free Google Ads spend!

\$10,000 (£8,000) in monthly adwords spend for eligible nonprofits

Equivalent to \$329 (£250) per day in free advertising

Sign up at www.google.com/nonprofits

Setup guide here:

<https://empower.agency/google-grants-charities-nonprofits-setup-guide/>





Next Steps

Objectives - having clear defined goals that correlates with the organisations objectives.

Community - keeping users engaged with the organisation and content provided, particularly encouraging conversations.

Content - providing various formats of content (polls, videos, images) that adds value to users in some way, such as practical advice or is simply enjoyable content.

Growth - growing channels with the organisation to expand brand awareness and create more supporters.

Analysis - ensuring the key metrics are regularly reviewed, so social media channels are supporting business objectives.

Questions?



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Thank you

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