

Nonprofit

Making Sense
of Online Marketing



The

DOWN LOAD

Constant Contact® 

THE OFFICIAL CONSTANT CONTACT
MARKETING ADVISOR PLAYBOOK

Contents

02

Introduction

Our goal is to show you how to connect the dots in online marketing.

08

CHAPTER ONE

How people find you online

Whether people search for your organization by name or by something related to your work, your audience, clients, and donors should be able to find you.

14

CHAPTER TWO

How to set your organization up for online marketing success

With an understanding of how people may find you online, let's talk about the tools you should use to make sure you have a strong foundation in place.

49

CHAPTER THREE

How it all comes together

Let's take a look at how you bring it all together to position yourself for success.

59

CHAPTER FOUR

Online marketing can work for you

With your knowledge of how to make online marketing work for your nonprofit organization, you're ready to take the next steps.



Introduction

Should your nonprofit organization have a digital presence?

There is plenty of research to show that people are looking for and engaging with businesses online all the time:

90%

of adults in the U.S. use the internet

PEW RESEARCH CENTER, JUNE 2019

96%

of adults in the U.S. shop with online stores at least once a year

BROADBAND

By 2021:

72.9%

of all purchases will be mobile ecommerce sales

\$3.56 Trillion

in mobile ecommerce sales

But nonprofit organizations' marketing needs are different.

Nonprofit organizations' marketing needs are in some ways more complex than those of most businesses. Your success relies on building strong relationships with diverse stakeholders including clients, volunteers, donors, community leaders, and funding agencies.

Can digital tools that are powering business growth
be harnessed for greater community impact?

Yes, they can.

Donations are moving online

According to the M+R 2018 Benchmark Study

✓ 1.4%

SLIGHT DECLINE IN TRAFFIC
for nonprofit websites
compared to previous year

BUT

^ 23%

INCREASE IN ONLINE GIVING
in 2017 compared to
15% in previous year

Online donations are a key funding source for smaller nonprofits

According to Blackbaud's Charitable Giving Report: How Fundraising Performed in 2018



SMALL TO MEDIUM NONPROFITS
Budgets below \$1M

13.4%
of total fundraising
came from online giving

8.5%

of funds raised in 2018
came from online giving



LARGE NONPROFITS
Budgets \$1M – \$10M

7.8%
of total fundraising
came from online giving



The possibilities seem endless, but so do the never-ending expert advice and the many marketing myths presented as fact. If you've already dipped into online marketing, you may be frustrated to find that it's not as easy as many claim it to be. It is all so overwhelming.



You're not alone.

If you're like many Constant Contact customers who want to use email marketing to promote their community initiatives, we know you've got a lot on your plate. You're wearing many hats and don't have the luxury of time to figure out how to navigate the cluttered and noisy world of online marketing.

What if there were a way to make sense of online marketing?

Here's the thing, it's not just about the tools available to you. You also need to understand the fundamentals of marketing so you can get the most out of those tools. Again, that's not easy when your focus is on meeting the sometimes urgent needs of your community.

This guide is designed to give you practical advice.

Our goal is to show you how to connect the dots in online marketing. To point out what you should pay attention to so you have a strong foundation in place.

Then you'll have the knowledge, understanding, and confidence to take advantage of the new opportunities online marketing opens for you.



There's something else that's important to note.

As a community-based nonprofit you can harness the potential of online marketing to build relationships that serve other aspects of your organization's work. Online marketing can help you to strengthen and grow volunteer networks and can serve as a tool to reach the people and communities that need your organization's services.

Ultimately, we're talking about engaging with people. With online marketing, you're changing your location to a digital format. You're communicating through computers, phones, and tablets. But at the other end of those devices are people. And people engage with and support organizations they know, like, and trust.



TIP

Here's a good rule of thumb as you navigate the digital landscape: If you wouldn't do it face-to-face with someone, don't do it online.

Keep this in mind about online marketing.

Many small nonprofits tell us that they engage in a lot of word-of-mouth fundraising and “friend-raising” to garner support for everything from annual appeals and events to campaigns to launch new programs or purchase special equipment. Face-to-face gift solicitation should be a top priority of your fundraising. History and fundraising best practices tell us that people-to-people relationships remain the strongest strategy for securing leadership-level gifts and building a major gifts program.

But successful fundraising programs also focus on building a pipeline of prospective donors — bringing new friends into your circle of supporters. And increasingly, word of mouth happens online. When done correctly, online marketing expands opportunities to extend your organization's reach.

As you know, a nonprofit organization's success is built on relationships. Online marketing allows you to strengthen existing relationships with current supporters and to build connections with new ones.

Here's what we're going to cover:

Chapter 1: How people find you online

Chapter 2: How to set yourself up for success

Chapter 3: How it all comes together

Chapter 4: Online marketing can work for you



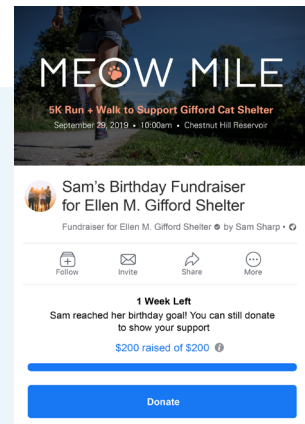
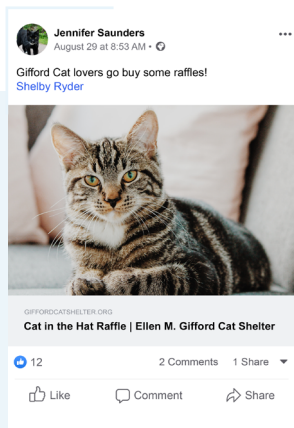
Now let's get to it!



How people find you online

We've mentioned that word of mouth now happens online.

People are talking up their favorite community causes directly. They're consuming and sharing content they find useful or entertaining from those organizations, and they're asking connections for recommendations. Your nonprofit has an opportunity to be part of these conversations.



People give to organizations they know and trust because they have used their services, or because they know someone who has. As the old saying goes, "people give to people." This is where social media comes in.

The more you can do to keep your organization top of mind and make it easy for others to ask about you, the more you increase the chances of people recommending you or seeking you out when they need what you offer.

Beyond being part of the conversation, you must understand what people may find when they go looking for your organization specifically by name, or for something that your organization offers.

And, of course, be aware that if they don't find your organization when they go looking online, it begs the question, "Does this organization even exist?"

What do people find when they go looking online for services that are offered by an organization like yours?

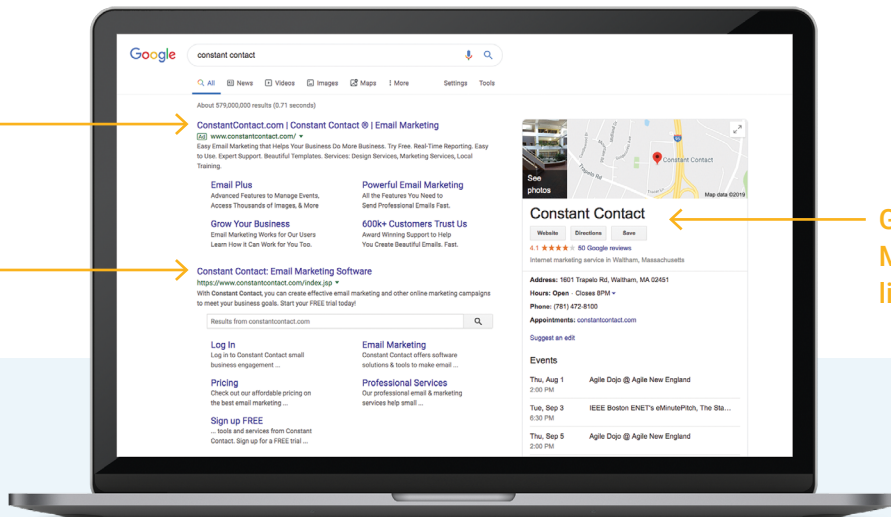
It's no secret that people are turning to search engines like Google to get more information about the community services they're investigating. Let's take a look at some of the things that may show up on a search engine results page, or SERP, when someone searches for an organization by name:

- Paid ads
- Organic (non-paid) search results
- Google My Business listing
- Social media accounts
- Reviews
- Info from other sites

Paid ad

Organic result

Google My Business listing



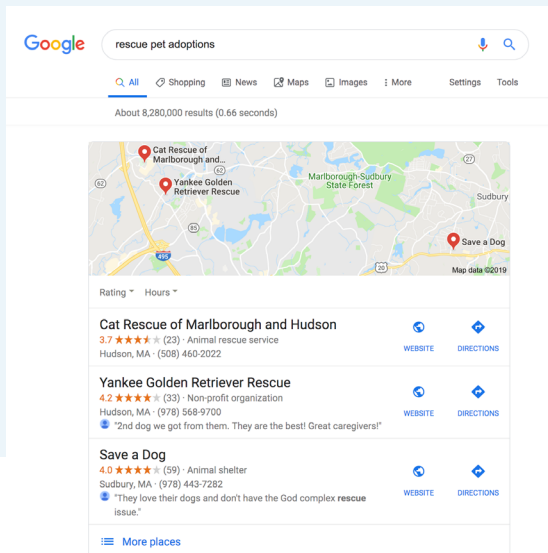
Example using "Constant Contact" as the search term

What if they're looking for something your organization offers?

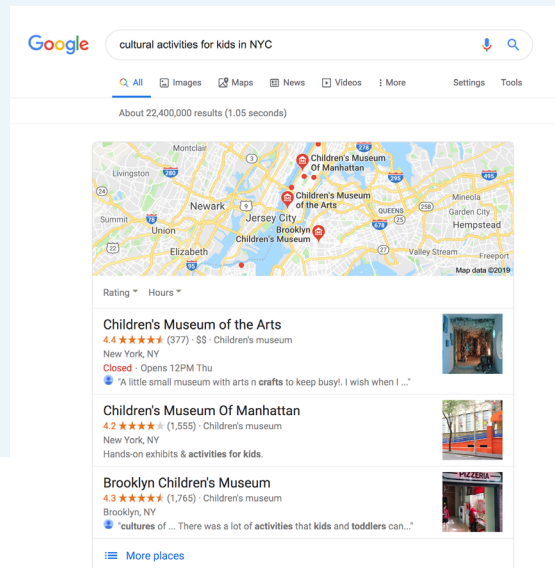
In the example on the previous page, we searched for a specific business — *Constant Contact* — by name. But people don't always search by name. Sometimes they know they want or need a particular service, but they don't know where to find it. They type in a more generic search term, like "services for the elderly" or "how to help the environment."

Let's look at a couple of examples.

For example, if someone wants to adopt a new puppy or kitten, they might type "rescue pet adoptions" into a search engine, which would result in something like this:



A family planning a vacation in, say, New York City, might search for "cultural activities for kids in NYC," which would lead to these results:



Notice that these searches bring up the listings in Google Maps first. This information comes from Google My Business Profiles (more on that later).

Google rescue pet adoptions

Page 2 of about 11,600,000 results (0.61 seconds)

Buddy Dog Humane Society
<https://www.buddydogs.com>
 Adopt your ... It's a festival fun for the whole family and pet lovers alike! ... She was rescued from a dangerous mountain road in Puerto Rico with only one ...

THE BEST 10 Animal Shelters near Concord, MA - Last ...
<https://www.yelp.com> › Concord, MA › Pets › Animal Shelters
 Best Animal Shelters in Concord, MA - Buddy Dog Humane Society, The Cat Connection, Guardian Angels Cat Rescue, Animal Rescue League of Boston, Save ...

Save A Dog, Inc. - a holistic minded humane society located in ...
<https://www.saveadog.org>
 100% of proceeds benefit Save A Dog of Sudbury's mission to rescue and rehome ... We want you to be part of our vision of increasing dog adoptions by offering ...

Last Hope K9 Rescue: Home
<https://www.lasthopek9.org>
 LHK9 Rescue is dedicated to saving abandoned, neglected, and/or abused dogs from high-kill shelters in Central AR and beyond. ... basis of age, pre-existing medical conditions, or breed. Why? Because every animal deserves to know love.

Last Chance Animal Rescue
<https://www.lcarecure.org>
 Founded by Whitney Knowlton in 2008, Last Chance Animal Rescue is a ... Our Adoption Program has successfully found homes for over 10,000 cats and dogs ...

Dogs for Adoption « Homeward Trails Animal Rescue | Pet ...
<https://www.homewardtrails.org> › adopt-a-pet › dogs-for-adoption
 Homeward Trails Animal Rescue adopts pets to homes in Washington, DC, Virginia and Maryland. Many of the dogs and puppies available for adoption are ...

Northeast Animal Shelter: Home
<https://www.northeastanimalshelter.org>
 The Northeast Animal Shelter in Salem, MA, is one of New England's largest no-kill animal shelters for puppies, kittens, cats, and dogs. Open daily.

Google cultural activities for kids in NYC

Page 2 of about 21,100,000 results (0.88 seconds)

Kids & Families | The Metropolitan Museum of Art
<https://www.metmuseum.org> › learn › kids-and-families
 The Met has so much to offer kids and their families. ... A long table covered with crafts projects with one boy writing on a paper and a ... Celebrate art and culture at festivals and special events that feature an eclectic mix of activities, including performance, ... 1000 Fifth Avenue; New York, NY 10028; Phone: 212-535-7710.

Home - Children's Museum of the Arts New York
<https://cmany.org>
 Join us Sunday, September 22 for a celebration of Belgian culture! CMA is presenting ... Children's Museum of the Arts 103 Charlton St. NYC 212.274.0986.

30 Best Museums for Kids in New York City - Mommy Nearest
<https://www.mommynearest.com> › edition › nyc › article › 30-museums-e-...
 Feb 27, 2018 - visit all 30 of these kid-friendly museums in New York City from AMNH ... When you live in New York City, it's easy to take for granted all the culture at your ... Plus, they're opening up the new imaginATIONS Activity Center for ...

Cultural Tourism in New York City: The Top 15 Cultural Activities
<https://www.inspirock.com> › USA › New York State › New York City
 Find 2019's best museums, historic sites, and performances. Buy tickets and skip the line for the best cultural activities in New York City.

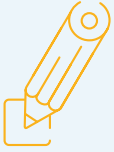
Culture of New York City - Wikipedia
<https://en.wikipedia.org> › wiki › Culture_of_New_York_City
 ... is the center of commercial theatrical activity in New York City and the U.S. New York City has been described as the cultural capital of the world. The culture of New York ... in the city was the central topic and inspiration for comics from the days of Hogan's Alley, the Yellow Kid, The Katzenjammer Kids and beyond.

Programs - Bryant Park
<https://bryantpark.org> › programs
 Arts + Culture Classes + Activities Kids Winter Village ... Home to NYC's only free admission ice skating rink, the Holiday Shops, and The Lodge, a rinkside ...

Beyond the map listings, you may also find websites, social media accounts, reviews, and listings of organizations near your location in the search results.

If we apply these results to what may show up for your organization, that means you should be paying attention to:

- Your website
- Social media accounts
- Review sites
- Cause-specific listings
- Competitor listings



ACTION STEPS



Search for your organization.

What information shows up? Is it what you were expecting? Is there anything there that surprises you? Is there something missing?



Search for generic terms for your organization.

Is your organization there in either an organic or paid perspective?



Make a list of results that show up on the first page in both scenarios.

Here's the reality: **If you're not online, the people who need your services and who want to support your work can't find you.**

Whether people search for your organization by name or by something related to your work, your audience, clients, and donors should be able to find you. Your job is to make sure your organization can be found, that the information is accurate, and that you're answering the questions your potential constituents may have.

As people visit your website and click through from various search results, they're starting to form opinions about your organization. Ultimately, they're asking themselves, "Is this the right organization for me?"

If your organization is present, engaging and interacting, and providing valuable resources, you'll increase the chances of people finding your organization and choosing it.



The question is, which tools should you use to build a strong foundation for your online marketing efforts? Let's take a look at how to set your organization up for success.



How to set your organization up for online marketing success

With an understanding of how people may find you online, what should you do to make sure you have a strong foundation in place?

Let's talk about the tools you should use and some tips to get you started.

Here's what you need to create an effective online presence for your organization:

1

A mobile-friendly website



2

An email marketing tool



3

A primary social channel



4

Up-to-date cause-specific listings



5

A way to easily create content





A mobile-friendly website: Your online hub.

Yes, your nonprofit should have a mobile-friendly website. It's at the center of all your online activities. It's the hub you'll want to point people to in order to ensure that they can access your programs and services and to provide volunteer support and contributions. You shouldn't rely solely on social media sites. You'll want to have a place you own.

Think about the first thing you do when you want to investigate an organization. Typically, you'll go looking for a website to learn more. Your potential constituents are doing the same. And they're frequently doing it on a mobile device which is why having a mobile-friendly website is so important.

When we say mobile-friendly, what we mean is mobile-responsive. A mobile-responsive website provides a great experience for visitors regardless of how they're viewing it because it adapts to the device being used to access it.



TIP

Buy a domain name for your website to match your organization's name.

If your nonprofit is new, you may use free tools to get online. Eventually, though, you'll want to use your own domain (for example, YourNonprofit.org) to look professional and add credibility to your work.



With a mobile-responsive website, visitors won't struggle to find the information they need. They'll be able to read and navigate your site with ease regardless of the device they're using.



Responsive
website
on mobile



Non-responsive
website
on mobile





The good news is that you no longer need to be a web designer to build an effective website.



DID YOU KNOW?

Want a custom designed site?

Get a custom-designed, mobile-optimized site in just minutes with [Constant Contact's intelligent website builder](#).

Need a logo?

A logo and colors form the basis for the visual representation of your brand. Make one with the [Constant Contact logo maker](#).

Your nonprofit organization's website should have at least five pages.

When people visit your website, they're looking for answers to their questions. Use the following pages to answer them.



← **HOMEPAGE**
Your front door



← **ABOUT US PAGE**
Your story



← **PROGRAMS AND SERVICES PAGE**
What you offer



← **SUPPORT US PAGE**
How visitors to your site can help



← **CONTACT US PAGE**
Your chance to connect



HOMEPAGE

What questions should you answer on your Homepage?

What are your programs or services?

You don't have a lot of time. Be clear. Be specific.

Who are they for?

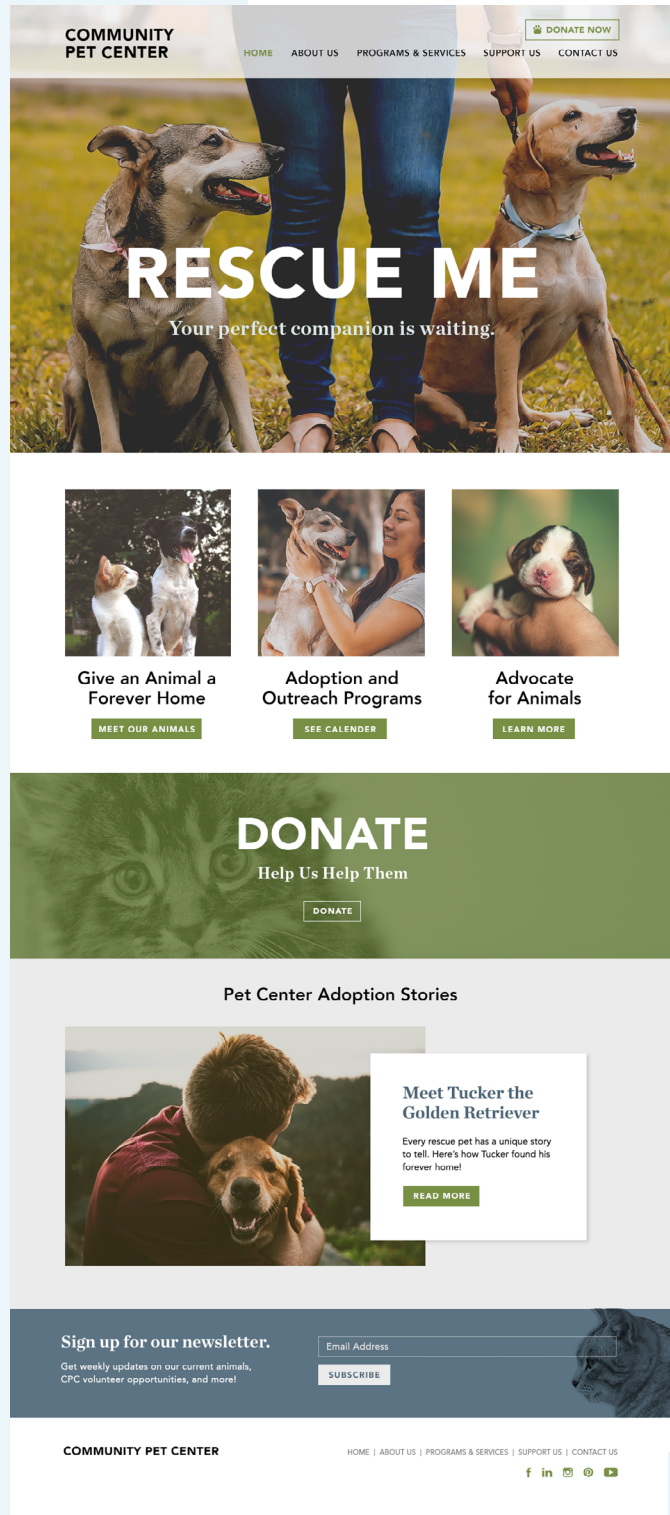
The visitor is asking, "Is this for me?" Who is your ideal client/volunteer/donor? Make it clear who your programs and services are for.

So what?

Why should the visitor choose you? Is there something about your programs and services that make your organization unique?

What should visitors do next?

Enroll in a program or plan a visit? Contact you? Give an email address for resources? Make it clear what action they should take as their next step.



Homepage example



ABOUT US PAGE

What questions should you answer on your About Us page?

What is your story?

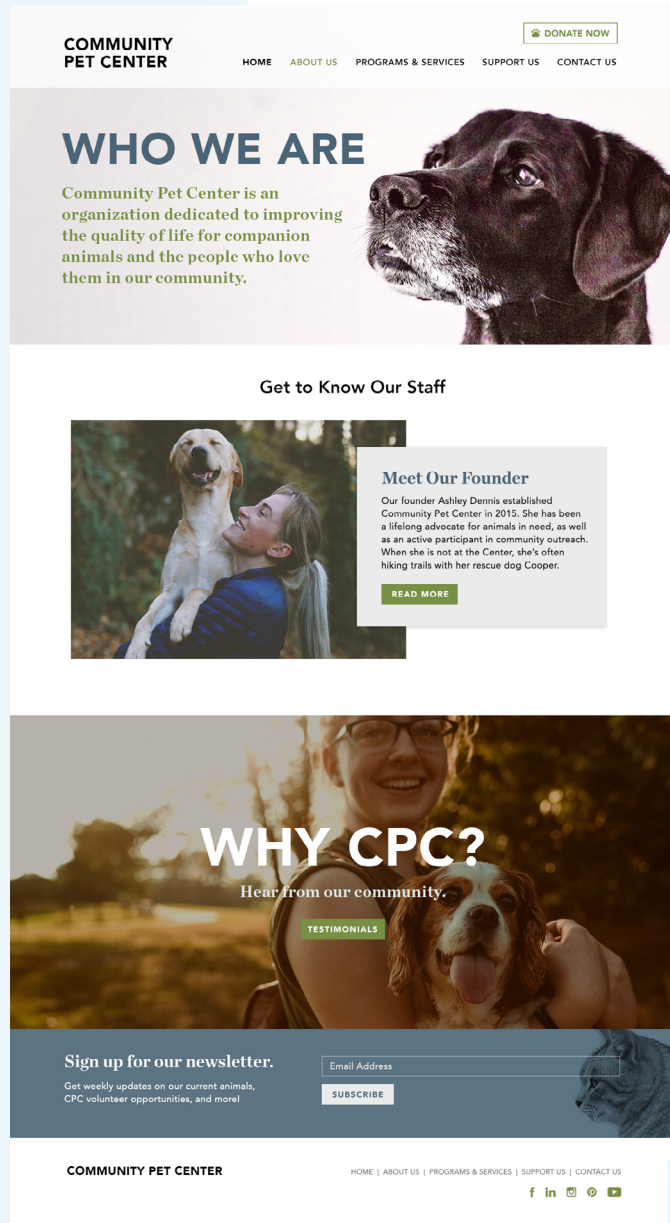
What problem are you trying to solve for the community? What is your organization's vision for a better world? What are you doing to solve this problem? Why is your work important to the community?

Why should people care?

How will your audience of potential clients/volunteers/donors benefit from working with you? How will you solve their problem and give them peace of mind? Do you have testimonials to support your work?

What makes you or your organization different?

What is your organization better at than anyone else? How are you addressing an unmet need?



About Us page example



PROGRAMS AND SERVICES PAGE

What questions should you answer on your Programs and Services page?

What services/programs do you provide?

Here is your opportunity to tell people what you do. Do you offer classes or performances? Emergency services? Social or health services?

How can people access these services/programs?

Where are your programs held? When? How does someone enroll or sign up?

COMMUNITY PET CENTER [DONATE NOW](#)
[HOME](#) [ABOUT US](#) [PROGRAMS & SERVICES](#) [SUPPORT US](#) [CONTACT US](#)

WHAT WE DO

Learn about all the programs and services we offer.

Animal Behavior Training

We Offer Three Tiers of Behavioral Training
Puppy Class: Puppies 5 months or younger
Beginners: Puppies and dogs 5 months or older new to training
Advanced Obedience: Dogs that have completed rudimentary training

[CLASS SCHEDULE](#)

Community Outreach

CPC is passionate about education and sharing resources with our community. We regularly host events at local schools to teach the next generation about animal care. See our calendar for upcoming events.

[SEE CALENDER](#)

Animal Advocacy

Improving animal welfare is at the core of everything we do. Our organization is constantly working to further the laws and regulations that protect our beloved pets and community animals. Read more about our practices to see how you can get involved.

[GET INVOLVED](#)

Sign up for our newsletter.
 Get weekly updates on our current animals, CPC volunteer opportunities, and more!

Email Address

[SUBSCRIBE](#)

COMMUNITY PET CENTER [HOME](#) [ABOUT US](#) [PROGRAMS & SERVICES](#) [SUPPORT US](#) [CONTACT US](#)

[f](#) [in](#) [@](#) [v](#)

Programs and Services page example



SUPPORT US PAGE

What questions should you answer on your Support Us page?

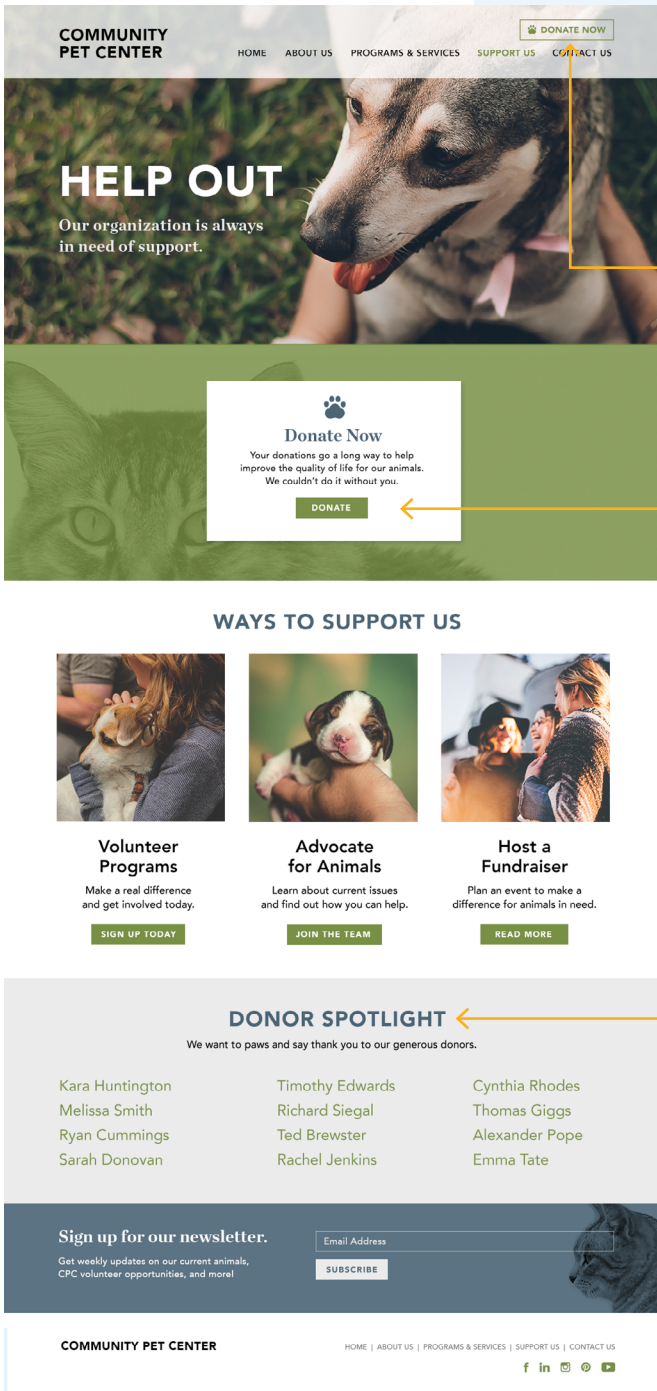
How can I make a gift right now?

Okay, so this is a no-brainer. With so many people giving online, you definitely want to offer an opportunity to make a gift. You might also want to make it easy for people to set up monthly giving, considering that the [M+R 2018 Benchmark Study](#) found that monthly online giving grew 40 percent from the previous year.

How can I participate in other ways?

If your organization relies on volunteers, list the different ways someone can help by donating time. Or maybe your work benefits from donated items, such as clothing or electronics. Let people know how they can contribute in this way.

Support Us page example



SUPPORT US PAGE

TIPS



Donate Button

Consider including a “donate now” button on every page of your website. Make it easy to make a gift.

Potential Donors

Chances are that you’re already in relationships with the people who are most likely to make a major or legacy gift, but it doesn’t hurt to mention to every potential donor how important a bequest can be to your organization.

Honoring Active Donors

There are donors who will request (or require) that you list their names and logos in your organization’s materials, including your website. Use this as an opportunity to celebrate those who support you, and to tell the story of why they became involved with your work. Your donors will feel honored and may inspire others to give.

Support Us page example



CONTACT US PAGE

What questions should you answer on your Contact Us page?

Where can people find you?

Do you have a physical location(s)? Where is your organization based? Social channels?

When can people find you?

What are your hours of operation? Are all locations the same? Are there different hours for different services?

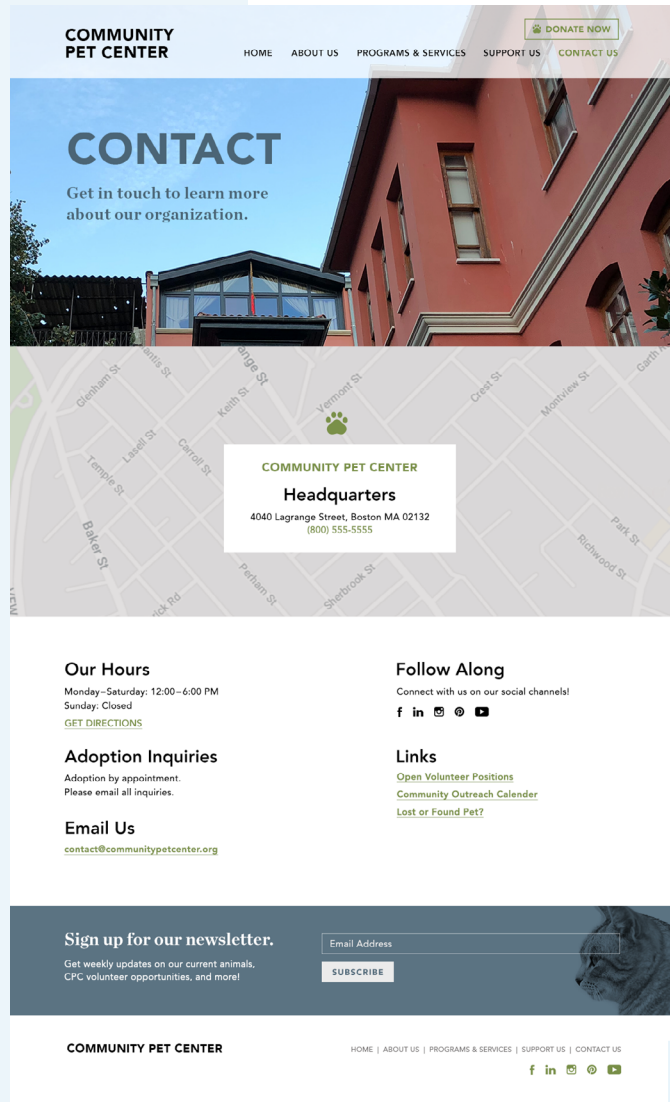
How can people contact you?

More than one way? Start with your preferred method. What should they expect in terms of a reply?



TIP

Don't have a physical location? You can use a P.O. box or list the areas you serve.



Contact Us page example



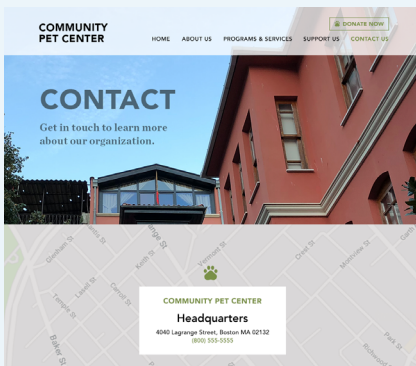
Tips for using images on your website.

Overall, use high-quality images on your website whenever possible. If you don't have your own images, sites like Unsplash offer free, high-quality stock images.



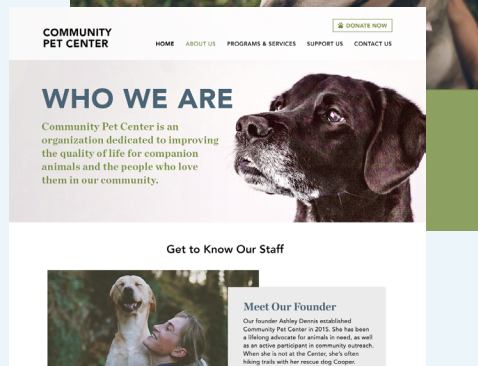
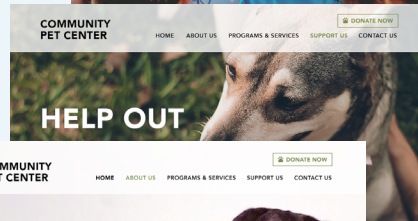
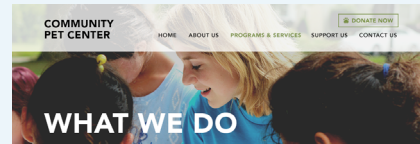
HOMEPAGE

Show what success looks like for your organization.



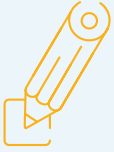
CONTACT US PAGE

Show your physical location, especially if it's not in an obvious place.



ABOUT US, PROGRAMS AND SERVICES, AND SUPPORT US PAGES

Use professional images of you, your staff and volunteers making a difference. Showcase the audiences that you serve.



ACTION STEPS



Create a simple website.

Don't have a website? [Create one with Constant Contact](#) in minutes!



Review your website for the appropriate pages.



Make sure you're answering the suggested questions for your visitors.



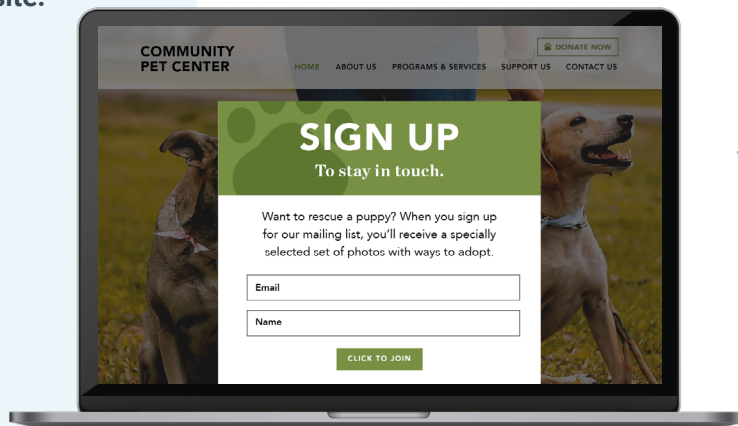
Add sign-up forms to your website.

What happens if someone visits your website but doesn't engage by enrolling in a program, making a donation, or requesting more information?

It is hard to say if they will come back again. But what if you had a way to contact them? Then you could encourage them to come back and eventually become involved in some way.

This is why you'll want to collect email addresses from people who visit your website. You can do this by adding sign-up forms to your website. In addition to your website, you should also think about collecting emails in person and in print. Offer something of value to a visitor in exchange for their email address—like helpful information about an issue that your organization addresses—to get more people joining your list.

Once you have someone's email address you're able to reach out on a consistent basis to encourage them to engage with your organization by sharing a combination of helpful and promotional messages.



How do you facilitate this process?

Enter: email marketing.



Email marketing: It's how you drive engagement.

Why is email marketing important today? Simply, because it works. And yes, email is still ranked as one of the most effective marketing channels according to Ascend2's 2019 Digital Marketing Strategies Survey Summary Report.

Like your website, email marketing also creates an asset you own. The contacts on your list are yours. And if you're doing it right, those are people who have said "yes, I want you to contact me."

Email marketing also allows you to automate much of the communication so the emails your contacts receive feel timely and relevant. Automation assures you get the right messages to the right people at the right time.

When someone signs up to receive your emails, they are actively demonstrating an interest in you and your organization. Take advantage of this time when a new contact is highly engaged and automate a couple of emails to continue the conversation. Whether they sign up today or a week from today, they won't have to wait for you to manually send an email to hear from you.



TIP

Create a simple series of emails to welcome people to your email list (more on the next pages).



Here are two emails to include in your automated welcome series.

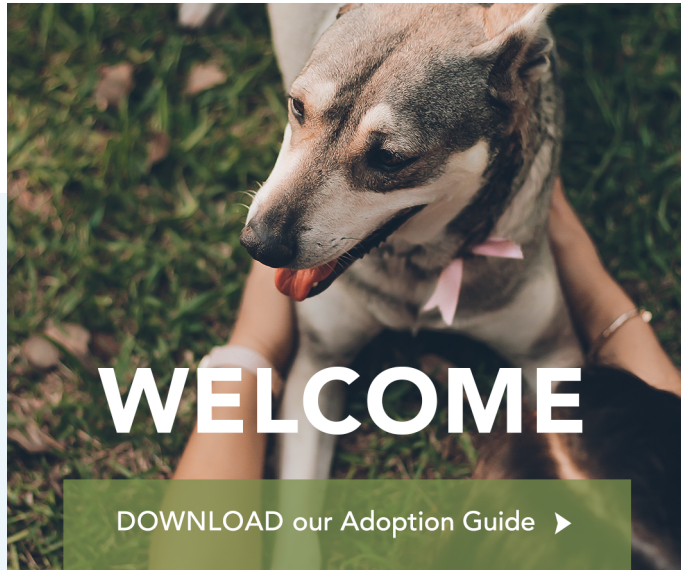


**WELCOME SERIES
EMAIL ONE**

Welcome/ Delivery email

Send this Welcome email immediately after someone signs up. Deliver what was promised, welcome your new subscribers, and reiterate what they should expect in the future.

COMMUNITY PET CENTER



WELCOME

DOWNLOAD our Adoption Guide ▶

Thank you for joining our community!

Every week we send out a newsletter with current volunteer opportunities and a featured pet in search of a forever home. Thank you for your interest in our cause, let's see what we can do together!

 [DONATE NOW](#)

[VISIT OUR SITE](#)



4040 Lagrange Street, Boston MA 02132
contact@communitypetcenter.org (800) 555-5555

Welcome email example



WELCOME SERIES
EMAIL TWO

Invitation to Connect

Send this email a few days after your Welcome email. Let your new contacts know of the other ways in which they can engage with you – this will most likely be on your social channels – so invite them to connect with you.

This email is important because once your subscribers connect with you in other locations, you have multiple ways to engage and stay top of mind.

And, if your subscribers engage with you on these public forums, your nonprofit gets exposed to their connections who are likely also to make excellent prospects for your organization.



TIP

Use email automation to save time and get new and repeat engagement. Need some ideas?

[Find some here.](#)

COMMUNITY PET CENTER



LET'S CONNECT

Learn more about our animals, events, and volunteers by following us on social media!

#communitypetcenter



FOLLOW US



LIKE US



4040 Lagrange Street, Boston MA 02132
contact@communitypetcenter.org (800) 555-5555

Let's connect email example



ONGOING COMMUNICATION

Plan on sending an email at least once a month thereafter.

Consistency is key in any form of marketing. Write down the potential opportunities you have to reach out to your email contacts. These opportunities could mean national holidays, upcoming events, and events specific to your cause (e.g., Breast Cancer Awareness Month) or the sector in general (#GivingTuesday).

Share a combination of helpful resources and promotional emails to provide the most value to your contacts.

COMMUNITY PET CENTER



NATIONAL PUPPY DAY

Join us on March 23!

To celebrate we are hosting morning, afternoon, and evening puppy training sessions in our nearby park. Click to RVSP below and choose the time slot that works best for you!



Be sure to share your photos by tagging #cpcpuppyday #communitypetcenter

DONATE NOW

RSVP TODAY



4040 Lagrange Street, Boston MA 02132 contact@communitypetcenter.org (800) 555-5555

Promotional email example



ONGOING COMMUNICATION

Use your presence in the community to grow your list.

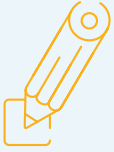
Take advantage of every opportunity to encourage people to join your community by joining your mailing list.

Constant Contact's Text-to-Join feature and the availability of free QR codes make it easy! You can include this information on every flyer, brochure, and even business cards.

Next time you're at a community fair, speaking at a local event, or hosting a large public program, encourage people to sign up.



Mailing list example



ACTION STEPS

✓
Set up a simple, automated welcome series.

✓
Plan to send an email at least once a month.



✓
Think about other emails you may want to automate.

✓
Think about how you will want to segment your list.

Should you segment your list?

As your list grows, think about how to segment it so that you are sending the right messages. People who attend your programs or come to you for services will have a different perspective on your organization than those who volunteer or donate money.

COMMUNITY PET CENTER


Join Our Team!

Our Animal Advocacy Team helps to protect and further animal welfare. Sign up below for targeted alerts and volunteer opportunities.

SIGN UP


f in @ + v
 4040 Lagrange Street, Boston MA 02132
 contact@communitypetcenter.org (800) 555-5555

COMMUNITY PET CENTER



Thank you!

Thank you for volunteering your time to our Animal Advocacy Team! See photos from our most recent event on social media.



Stay up to date on all our upcoming events.

CALENDER

f in @ + v
 4040 Lagrange Street, Boston MA 02132
 contact@communitypetcenter.org (800) 555-5555

Segment email examples



In the future, you can get more advanced with automation by sending emails triggered by actions taken by your contacts like opening an email, clicking on a link, or joining a list.

3



Social media: It doesn't have to overwhelm you.

If you're like many of the nonprofit professionals and volunteers we talk to, social media marketing can feel overwhelming. And it often feels like you're spinning your wheels — doing a lot of activity across many channels with little to show for it.

Ultimately, social media should allow you to generate awareness, action, and engagement that you wouldn't have gotten otherwise.

You should reserve your organization's name on the important social channels so you have it. But you don't have to be active everywhere. That's why we recommend starting with one channel that makes sense for your organization.

Ideally, choose a primary social channel based on the people you're trying to reach. Also, consider what channel you're most comfortable using and how it fits with the personality of your organization.



TIP

Choose the right social media platform for your organization.

[Find out how.](#)



Each social channel also has its own personality too.

You should NOT be posting the exact same thing on every channel. You can use the same theme but modify your posts to suit the channel.

You can see an example of what we mean here by following Netflix on Facebook and LinkedIn.

The content and updates the company shares on Facebook focus on show information for consumers, whereas updates on LinkedIn focus on the business of running Netflix.



Match your approach to the social channel.



Netflix Facebook post



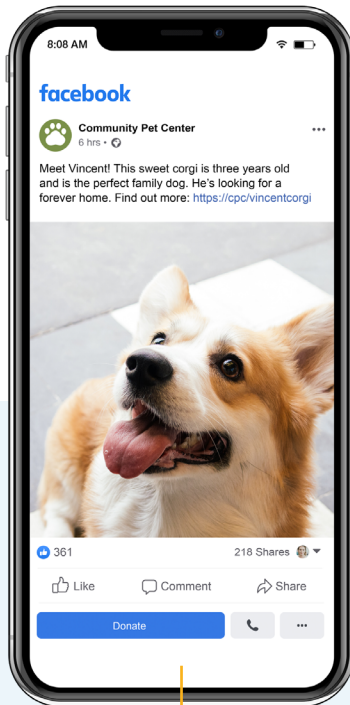
Netflix LinkedIn post



EACH SOCIAL CHANNEL IS UNIQUE

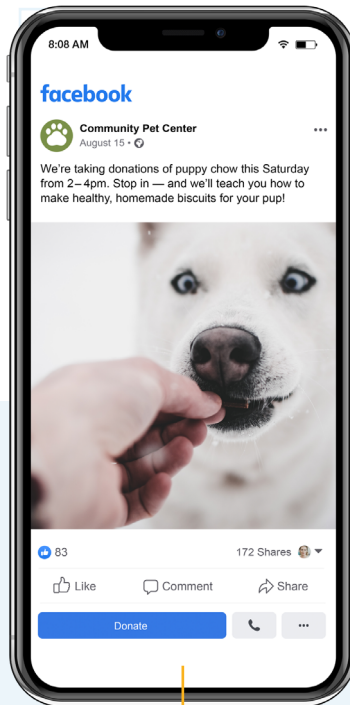
Facebook

In the news feed you'll be competing with friends, family, and local and world headlines.



AWARENESS

Post content your audience may want to engage with by liking, commenting, and sharing.



DRIVING ACTION

Let people know how they can help, or alternatively, how they can benefit from the programs and services you provide.



ENGAGEMENT

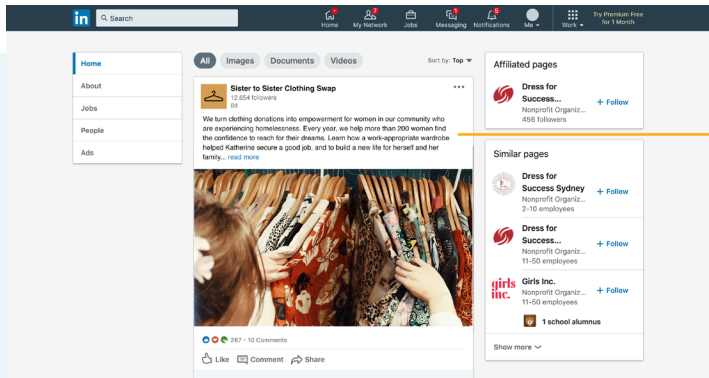
Begin building relationships with your audience.



EACH SOCIAL CHANNEL IS UNIQUE

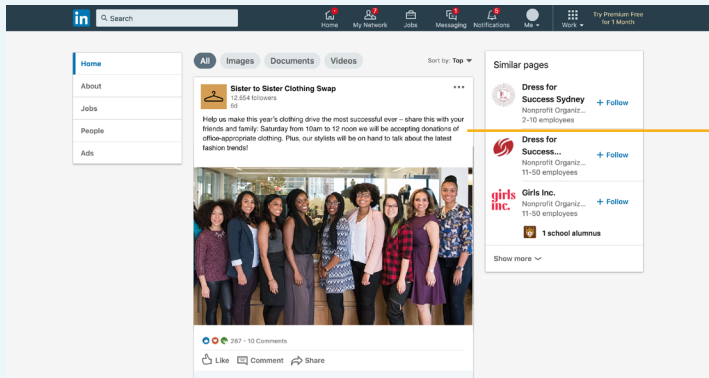
LinkedIn

More of a professional network, which could make sense if your nonprofit's work includes marketing to professionals. It could be a great channel for finding volunteers to serve in a variety of capacities.



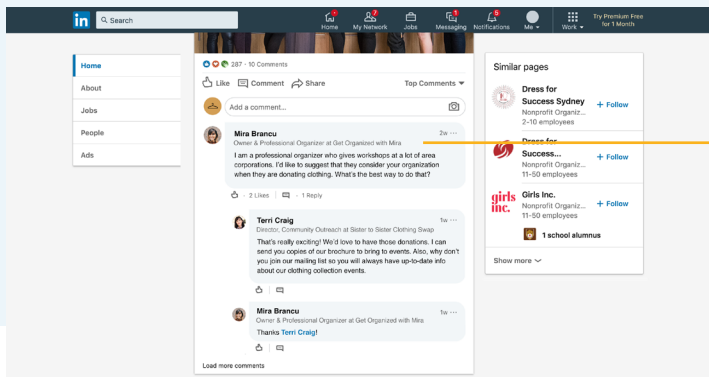
AWARENESS

Post stories about how your work creates positive impact in the community.



DRIVING ACTION

Let people know how they can help or, alternatively, how they can benefit from the programs and services you provide.



ENGAGEMENT

Begin building relationships with your audience.



EACH SOCIAL CHANNEL IS UNIQUE

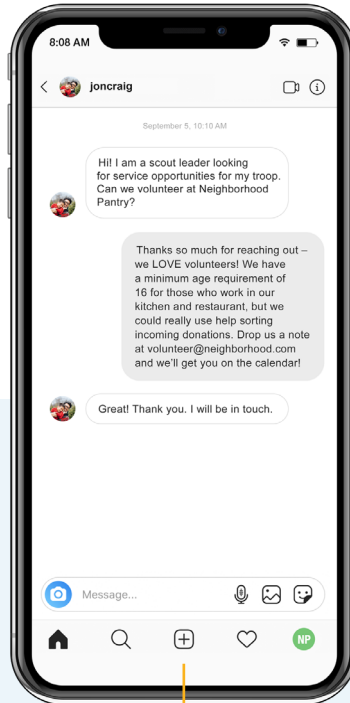
Instagram

A highly visual network. Let people see what's happening with your organization.



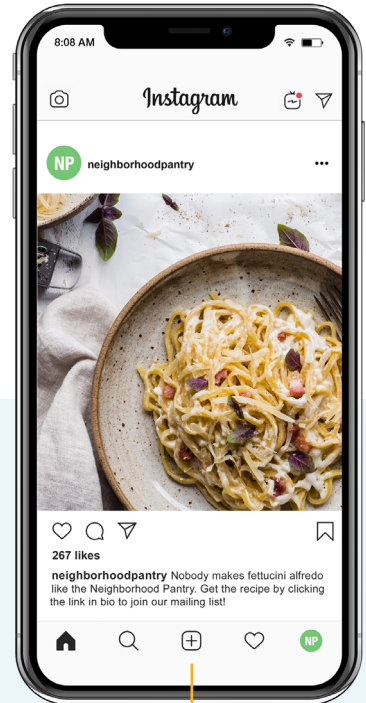
AWARENESS

Let people know the latest news.



DRIVING ACTION

Respond to direct messages from people in your community.



ENGAGEMENT

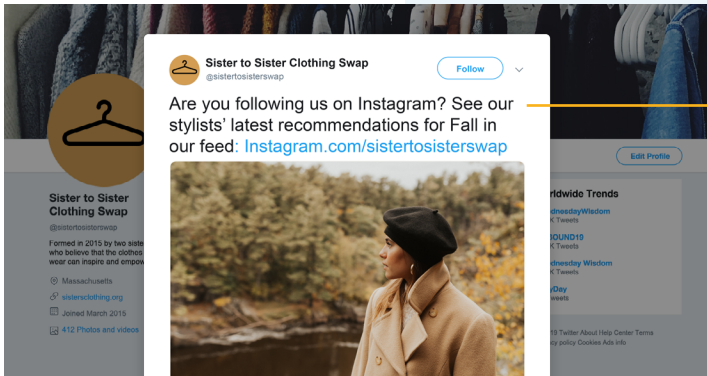
Send people to your website with a link in your bio.



EACH SOCIAL CHANNEL IS UNIQUE



Public news feed of what's happening now.



AWARENESS

Let followers know about your other social channels.



DRIVING ACTION

Let followers know how they can help.



ENGAGEMENT

Use the platform to start a conversation.

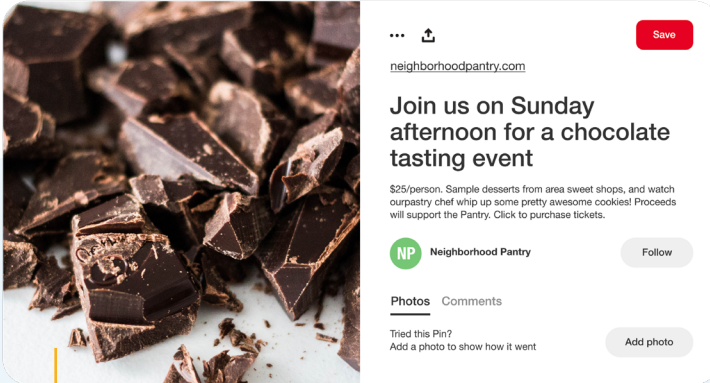
CONSTANT CONTACT



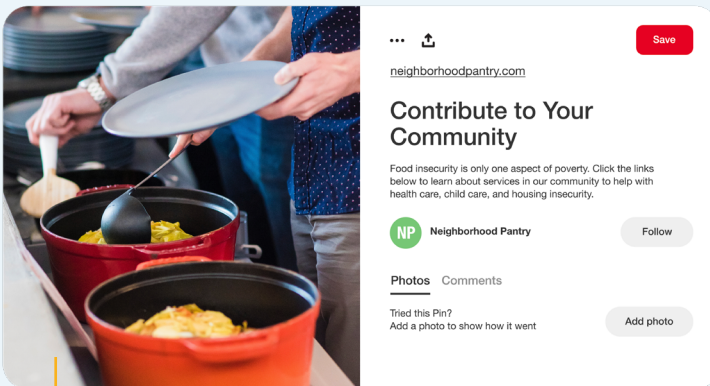
EACH SOCIAL CHANNEL IS UNIQUE

Pinterest

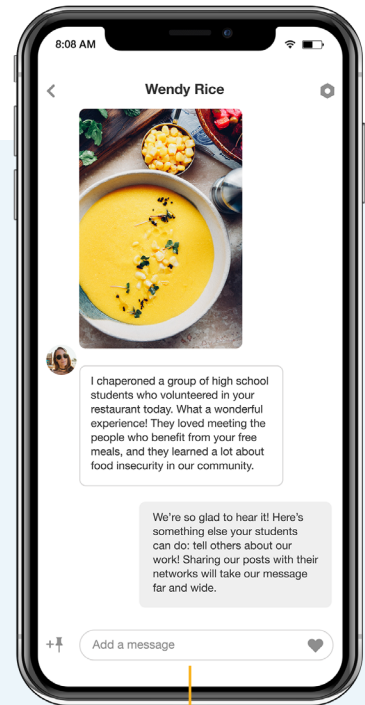
Boards with tips and ideas.



AWARENESS Let people know about upcoming events.



DRIVING ACTION Provide links to resources on your website to help the audience you're trying to reach.



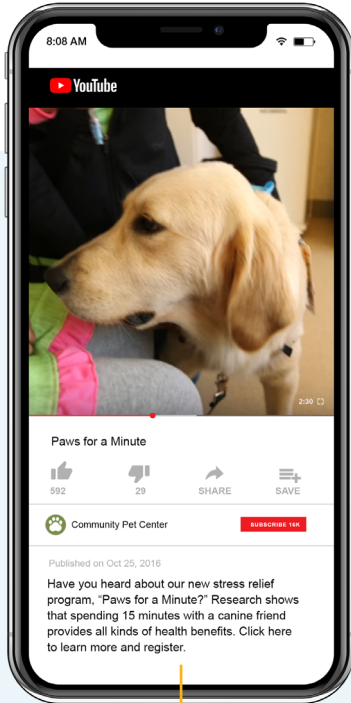
ENGAGEMENT
Engage with those taking the time to thank you.



EACH SOCIAL CHANNEL IS UNIQUE

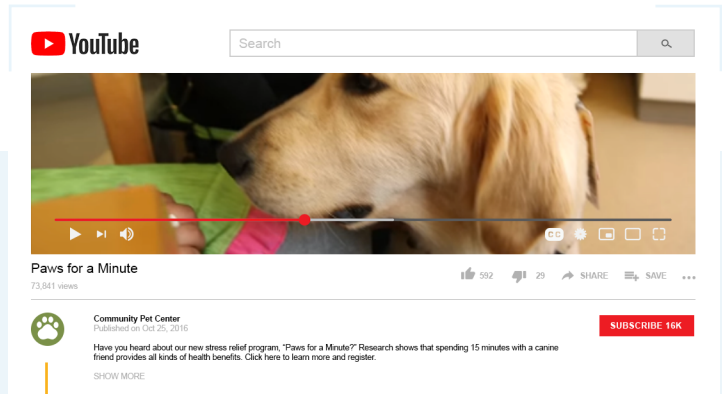
YouTube

Video content that's educational and entertaining.



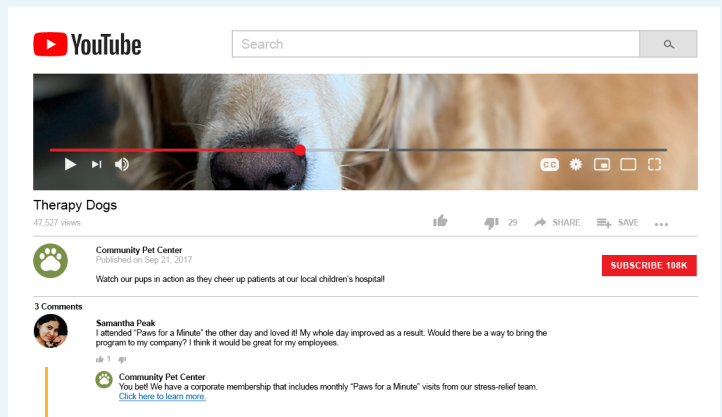
AWARENESS

Create video content to let people know about new programs.



DRIVING ACTION

Show the positive impact your organization is having in the community.



ENGAGEMENT

Respond to questions and provide additional resources.



ACTION STEPS



Determine which social channel makes the most sense for your organization.



Set business goals for this primary channel across three categories.

- Awareness
- Engagement
- Action



Create a plan for this channel to reach your participation goals.



DID YOU KNOW?

Constant Contact offers social media training for beginners.

[Get started with our Social Quickstarter.](#)

Keep focused on how social media can help you with engagement goals such as awareness, customer service, and driving action.

Connect with people on social and ultimately move them to your website and build your email list so you have a list of contacts you own to drive engagement.



Don't forget social media isn't the only place where people may find and engage with your organization.



4



Listings and review sites: Provide accurate information and respond appropriately.

Today people use a variety of apps and websites to find the information they're looking for. Sometimes these listings are automatically generated and other times your customers may create them.

You're able to take control of these listings by claiming them for your organization – which is often as simple as clicking a button and submitting requested information that proves that you are a legitimate representative of your organization.

Make sure all information is correct and up to date across all sites. The last thing you want is for someone to find incorrect information about your organization, as this can cause you to lose audience members, program participants, patients, clients, donors, and volunteers.



TIP

Once you've claimed a listing, you're able to update the information on those pages for accuracy.

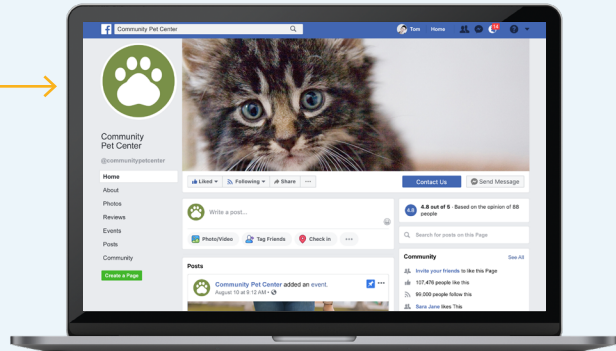


Claim your listings.

At the very least, claim your Facebook business/nonprofit page, Google My Business profile, and Yelp page.

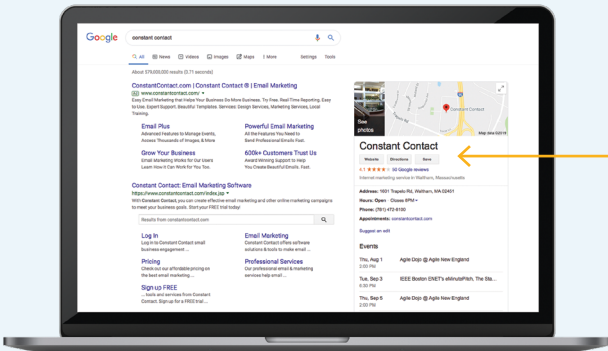
FACEBOOK PAGE

Your Facebook page should provide all the correct information about your organization.



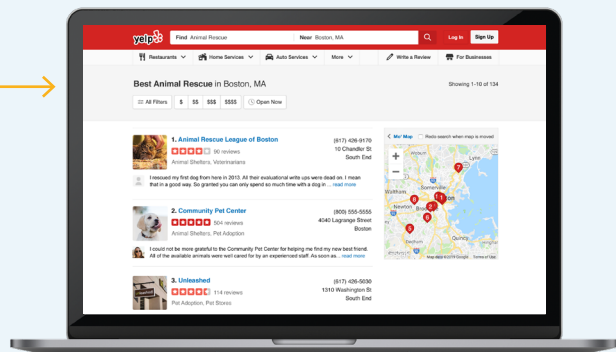
GOOGLE MY BUSINESS LISTING

Claim your Google My Business profile to take advantage of the prime placement in Google search results.



YELP PAGE

Many people use sites like Yelp to find organizations around them. The more robust your listing, the better your chances are of standing out amongst competitors.





ACTION STEPS

✓ Claim your Facebook business page, Google My Business profile, and Yelp listing.

✓ Identify any other listings that may be important for your organization.

✓ Make sure all information is correct on all sites.



DID YOU KNOW?

Find out more about setting up your Facebook business page, Google My Business profile, and taking control of your listings.

The screenshot shows the GuideStar website interface. At the top, there's a search bar with 'Clothing Swap' entered. Below the search bar, there are tabs for 'Geography', 'Organization', and 'Financials'. The 'Organization' tab is selected. On the left, there are filters for 'STATE', 'ZIP CODE', 'CITY', and 'COUNTRY'. The main content area shows '1,500 results found' and lists three entries for 'Sister to Sister Clothing Swap' in Boston, New York, and Atlanta. Each entry includes the organization's name, address, EIN, and a brief description of its mission.

The screenshot shows the Charity Navigator website interface. At the top, there's a search bar with 'Pet Center' entered. Below the search bar, there are tabs for 'Top Ten Lists', 'Hot Topics', 'Tips for Donors', 'Blog', and 'Support Charity Navigator'. The 'Support Charity Navigator' tab is selected. On the left, there are filters for 'Filter by Rated Status', 'Filter by State', 'Filter by Rating', and 'Filter by Category'. The main content area shows 'Search Results' for 'Pet Center' and lists two entries: 'Community Pet Center' in Boston, MA, and 'Vet-Pet Rescue' in Chesterfield, MO. Each entry includes the organization's name, location, classification, and IRS subsection.

As a nonprofit organization, you should also claim and complete your listing on databases such as Guidestar.org and Charity Navigator, which are major sources of information on nonprofit organizations. Granted, the average donor might not be checking Guidestar.org to learn about you, but others — especially grant makers — are likely to as part of their due diligence.

And if there are other listing sites important in your cause, make sure you are there, too. For example, 211.org provides a national directory of crisis and social services. If this is the kind of work your organization does, then find out how you can be listed so the people who need your services can find you.

5



Create content: Increase your chances of getting found.

Content is what people search for, consume, and share online. If you produce relevant content on a consistent basis that aligns to what your audience is searching for, you'll have more people finding you and sharing your content. You'll also make more connections for your nonprofit and reach more people, who will also share your content.

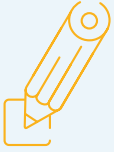
This content helps search engines like Google find your organization and can result in free traffic to your website. Yes, there are some technical aspects to consider for search engine optimization or SEO. But at its core, it's about delivering relevant and meaningful content to the people you're trying to reach.

A blog is functionality that makes it easy to add content, or posts, to your website on a regular basis. Whereas your website contains information about your organization's programs and services, a blog gives you the ability to answer more specific questions about your mission for your supporters.



DID YOU KNOW?

A blog allows you to create helpful content for your audience directly.



ACTION STEPS



Add a blog to your website domain.



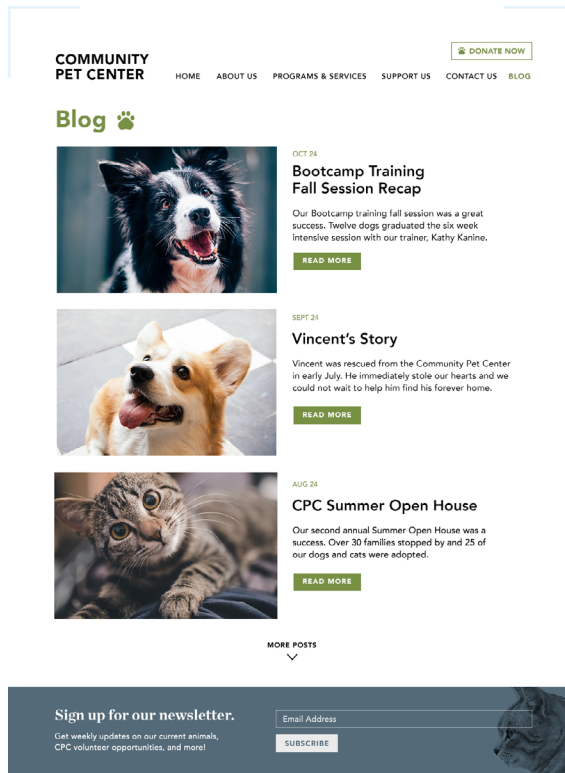
List the top questions you get from participants, volunteers, and donors.



Create a calendar to regularly publish content that answers those questions.

Search engines love fresh blog content.

You get the most benefit when your blog is connected directly to your website and not off on some other platform. Consider rotating your topics to focus on the interests of those who participate in and benefit from your programs, volunteers, and donors. Choose a publishing frequency that works best for your organization. While a weekly blog would be awesome, don't commit to more than you can handle and enlist the aid of volunteer "guest" bloggers. Get good mileage out of this content by posting it on your social and email channels to lead people back to your website.



Example of blog



How to amplify your efforts.

Once you have the foundational elements in place, you can and should use paid advertising to amplify your efforts. The online landscape has changed over the years. Where it used to be enough to just be there to reach your potential audiences, algorithms on most social channels limit the access you have to them. Algorithms also impact where your organization ranks in search results. In many cases, you'll have to pay to reach people.

That's not bad. You just want to do it in a smart way.



Sponsored Facebook post example

Facebook and Instagram Ads

Ads on Facebook and Instagram are powerful because not only are there lots of people on the platforms, you can also target your ads specifically to increase their effectiveness.

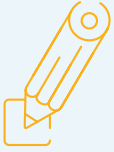
Target your ads based on location, demographics, interests, behaviors, and connections. You can even create a lookalike audience to target people similar to those already on your email contact list.

Constant Contact walks you through the process of creating ads, making it easy to find customers on Facebook and Instagram, drive website traffic, and grow your contact list.

[Find out more.](#)



DID YOU KNOW?



ACTION STEPS



Set aside a budget of \$100 to experiment with paid advertising.



Drive traffic to top performing pages on your website.



Use ads to get new signups for your email list.

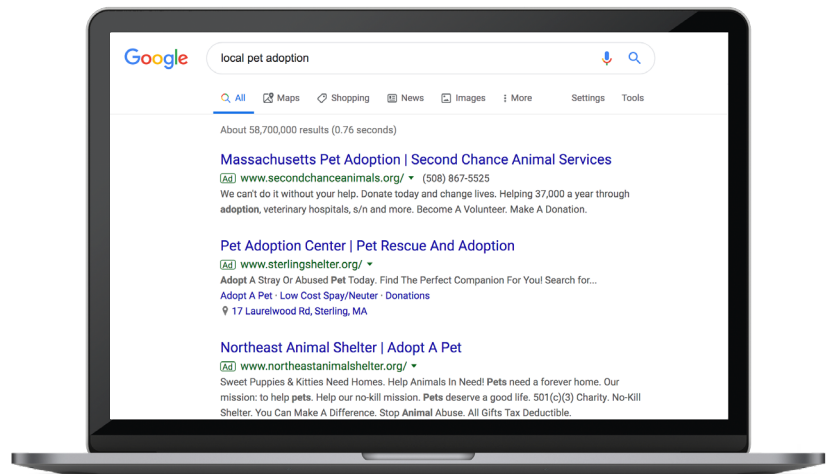


DID YOU KNOW?

Constant Contact has simplified the process for creating an ad and bidding on keywords so that you can quickly start promoting your organization to the people who are actively looking for what your organization offers. Find out more about growing your audience with [Google Ads from Constant Contact](#).

Google Ads

People use Google every day to search for specific goods, services, programs, charities, and organizational information. You can pay to have Google Ads display your text ads at the top of the search results based on specific keywords. These ads are pay-per-click (PPC), which means you pay only when people click on your ad.



Google ad example

How much should you spend on ads?

When you're first getting started set aside \$100 for testing. As you learn what does and doesn't work, you can invest more money in the ads that are working to bring you more engagement.

You may also be eligible to receive access to tools for nonprofits from Google and Facebook.



How it all comes together

Now that you have a better sense of how people are using online sources to find the services offered by nonprofit organizations, you'll need to position yourself for success.

How do you bring it all together to drive new and sustained engagement? The reality is that if you're not top of mind, people forget about your organization. And that can cause you to lose ground in building a sustaining foundation of support.

Let's take a look at how this all comes together.

Connect

It's all about getting people to your door or mobile-responsive website. You now know that happens through word-of-mouth referrals, searches online, paid advertising, mobile searches on apps, or through listing sites.

Experience

Wherever your prospective audiences are engaging with you, you should provide a positive experience. That's often as simple as making sure people are finding the answers to their questions, that you're responding and engaging with people, and generally being helpful.

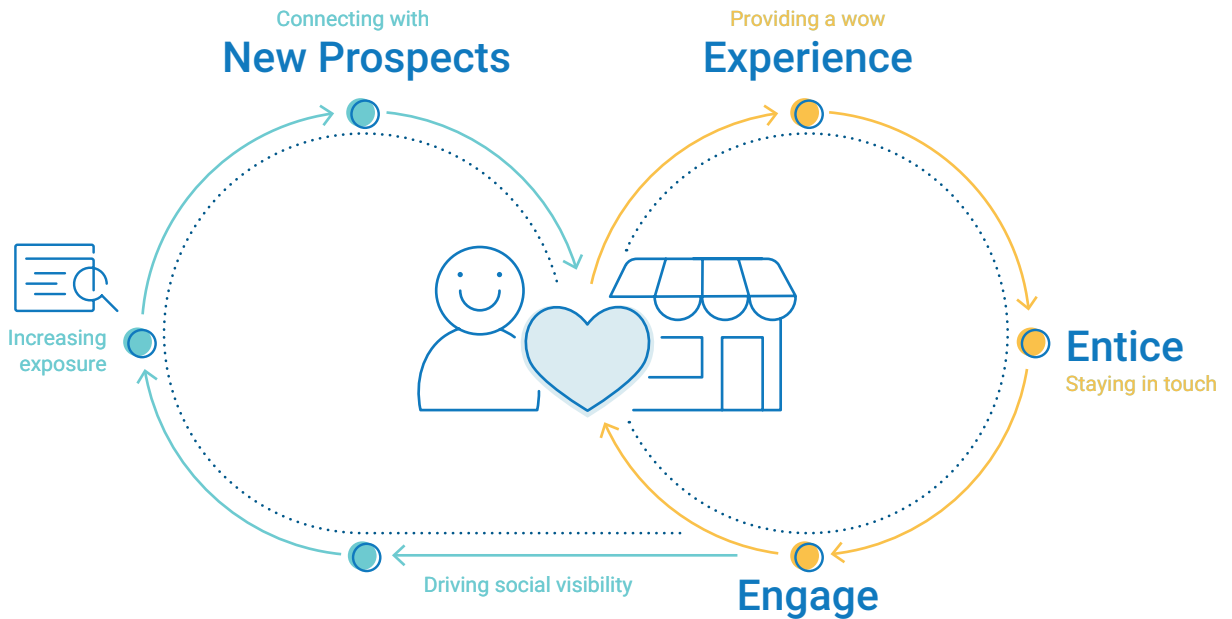
Entice

At this stage where someone is feeling good about your work, it's a great time to entice them to stay in touch with you. This could be mean following you on social channels, or even better, joining your email list.

Engage

Next, your job is to engage with these people who have opted to connect with you on a regular basis. This engagement is at the heart of the relationship between a nonprofit and its constituents.

Engagement keeps you top of mind and puts you on the path to creating loyalty, referrals, contributions of time and money, and increased exposure for your work. Simply, engagement creates more awareness for your organization and brings more people to your door.



When your connections engage with you on social, forward your emails, or share your content with their contacts, those interactions create more visibility for your organization. In turn, this engagement brings new people to your organization and feeds into the ways people find your organization in the first place.

And that’s how it all works together.

By focusing on those core elements of connect, experience, entice, and engage, a nonprofit organization can create the relationships and interactions that keep existing participants coming back and increase word of mouth and social visibility that brings new friends and donors through the door.

TO RECAP

Here's how you can take action:



Create a mobile-friendly website as a resource for potential clients, participants, volunteers, and donors.

By answering questions of prospects and creating content that's helpful, you increase the chances of people finding you through search, consuming the information you provide, and sharing those resources with their connections.



TO RECAP

Here's how you can take action:



Capture email addresses from website visitors.

Offer a promotion or exclusive content to entice people to join your email list. Then you'll have a way to follow up and encourage people to interact with your organization.

COMMUNITY PET CENTER [HOME](#) [ABOUT US](#) [PROGRAMS & SERVICES](#) [SUPPORT US](#) [CONTACT US](#) [DONATE NOW](#)

SIGN UP

To stay in touch.

Want to rescue a puppy? When you sign up for our mailing list, you'll receive a specially selected set of photos with ways to adopt.

[CLICK TO JOIN](#)

Give an Animal a Forever Home
[MEET OUR ANIMALS](#)

Adoption and Outreach Programs
[SEE CALENDER](#)

Advocate for Animals
[LEARN MORE](#)

DONATE

Help Us Help Them

[DONATE](#)

Meet Tucker the Golden Retriever

Every rescue pet has a unique story to tell. Here's how Tucker found his forever home!

[READ MORE](#)

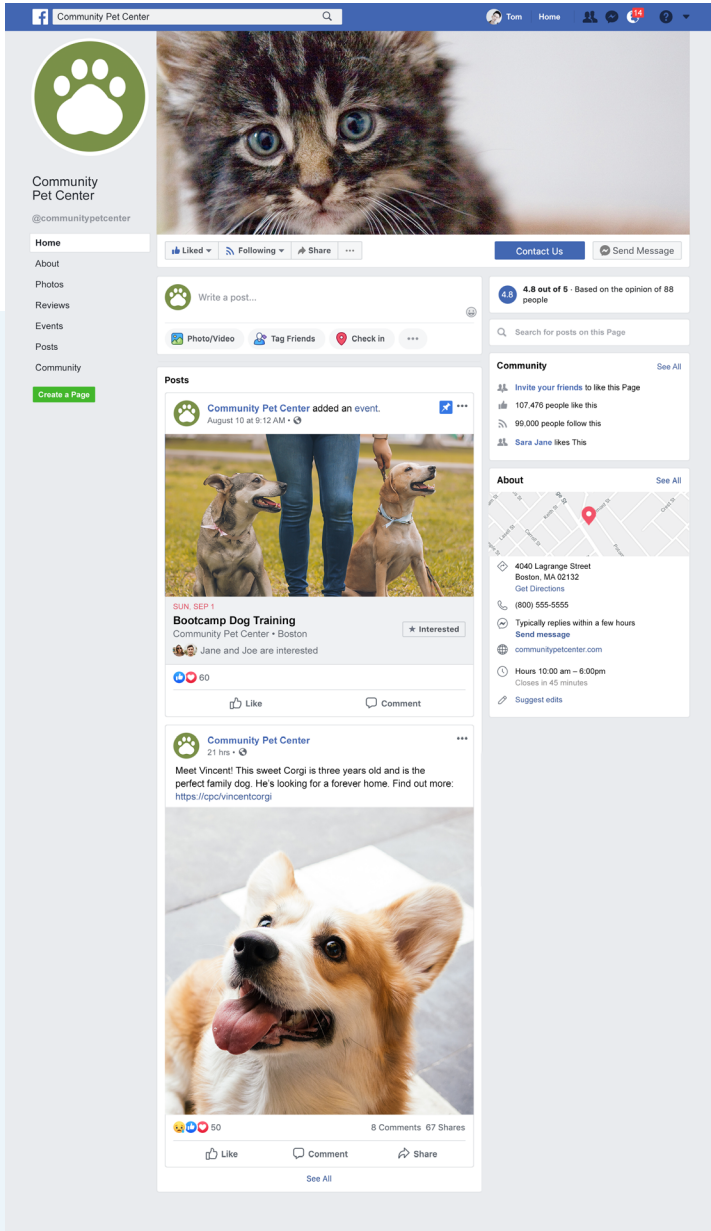
TO RECAP

Here's how you can take action:



Interact and engage on social. Remember it's called social media for a reason.

Social works best when you're not just asking people to give money to your cause. Use social to generate awareness, educate your community, and to drive action. Ultimately, try to get social followers to take the next steps by visiting your website and joining your email list.



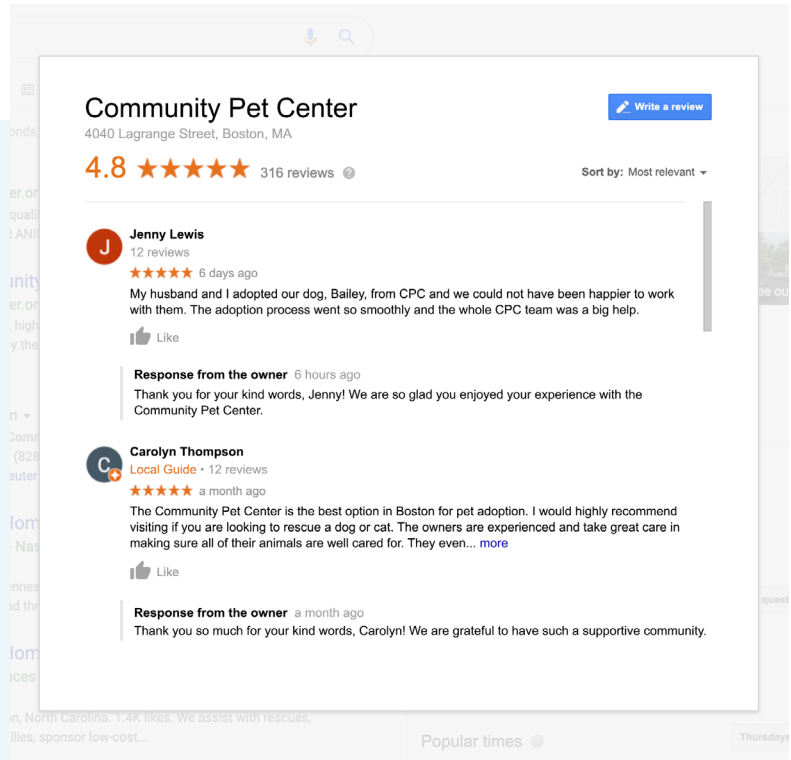
TO RECAP

Here's how you can take action:



Engage with reviews to build trust.

Say “Thanks” when your constituents take the time to say positive things about your organization. Also, be sure to attend to negative reviews as well. People are looking to see how you’ll respond. Sometimes the feedback is legitimate, sometimes it’s not. Respond professionally to see if you can rectify the issue. People watching can tell if someone’s being unreasonable.



TO RECAP

Here's how you can take action:



Use email marketing to provide exclusive, helpful, and promotional content.

Email marketing allows you to build more meaningful constituent relationships because people have opted-in to receive information from you. They're more engaged with your organization's work than the typical social media follower. Provide subscribers with perks and information they won't receive other places. Email can also drive action on your social channels.

COMMUNITY PET CENTER



LET'S CONNECT

Learn more about our animals, events, and volunteers by following us on social media!

#communitypetcenter



FOLLOW US



LIKE US



4040 Lagrange Street, Boston MA 02132
contact@communitypetcenter.org (800) 555-5555

TO RECAP

Here's how you can take action:



Amplify your efforts with paid advertising.

With your fundamentals in place, you can drive traffic to your website, expose your organization to more people, and collect more email addresses to grow your audience.

facebook



Community Pet Center
Sponsored •



Join us for our fall fundraiser this Saturday!
For more information and to sign up visit our website.



SEPT

COMMUNITYPETCENTER.COM

28

CPC Fall Fundraiser

★ Interested

Community Pet Center • Boston
120 people are interested

339

12 Comments 172 Share ▾

Like

Comment

Share

How will you know your online marketing efforts are working?

There's no shortage of things to measure today. Likes, followers, shares, opens, and clicks are all leading indicators. Don't focus on these vanity metrics alone to determine success. Pay attention to the things that are meaningful for your organization.

Some high-level questions you should answer to gauge success:

- Are people visiting your website?
- Are people joining your email list?
- Are people contacting you?
- Are people taking advantage of the programs and services you offer?
- Are people supporting your work as volunteers and donors?

How long does online marketing take to work?

From an organic, or non-paid perspective, you should think in terms of months. But once you build that foundation and have those strong relationships with your constituents, the time frame shortens. Then you can experiment with paid advertising to amplify those efforts that are working.

REMEMBER

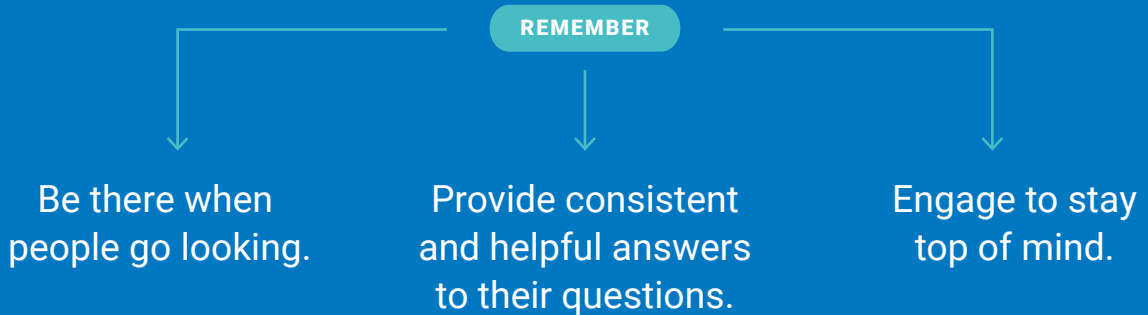
Across all that you're doing online, the idea should be to use your mobile-friendly website, email marketing, social channels, listings, content, and advertising to be useful to your current and potential future constituents.

- Create your website as a resource.
- Use other channels to drive people to your website.
- Capture email addresses to drive new and repeat engagement.



Online marketing can work for you

With your knowledge of how to make online marketing work for your nonprofit organization, you're ready to take those next steps.



By doing these things you'll get the word out about your organization, drive more people to your website, and raise the level of engagement with the cause you serve and the people who support your work.

You've got this. You've got us.

[CONSTANTCONTACT.COM](https://www.constantcontact.com)

Is your organization online ready?

Review the information below. If you answer “no” on any of these items, a Constant Contact marketing advisor can point you in the right direction.



Call our marketing helpline:

(888) IDK-MKTG
(888) 435-6584

Do you have a logo for your organization?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a domain name?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a website?	<input type="radio"/> YES	<input type="radio"/> NO
Is it mobile friendly?	<input type="radio"/> YES	<input type="radio"/> NO
Does it include at least five pages?		
<i>Homepage</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>About Us Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Programs and Services Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Support Us Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Contact Us Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
Are you answering the indicated questions for visitors on each page?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using the appropriate imagery and photography throughout your site?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a way to capture email addresses from your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you offering something of value in exchange for an email address?	<input type="radio"/> YES	<input type="radio"/> NO
Have you ever run an SEO audit on your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using an email marketing tool to stay in touch with constituents?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a Welcome Series ready to automatically go out to new subscribers?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written plan to send an email at least once a month?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have any ideas for other emails you may want to automate?	<input type="radio"/> YES	<input type="radio"/> NO

Are you using social media channels for your organization? YES NO

Have you reserved your organization name on the major social channels?

FACEBOOK
 TWITTER
 INSTAGRAM
 LINKEDIN
 PINTEREST
 YOUTUBE

Have you chosen one channel as your primary area of focus? YES NO

Are you engaging with people trying to interact with your organization on this channel? YES NO

Have you set business goals for your social activity across the three categories?

Awareness YES NO
Driving Action YES NO
Engagement YES NO

Do you have a written social plan to achieve those goals? YES NO

Have you identified the listings and review sites that are important for your organization? YES NO

Have you claimed your organization on these listings and sites?

Google My Business YES NO
Yelp YES NO
Other Listings YES NO

Have you confirmed the information is accurate on these sites? YES NO

Are you engaging with people on these platforms? YES NO

Do you have a way to easily create content on your website such as a blog? YES NO

Have you made a list of commonly asked questions from your constituents? YES NO

Do you have a written plan to publish answers to those questions on a consistent basis? YES NO

Are you currently doing any paid advertising?

- FACEBOOK
- INSTAGRAM
- GOOGLE
- OTHER

Have you set aside a small budget to test your paid advertising efforts? YES NO

Do you have a written plan for paid advertising efforts? YES NO

Do you have a key metric that's important for your organization? YES NO

Are you looking beyond vanity metrics and paying attention to the metrics that matter for your organization? YES NO

Are more people visiting your website? YES NO

Are more people joining your email list? YES NO

Are more people contacting you? YES NO

Are more people making purchases? YES NO

Find more powerful tools, marketing advice, and how to win with online marketing at constantcontact.com



Constant Contact is an online marketing platform built to simplify the complex task of marketing your idea, even if you're a beginner. And our award-winning team of marketing advisors is there for every customer, every step of the way, offering live, real-time marketing advice on the phone or online anytime you get stuck. Whether it's creating great-looking email marketing campaigns, building an awesome website, creating a beautiful logo for your brand, or finding new customers on social media, we've got all the tools, features, and guidance you need to succeed — all in one place.



Headquarters
Reservoir Place
1601 Trapelo Road
Waltham, MA 02451

[CONSTANTCONTACT.COM](https://www.constantcontact.com)

© 2019 Constant Contact